

PHOTO BY JACK HANRAHAN | ERIE TIMES-NEWS

JV Smith Furniture 2017 Proposal



TIMES PUBLISHING COMPANY



Erie Times News

GOERIE.com

PROPEL
MARKETING 1

Building audience is our business

Through a diverse marketing plan, we grow niche and mass audiences every day to help you **connect with your customers.**

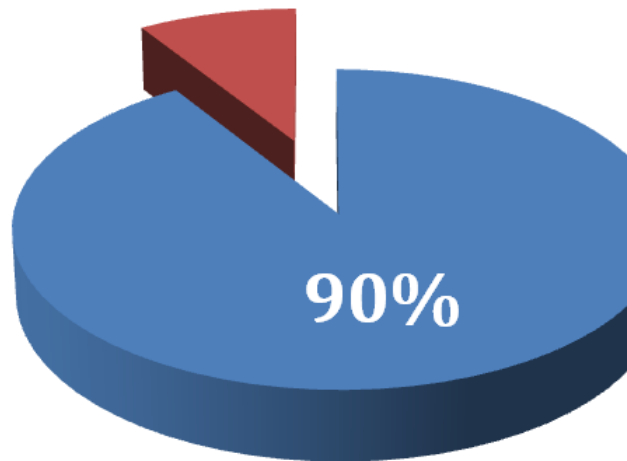


In the Community

More Local People. The Most Local Content. Erie Times-News | GOERIE.com

Reaching 90% of Erie County, PA!

195,000+ adults have used the *Erie Times-News* & GoErie.com in the last 30 days.



In the Community

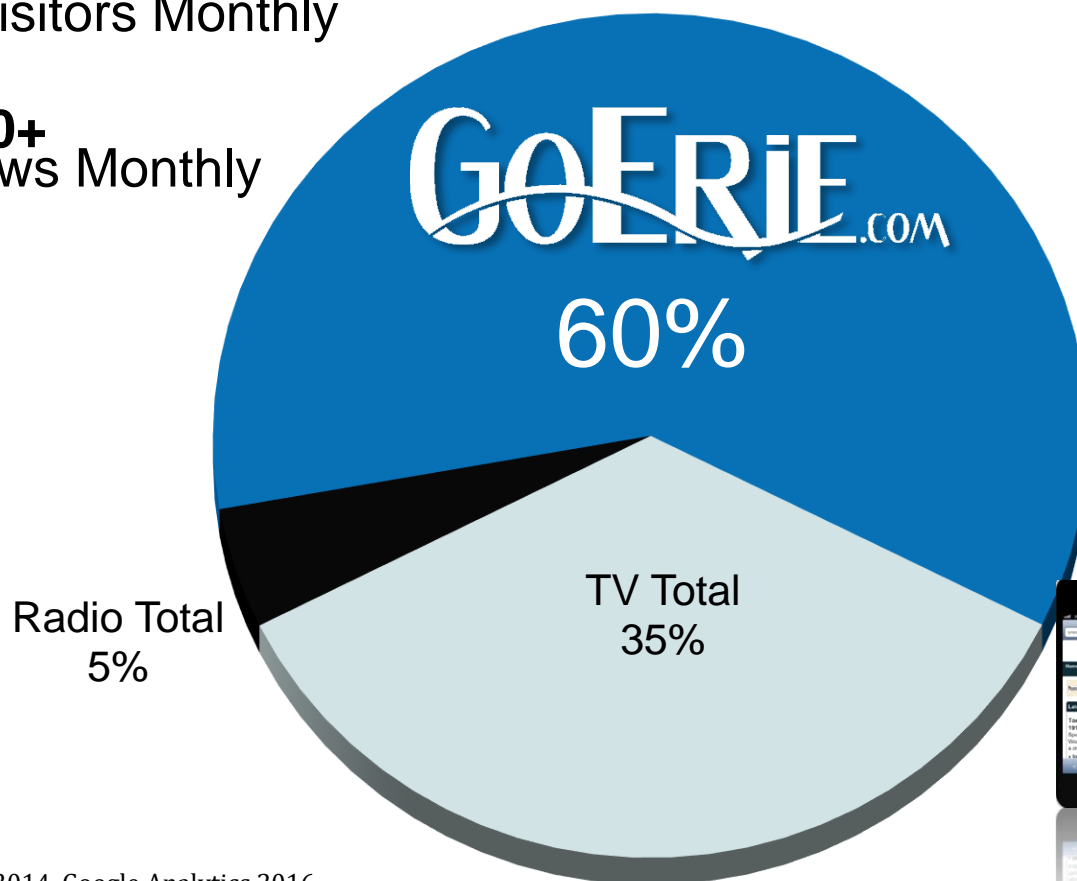
More Local People. The Most Local Content. *Erie Times-News* | GoErie.com

TOP ERIE COUNTY WEBSITE

The Stats.

632,600+
Unique Visitors Monthly

4,200,000+
Page Views Monthly



Source: Compete.com 2014, Google Analytics 2016

TIMES PUBLISHING COMPANY

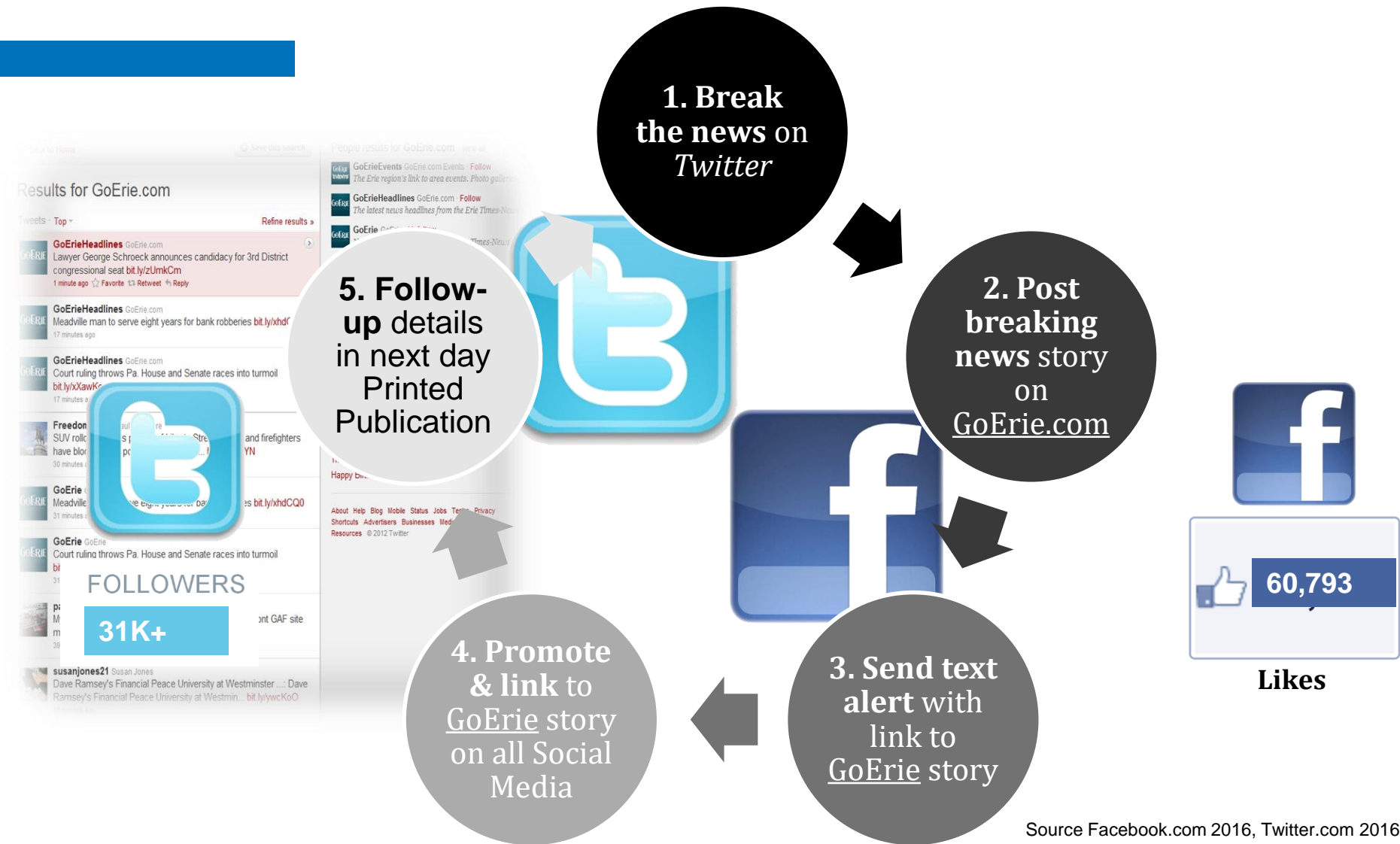


Erie Times News

GoERIE.com

PROPEL
MARKETING

THE “NEW” NEWS CYCLE



Source Facebook.com 2016, Twitter.com 2016

TIMES PUBLISHING COMPANY



Erie Times News

GOERIE.com

PROPEL
MARKETING

WE INVESTED! SO YOU DON'T HAVE TO

- Postal Certified CDS HH Data
- Acxiom Demographics 2016
- PersonicX Segment Clusters
- Subscriber/Non Subscriber Data
- 2013/2014 Moore Research Market Study
- R.L. Polk Automotive Data
- AdMall Pro Sales Intelligence
- Erie County Voter Registration Records
- Civic Science Polling
- RAM (Research and Analysis of Media)
- Nielsen Business Data



TIMES PUBLISHING COMPANY



Erie Times News

GOERIE.com

PROPEL
MARKETING

WHAT AUDIENCE DO YOU WANT TO REACH?

- **Who** are your targets?
- **What** are they like?
 - Income, shopping behaviors, media behaviors
 - How old and what generation they belong?
 - Boomers think differently than Millennial
- **Where** can you find them?
 - State, County, City, Zip Code, Household
- **How** do you reach them?
- **What** do they think?
 - *Customized Online Marketing Intelligence!*

GOAL: Find prospects you don't serve!



WHO ARE YOUR TARGETS?

Client Records by Key Demographics

Age Range - Adults	Total Market	JvS Mailing List	Index
18 - 24	1,980	417	74.02%
25 - 34	11,072	2,865	90.94%
35 - 44	21,287	6,471	108.84%
45 - 54	28,322	8,965	111.25%
55 - 64	32,124	9,954	108.90%
65 - 74	22,208	6,430	101.76%
75 and ABOVE	18,467	4,152	79.02%
UNKNOWN	7,595	1,449	67.05%

Sub Status	Total Market	JvS Mailing List	Index
SUBSCRIBER	29,100	12,610	152.30%
NON-SUBSCRIBER	113,955	28,093	86.64%
Grand Total	143,055	40,703	100.00%

Length Of Residence	Total Market	JvS Mailing List	Index
LESS THAN 1 YEAR	7,748	1,902	86.28%
1-2 YEARS	17,826	4,579	90.28%
3-4 YEARS	8,804	2,271	90.66%
5-6 YEARS	10,894	3,008	97.04%
7-8 YEARS	8,985	2,174	85.04%
9-10 YEARS	10,523	2,752	91.91%
11-12 YEARS	9,575	3,053	112.06%
13-14 YEARS	8,552	3,008	123.62%
15+ YEARS	49,427	15,839	112.63%

Income - Household	Total Market	JvS Mailing List	Index
0,000 - 19,999	18,740	3,424	64.22%
20,000 - 39,999	32,099	7,800	85.40%
40,000 - 59,999	28,545	7,149	94.65%
60,000 - 79,999	25,506	8,831	121.69%
80,000 - 99,999	9,745	3,987	143.79%
100,000 - 124,999	7,686	3,340	152.73%
125,000 - 149,999	1,578	726	161.70%
150,000 and ABOVE	4,059	1,852	160.36%
UNKNOWN	17,097	3,594	73.88%

Home Value	Total Market	JvS Mailing List	Index
0,000 - 49,999	23,134	4,248	64.54%
50,000 - 99,999	46,447	11,996	90.77%
100,000 - 149,999	38,508	11,561	105.52%
150,000 - 199,999	17,425	6,507	131.25%
200,000 - 249,999	7,036	2,980	148.86%
250,000 - 299,999	3,059	1,271	146.03%
300,000 - 349,999	1,530	567	130.25%
350,000 - 399,999	1,026	341	116.81%
400,000 - 449,999	493	163	116.20%
450,000 - 499,999	376	121	113.10%
500,000 - 774,999	1,095	285	91.48%
775,000 - 999,999	886	445	74.64%

TIMES PUBLISHING COMPANY



Erie Times News

GOERIE.com

PROPEL
MARKETING

WHO ARE YOUR TARGETS?

Average Income:	\$60,000+
Age:	45 to 64
HH Comp:	Teenage Children in HH
Occupation:	Professional/Technical
Marital Status:	Married
Education:	College/Grad School
Tenure:	Homeowner 11+ Years
Home Value:	\$100,000+



The JVS Customer is the ETN Customer

CORPORATE CLOUT

JVS INDEX: 189

ETN Index:193

MEAN AGE: 56.6

Corporate Clout contains well-educated and well-compensated singles and couples in their **40s and 50s**. These corporate executives and professionals are serious travelers, whether for work or pleasure, and intelligent investors.



MATURE WEALTH



WEALTHY



CITY & SURROUNDS

SHOPPING:

- Pottery Barn
- Nordstrom
- Costco
- Bed Bath & Beyond
- Spend \$800+ by Mail/Phone/Internet

COMPUTERS/ONLINE:

- Trade Stocks, Bonds, Mutual
- Funds
- **NYTimes**
- **Accuweather**
- Travel Planning
- **CNN**

ACTIVITIES:

- Live Theater
- Art Galleries
- Business Clubs
- Charitable Organizations
- Fitness Clubs

TIMES PUBLISHING COMPANY



Erie Times News

GOERIE.com

PROPEL
MARKETING

The JVS Customer is the ETN Customer

SKYBOXES & SUBURBANS

JVS Index: 184

ETN Index: 174

MEAN AGE: 49.6

Skyboxes & Suburbans is one of the best-educated and wealthiest clusters. These wealthy families shop at upscale stores, spend time feathering their nest and adhere to regular fitness programs.



FORTUNES & FAMILIES

MAGAZINES/NEWSPAPERS:

- Real Simple
- Consumer Reports
- NY Times
- Sunday Newspaper
- Airline Magazines
- Business/Finance Magazines
- Shape



WEALTHY

FINANCIAL/INSURANCE:

- Heavy Investment Activity
- Second Mortgage
- Online banking
- 529 Plan (College Savings Plan)
- Contribute \$100+ to Public Broadcasting



SUBURBS & TOWNS

COMPUTERS/ONLINE:

- Personal or Business Travel Plans
- Business/News Web Sites
- Movie Times
- Download Music
- MapQuest
- Childcare
- MLB
- Heavy Internet shopper

TIMES PUBLISHING COMPANY



Erie Times News

GOERIE.com

PROPEL
MARKETING

The JVS Customer is the ETN Customer

KIDS & CLOUT

JVS INDEX: 181

ETN INDEX: 120

MEAN AGE: 39.7

Kids & Clout is comprised of **affluent couples** with **school-aged children**. Their activates are geared almost exclusively toward wither work or kids.



JUMBO FAMILIES

SHOPPING:

- The Disney Store
- Costco
- Blockbuster video
- Gameboy/Gameboy Advance
- Children's Shoes and Clothing



AFFLUENT

ACTIVITIES:

- Road Biking
- Soccer
- Ice Skating
- Jogging and Running
- Board Games



SUBURBS & TOWNS

Magazines/Newspapers:

- ❖Family Fun
- ❖Parents
- ❖Scholastic Parent & Child
- ❖Muscle & Fitness
- ❖Fortune

TIMES PUBLISHING COMPANY



Erie Times News

GOERIE.com

PROPEL
MARKETING

The JVS Customer is the ETN Customer

SUMMIT ESTATES

JVS Index: 177

ETN Index: 169

MEAN AGE: 49.9

Summit Estates is the wealthiest of all PersoniX clusters. In every sense, these families are enjoying the good life — luxury travel, entertainment and consumption of every kind are within easy reach.



FORTUNES & FAMILIES

ACTIVITIES:

- Downhill Skiing
- Barbecuing
- Charitable Organizations
- Go to the Beach
- Business Clubs



WEALTHY

FINANCIAL/INSURANCE:

- Life Insurance: \$150,000+
- Securities: \$150,000+
- American Express
- Home Equity Line of Credit
- Mutual Funds
- Credit Card \$2,001+ per Month



CITY & SURROUNDS

COMPUTERS/ONLINE:

- Trade Stocks, Bonds, Mutual Funds
- Make Business/Personal Travel Plans
- Obtain Information About Real Estate
- Apple Users
- News Web Sites
- Disney

TIMES PUBLISHING COMPANY



Erie Times News

GOERIE.com

PROPEL
MARKETING

The JVS Customer is the ETN Customer

ESTABLISHED ELITE

JVS INDEX: 172

ETN Index: 198

MEAN AGE: 57.4

Established Elite represents **America's elite couples and singles**. With **no school-age children at home** and the **highest income** in the country, these households have **enormous disposable incomes** and pursue correlating luxuries and activates.



MATURE WEALTH

Activities :

- Trader Joe's
- Nordstrom
- Ann Taylor
- Crate & Barrel
- Internet
- Barnes and Noble
- Independent Jewelry Stores



WEALTHY

MAGAZINES/NEWSPAPERS:

- The New York Times
- Money
- NNN Top 10
- Time
- Travel + Leisure
- The Sunday Newspaper



CITY & SURROUNDS

COMPUTERS/ONLINE:

- Tracked Investments/Traded Stocks
- NYTIMES
- CNN
- Wireless Connection
- Travel Planning
- Apple Computer

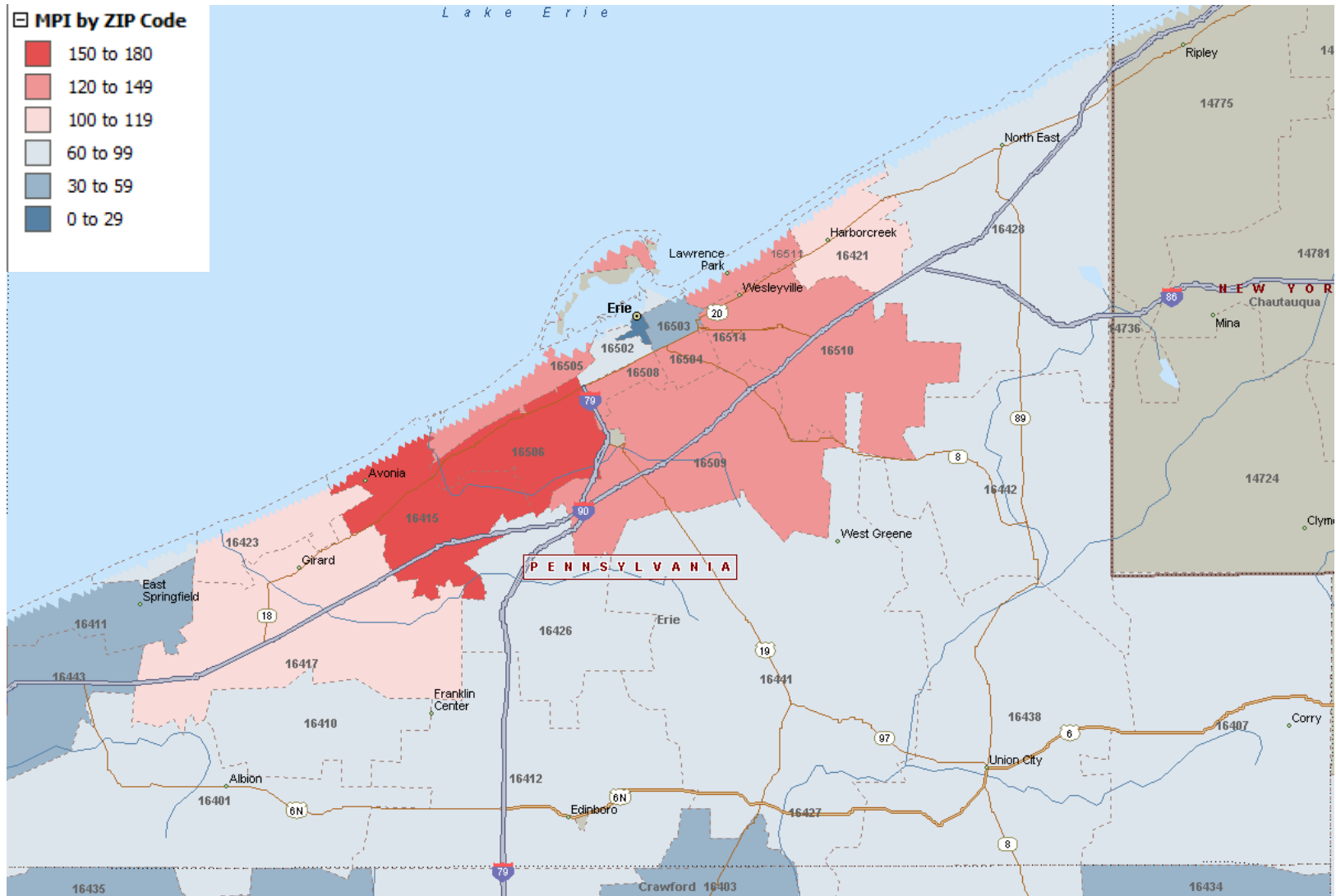
TIMES PUBLISHING COMPANY



Erie Times News

GOERIE.com

PROPEL
MARKETING



TIMES PUBLISHING COMPANY



Erie Times-News

GoERIE.com



PHOTO BY JACK HANRAHAN | ERIE TIMES-NEWS

JV Smith Furniture Advertising Solutions



TIMES PUBLISHING COMPANY



Erie Times News

GOERIE.com

PROPEL
MARKETING 16

Strategy

Online Behavioral Targeting + Geofencing 2.4 million impressions

Goerie.com Weekly Sliding Billboard + Interstitial

Sundays Comic & Insert Wrapper

Fridays TMC Wrapper

LEL Full Page Ads

Quarterly Custom Promotions

Thank You

Bill Dietz
Sales Development Manager
Times Publishing Company
bdietzjr@timesnews.com

814-870-1630

814-566-7790

TIMES PUBLISHING COMPANY



Erie Times News

GoERIE.com

PROPEL
MARKETING