

The Herald-Times

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MEDIA KIT

LOCAL | ENGAGED | TRUSTED

BRAND STORY

The Herald-Times is a multi-platformed news and information company that reaches its diverse audience via newspaper, magazines, niche publications, digital media and local events. The Herald-Times provides advertisers with specialized campaigns, leveraging multiple marketing and advertising tactics to reach a targeted audience.

Advertisers can be confident that well planned, well executed advertising campaigns will deliver a high return on investment. The Herald-Times has an array of daily, weekly, monthly and quarterly publications, websites, social media, and email newsletters that bring news and information to the community.

biznet
A Greater Bloomington Chamber of Commerce Publication

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**Spotlight: Tabor/Bruce
Architecture & Design**
By Kasey Hock

**Coming in April:
West-side
Revitalization**

MARK YOUR CALENDAR
MARCH

- 21 10th Anniversary of the 1992-1993
- 22 New Member Connect, Holiday luncheon

APRIL

- 11 10th Let the Dogs Out, Bloomington Animal Shelter
- 25 Preamble 2018, Mayor's Office

Company Cars:
to work for
your business

**See story
on page 10**

Small Business Success
A CLEANER HOME IS A HEALTHIER HOME
1-800-3-STEEMER
daniels@steemer.com
812-226-7000

Any Service Special
\$30 OFF
When You Spend
\$150 or More
Kalamazoo, MI 49001

Today's stories

- Mining supplier hunter found**
Pittsburgh
Mayor Hamilton submits
Savory budget
Aug. 16, 2018
- Police beat: Child
endangerment, rape, drugs**
Aug. 16, 2018
- Police beat: Jail bookings**
Aug. 16, 2018
- Monks sharing Tibetan culture in southern
Indiana**
Evansville
- Stinesville Head Start program moving into former Edge building**
The Head Start program that used to be in Stinesville Elementary School will be moving closer to I-480's main corridor, the district's board of trustees says.
- Community leaders remember gentle
giant Steve Howard, former Chamber
of Commerce CEO**
After hearing the news of Steve Howard's death, John Whitworth

RENTALS
60% OFF
KIDS & BABY
SALE
Aug. 16-18

An edition of the
HoosierTimes
Sunday, July 15, 2018

sip & savor

A taste of the Hills

Hard Truth Hills opens
its 325-acre site to tours,
with restaurant and
distillery to open soon

By Kurt Christian
kchristian@hoosiertimes.com

The best thing visitors to Brown County can hope for this summer is to find themselves lost in the woods, facing Hard Truth Hills.

During prohibition, moonshiners fled to tree-covered hills in the hopes that neither bloodhound nor rifle-toting lawman would stumble across their stills. Now, the guys behind Hard Truth Distilling Co., Big Woods Restaurant and Quail Out Brewing Co. are hoping to draw hikers from near and far to their 325-acre, wooded wonderland for food and drink lovers. Hard Truth Hills opened its welcome center earlier this year and is set to open its restaurant, distillery and barrel storage by summer's end.

"There are already so many people throughout the Midwest who come to see the wild spirit of this place," Taylor licks, welcome center manager, said. "For us to function out here, we have to do something that's really our own."

Progress at 418 Old Ind. 46 in Nashville has taken the shape of a welcome center with a tasting room and a full bar — the only one in town that fills growlers. Visitors touring the welcome center will find a mini-museum with items on loan from the Brown County Arts Council and the Brown County Historical Society. Bryan Smith, head distiller and general manager for Hard Truth Distilling Co., said the whole project came from a vision.

"When people come here, yeah, the products are great, but we're trying to make sure



The tasting board is available at the Hard Truth Hills distillery welcome center in Nashville.

they're getting the best experience around," Smith said. "The idea is to land here and stay for a while."

In a town with more tourists than residents, Smith said, he expects to see several types of people wandering into Hard Truth Hills: Nashville newcomers, distillery die-hards and those who are just there for the food. The Big Woods restaurant is scheduled to open in late July. With more than 200 seats, owner Tim O'Bryan said, the family-friendly offerings won't have an impact on the other Big Woods Brewing Co. or Big Woods Pizza restaurant in town.

"The Big Woods restaurants have been great for us, and we wanted to keep creating things," O'Bryan said. "We're kind of rebranding."

Handing off the side of the restaurant is a sprawling deck, designed to overlook a terraced concert area against a backdrop of untouched forest.

"You're going to have a hard time finding a place to eat outdoors in Indiana that's better than this," Smith said.

The distilling distillery will open around early September to begin its production of bourbon and rye whiskey — enough to fill 6,000-barrel rack house. Fed by grain from local farmers and ingredients grown in an on-site botanical garden, the distillery is expected to produce eight 25-gallon barrels of whiskey over the course of an eight-hour shift.

"We're really going to be poised to make

SEE HARD TRUTH | PAGE 14



Left to right, Nichole Jena, Kristen Hale and Sean Elms work on landscaping near Hard Truth Hills distillery and restaurant building on July 5 in Nashville.

BRAND STORY

The Herald-Times audiences are comprised of highly educated, mid-to-high-income residents, predominantly families with children. The economic climate is strong, with leading contributors such as Indiana University and Bloomington Hospital.

Bloomington is known throughout the region for its cultural and recreational opportunities, including sports, arts, recreation, entertainment and nightlife. Nearly 20% of greater Bloomington residents have lived in the area less than five years; The region is also home to a large transient population from Indiana University.

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- Editor's Update
- Perspectives 2015
- Charter Issues
- 10th Anniversary
- Quarterly News
- Anniversary of the Quarter
- Financial Initiative News
- Company News
- Continuing Education in Education

Spotlight: Tabor/Bruce Architecture & Design

By Kasey Buck

A budding architect Doug Bruce was approaching the end of his schooling in 1992. His days were occupied with considering which job in which large city would be the best place to launch his career.

"That is, until he got a call from his good-old, Bill Tabor, owner of a prominent Bloomington architecture firm and the person who inspired him to pursue architecture when he was still a middle-schooler."

"I came to Bloomington with the expectation that he'd offer me a job, and my career would be going to be 'I want to take a year and go work on a coast.' Bruce was all of going to see his great-uncle. But he didn't offer me a job. He offered me a partnership."

—Doug Bruce

Tabor/Bruce Architecture & Design
Photo by Chris Young

MARK YOUR CALENDAR

MARCH

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- 22 New Member Connect, Holiday luncheon

APRIL

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- 25 President's 2015, Mayor's State of the City

Company Cars:

Putting vehicles to work for your business

See story on page 10

Coming in April:
West-side Revitalization

Small ads, news & editorial content on 100% recycled paper. 100% recycled paper. 100% recycled paper.

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sip & savor

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SEE HARD TRUTH | PAGE 14



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REACH AND DISTRIBUTION

SUNDAY HOOSIER-TIMES

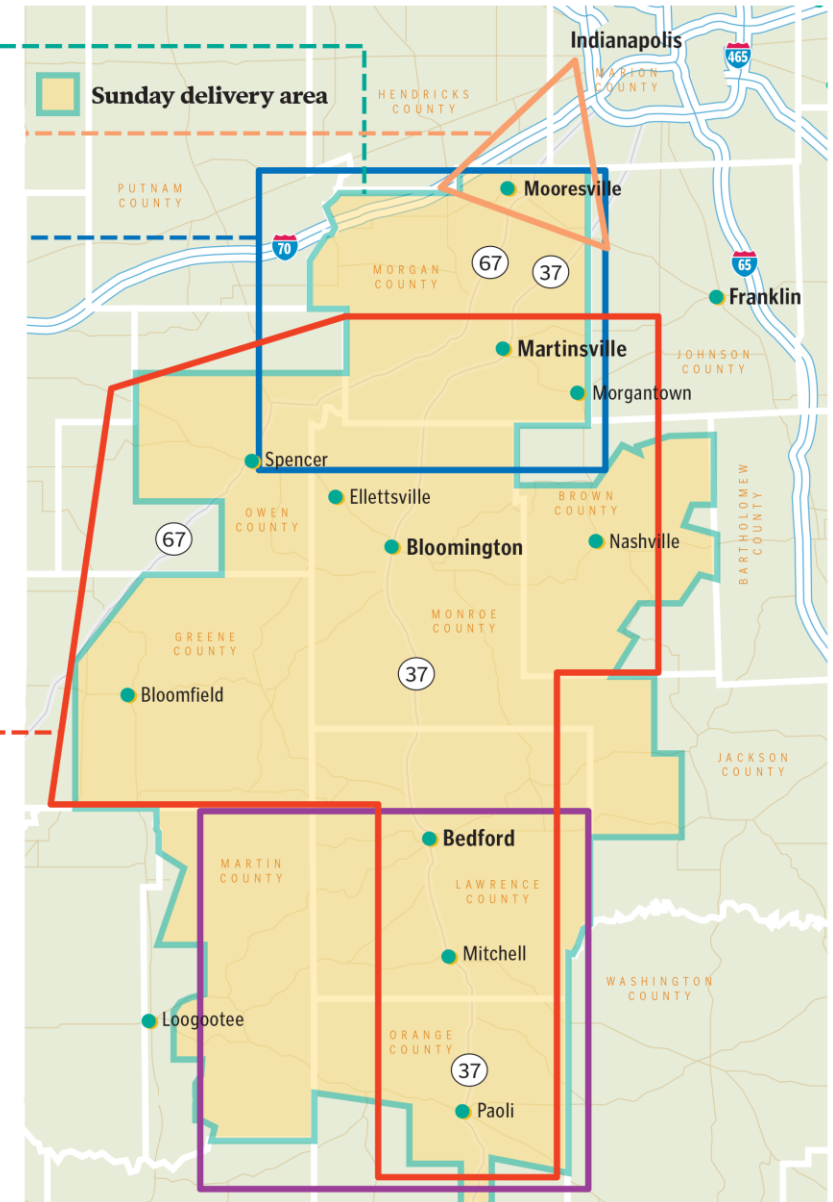
Includes the circulation of the
Bloomington Herald-Times, the
Bedford Times-Mail and the
Martinsville Reporter-Times

Published Sunday mornings

THE HERALD-TIMES

Bloomington; Monroe, Greene,
Brown, Owen, Lawrence, Orange
and Morgan counties

Published seven days a week
Morning publication



REACH AND DISTRIBUTION



PRINT CIRCULATION

16,500
DAILY

28,400
SUNDAY

18,800
BIZNET



SUNDAY

Includes the circulation of the Bloomington Herald-Times, Bedford Times-Mail and the Saturday Martinsville Reporter-Times Weekender Edition



DIGITAL

1.8 MILLION **MONTHLY PAGEVIEWS**

180,000 **MONTHLY UNIQUE VISITORS**

OVER 6 MINUTES **ONSITE PER USER SESSION**



35%
MOBILE



65%
DESKTOP + TABLET

THE FACTS



LOCAL

Founded by Indiana University graduate, Walter S. Bradfute in 1877, The Herald-Times has had long-standing relationships with both our readers and advertisers. Our team lives and works in this community, giving us the unique perspective and insight your business needs to succeed. Our advertising team is known for well planned, well executed advertising campaigns that deliver a high return on investment.



ENGAGED

The Herald-Times audiences are comprised of highly educated, mid-to-high-income residents, predominantly families with children. Our publications boast the largest reach in the Bloomington, Indiana DMA.



TRUSTED

Award winning journalism for the Bloomington community.

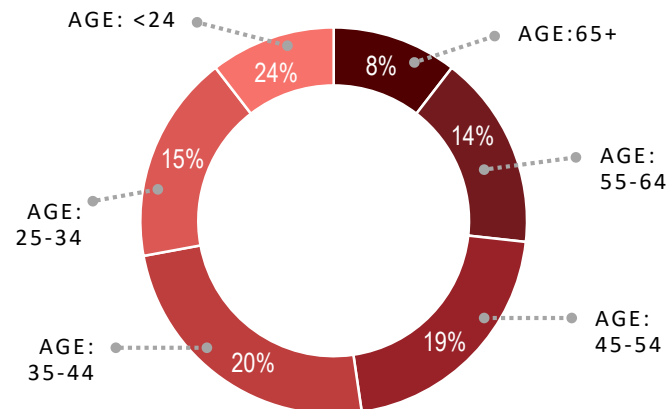
- In 2018, The Herald-Times won 13 awards — 10 of them first place — from the Society of Professional Journalists.
- In 2018, The Herald-Times journalist were awarded 10 awards honors, including four first-place awards and first place *Best Digital Presence*, by the Indiana Associated Press Media Editors

TARGETED DEMOGRAPHICS

DIGITAL VISITORS

Online readers are engaged, liked to be kept up-to-date on local events and return to the website several times a day.

- 72% of visitors are returning visitors
- 53% of visitors are between 35-64 years old
- 39% of visitors are between 35-54 years old
- 65% of visitor are college graduates or advanced degree holders



DIGITAL VISITORS (CONT.)

1.8 MILLION **MONTHLY WEBSITE PAGEVIEWS**

230,000 **MONTHLY UNIQUE VISITORS**



PRINT READERS

Herald-Times Print Readers are loyal, educated, have more disposable income and are engaged in the community.

- 70% of consumers visit stores after seeing newspaper ads
- 63% of Hoosiers access a printed newspaper each week.
- Reach 80% of 35-54 years old
- Educated, employed and integrated into the community; leaders

DISTRIBUTION

SOCIAL AUDIENCES



19,000

THE HERALD-TIMES

3,100

THE HOOSIER SCOOP



25,400

THE HERALD-TIMES

8,400

MIKE MILLER (IU SPORTS)

NICHE AUDIENCES



BIZNET

Published in conjunction with the Chamber of Commerce reaching community business leaders



SIP & SAVOR

Monthly look at the vibrant craft beer, spirits and local food scene



INSTRIDE

Focus on active Boomers and their lifestyle options and choices

ANNUAL PUBLICATIONS



WEDDING GUIDE

Publication in partnership with the annual bridal expo



BASCI HOME SHOW

Program for the annual home show improvement showcase



FAMILY GUIDE

A robust preview of camps, classes and activities for families and kids



SENIOR GUIDES

Spring and fall content regarding the abundance of local senior care options



IU BASKETBALL PREVIEW

A look ahead at Indiana's favorite college basketball team's season

TESTIMONIALS



We appreciate how well our community newspaper reaches our audience. We choose to advertise in The Herald-Times to boost attendance, reach volunteers and grow our event!
Craig Brenner, *Bloomington Boogies -Blues & Boogie Woogie Piano Festival*

Advertising with the HT has almost doubled the number of patients who are taking advantage of our ability to make crowns in a single visit. They are pleased with our technology that allows us to save them the hassle of a temporary crown and a return visit. It's great that the HT is helping Baker Family Dentistry put smiles on patient's faces! Thanks!

Dr. Lisa Baker, *Baker Family Dentistry*



As a small business I wear all the hats. Accounts payable, accounts receivable, ordering supplies, keeping personnel records etc. I give you little to work with as we don't have an advertising department. It needs to hit certain marks so we can co-op the cost with TORO and you get it done.

Mary Ann Jacobs, *J&S Locksmith*

We offered H-T Readers our award-winning fries for free to people who used a super-secret code word. Over 250 customers participated! We did more business just at lunch that one day than we did the entire day (breakfast, lunch, & dinner) the week before.

Samantha Aulick. *240sweet Artisan Foodworks*

