



# *Election* 2018

POLITICAL ADVERTISING GUIDE

**H-L**

media  
LEXINGTON  
HERALD-LEADER  
kentucky.com





## WIN THE KENTUCKY VOTERS YOU WANT WITH H-L MEDIA!

Get your message in front of our highly engaged audience with the Lexington Herald-Leader and Kentucky.com.

**91%**

of Kentucky.com readers are registered to vote in their district.\*

**77.1%**

of H-L Media readers are active in Local, State, and Presidential elections.\*\*

### Plus we add credibility to your political message.

Newspapers are rated highest on level of trust in content from Millennials to Baby Boomers.

### Connect With Important Voter Segments

#### Women:

With the Combined reach of Kentucky.com and the Lexington Herald-Leader we reach **52.6%** of women in the Lexington DMA.\*\*\*

#### H-L Media Can Take Your Message Even Further!

Reach all **800,000+** registered voters in the Lexington DMA via our audience extension products below.

- YouTube Video
- Facebook
- Email Blast
- Site and Search Re-Targeting
- Behavioral Targeting
- Search Engine Marketing
- Sunday Select
- Mobile
- Community News
- Demographic Targeting

\*Source: Scarborough Market/Release: Lexington, KY 2017 Release 2 Total (Aug 2016 – Oct 2017) Visited past 30 days: Kentucky.com. \*\*Source: Scarborough Market/Release: Lexington, KY 2017 Release 2 Total (Aug 2016 – Oct 2017) Integrated Newspaper Audience: Lexington Herald-Leader INA. \*\*\*Source: Scarborough Market/Release: Lexington KY 2017 Release 2 Total (Aug 2016 – Oct 2017) Integrated Newspaper Audience: Lexington Herald Leader INA.



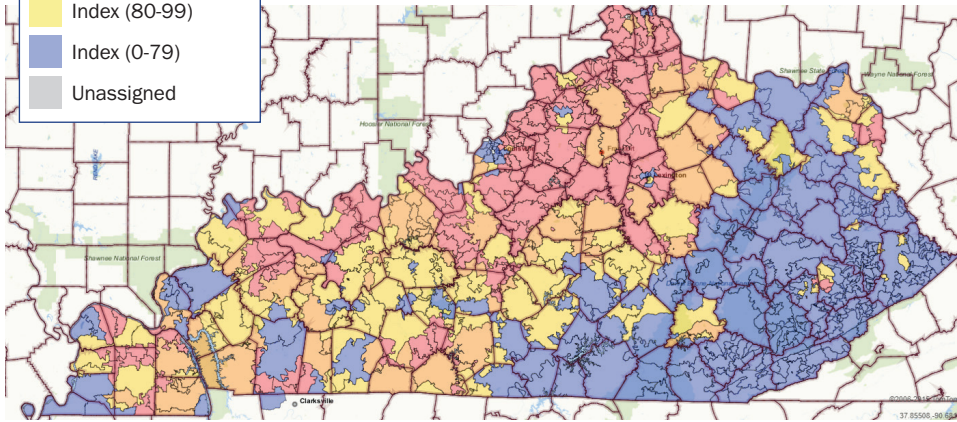
# OUR *Reach* IS STRONGEST WHERE IT MATTERS!

List of Report Area  
by ZIP Code\*

- Index (120-214)
- Index (100-119)
- Index (80-99)
- Index (0-79)
- Unassigned

## Registered Voters Target Geography

Where voters are most likely to live in Kentucky



ZIPs with highest index scores listed below

| ZIP   | Analysis Area Name | County  | Total Household Count | Target Household Count | Index |
|-------|--------------------|---------|-----------------------|------------------------|-------|
| 40510 | Lexington, KY      | Fayette | 565                   | 513                    | 212   |
| 40026 | Goshen, KY         | Oldham  | 1,831                 | 1,659                  | 212   |
| 40010 | Buckner, KY        | Oldham  | 199                   | 182                    | 214   |
| 41048 | Hebron, KY         | Boone   | 5,178                 | 4,558                  | 206   |
| 40514 | Lexington, KY      | Fayette | 6,116                 | 5,225                  | 201   |

\*Source: Claritas PRIZM Premier 2017



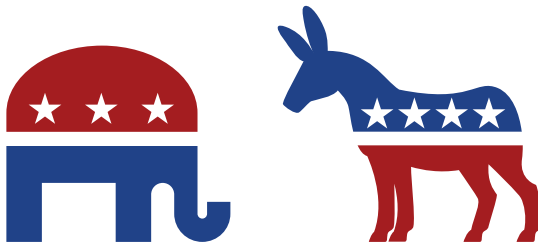
# Kentucky VOTERS

## **Voters' households are heavy mobile users.**

- Read the newspaper on mobile device
- Visit Newspaper website
- Read daily print newspaper
- Internet sites visited/apps used past 30 days: LinkedIn, Pinterest

**HL Media offers a variety of print and digital channel options to reach voters.**

**68% of Kentucky.com traffic comes from mobile devices.** (Source: Ominture 2017)



**Need to Target by Party by Zip?**

**WE CAN DO THAT!**



# *Political Advertising*

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## **DIGITAL OPTIONS**

H-L Media offers a variety of digital options to ensure your campaign has **MAXIMUM EXPOSURE** this election including:

- Geo-Targeted Impressions on Kentucky.com, central Kentucky's #1 Website for News and Information
- Video Pre-roll
- Mobile Targeting
- Targeted E-Mail Blasts
- Native Advertising
- Page/Channel Takeovers on Kentucky.com
- Geo-Fencing
- Newsletter Sponsorship Opportunities



# Political Advertising

## VIDEO

### Online Video Usage Among Consumers

- The U.S. audience for digital video surpassed 200 million 2015.
- In 2016, 66% of the total U.S. population and 80% of all Internet users will watch digital video content via any device at least once per month.
- Users are spending less of their viewing hours watching TV – time spent per day is expected to decline 3% in 2016.

### Video Reach and Impact

- The online video audience is younger and more affluent.
- 18 to 44-year-olds make up about **half** of the online video audience.
- Although they make up the smallest share, the largest annual growth is the 65+ segment.

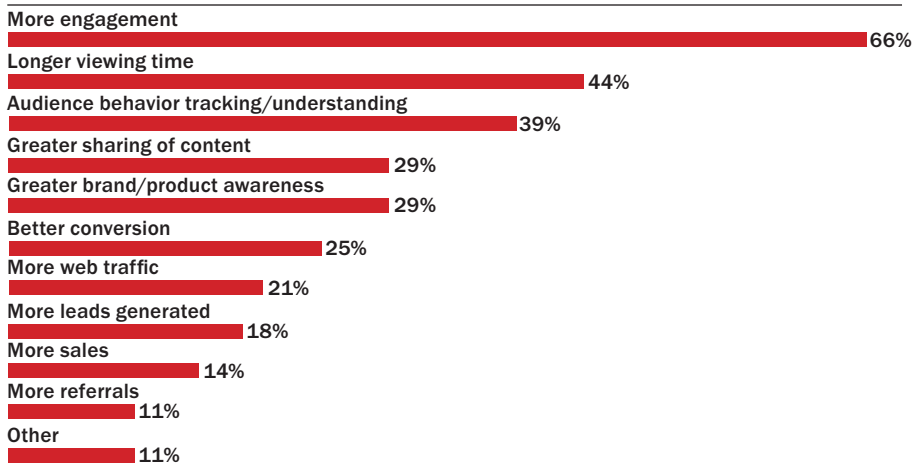
### Benefits of Online Video Advertising

- Video CTR is typically higher than a standard web display campaign.
- Single pre-roll provides an uncluttered environment for advertisers.
- Video enriches the experience for users and is an effective way to get a customer's attention.
- Trusted content environment – video has the same high journalistic standards.
- Audiences are highly engaged – users are more focused on video, especially when viewed on a mobile device (as compared to TV, which is becoming a background medium).
- Greater product/brand awareness.

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#### Benefits of Using Interactive Video\* According to Marketers in North America, Oct. 2015

% of respondents



Note: n=515 who use a form of content marketing; \*video content that facilitates engagement beyond viewing  
Source: Demand Metric, "Interactive Video: Defining & Measuring Performance" sponsored by Brightcove, Feb. 2, 2016



# Thank you

## FOR CHOOSING H-L MEDIA

**Rufus Friday**  
*Publisher*

### WHO ARE WE?

The leading digital-first, solution - focused company, united in partnership with the Central Kentucky business community.

### WHAT IS OUR GOAL?

To be an efficient, energetic, digital-savvy sales organization and to ensure financial success for our clients and ourselves.

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#### Market:

The Lexington Metropolitan Statistical Area (MSA) includes Fayette, Bourbon, Clark, Jessamine, Scott and Woodford counties

#### Circulation Area:

70 counties in Central, Eastern and South-Central Kentucky

#### Readership:

97,752 daily; 135,726 Sunday

#### Website:

[www.kentucky.com](http://www.kentucky.com)

#### Online Audience:

Average 14,828,379 page views per month; Average 2,322,025 unique visitors per month\*

#### Combined Audience:

347,995 (DMA Audience, unduplicated)\*\*

\*Source: Omniture, 2017 \*\*Source: 2017 Release 1, Nielsen Scarborough Report





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