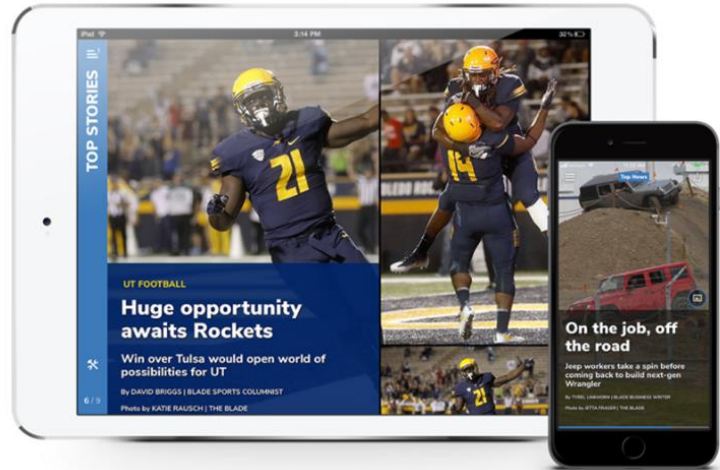
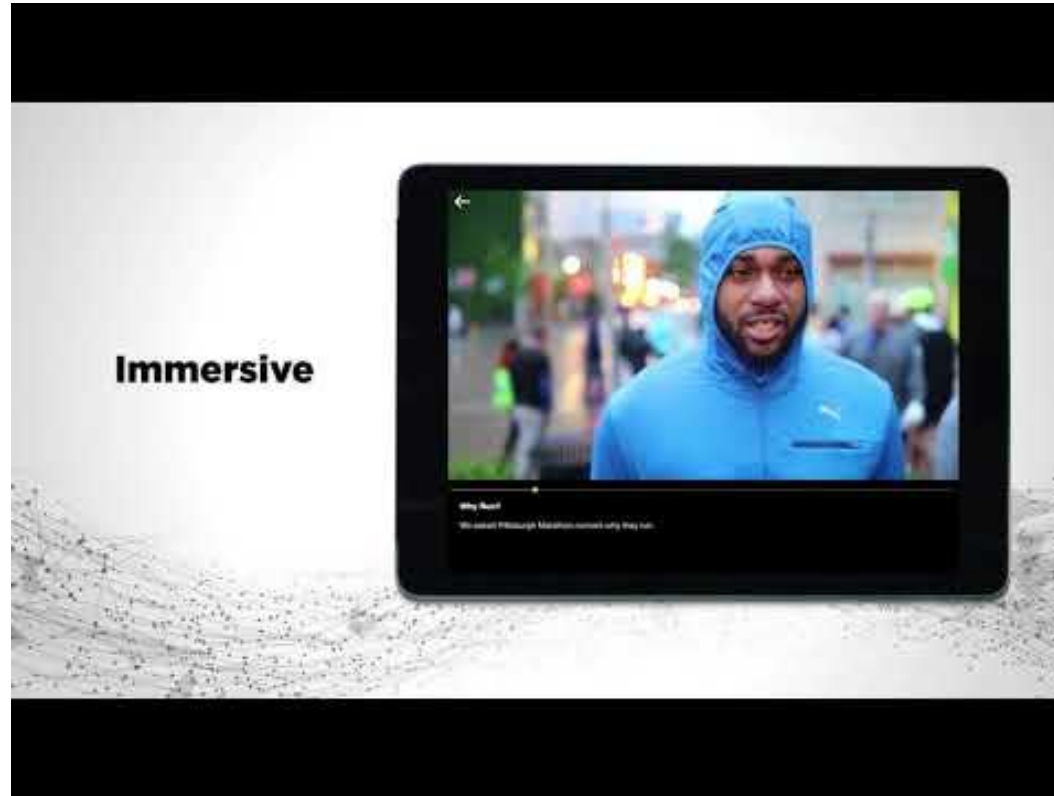


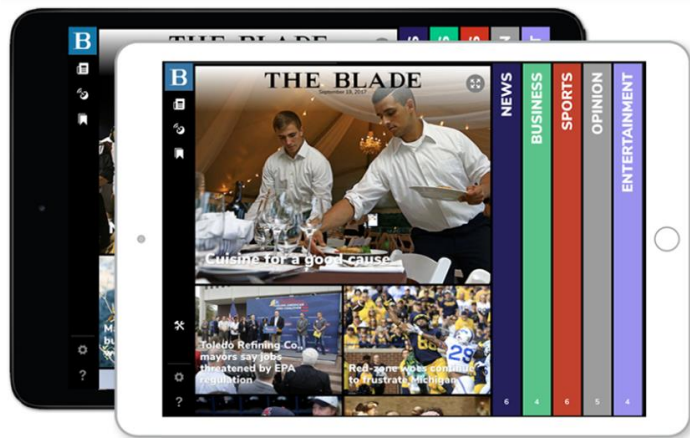
NewsSlide

DISCOVER THE STORIES OF THE DAY
IN A WHOLE NEW WAY



EXPERIENCE THE FUTURE OF NEWS





We built NewsSlide to give our readers a **deeper experience** and to enable our award-winning journalists to cover more of the story.

Both the Pittsburgh Post-Gazette and the Toledo Blade are dominate media brands in their markets and are uniquely positioned to bring our community forward into the future of news.

DIGITAL MEDIA LEADERS

The Pittsburgh Post-Gazette already has a significant digital presence in our market and beyond.



4.8 Million
Unique
Visitors



18.4 Million
Monthly
Pageviews



49%
Mobile
Traffic



65% Male
35% Female



00:02:44
Avg. Time on
Page

January 2018 Statistics

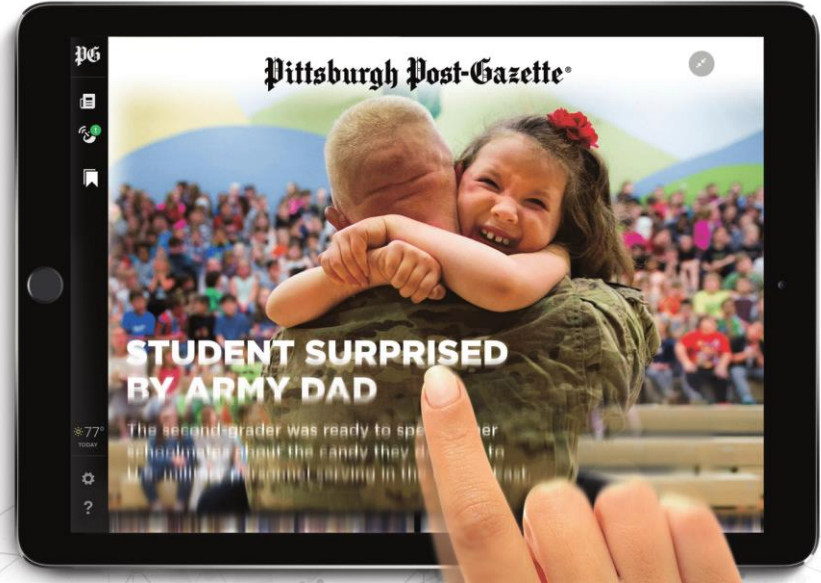
A DIGITAL EVOLUTION

We were missing a digital product that was beyond the typical digital experience of infinite daily news. We wanted to give our audience a packaged edition of carefully curated stories that built high engagement across **tablet** and **mobile** devices.



IMMERSIVE

Features stunning visuals, photo galleries and videos.
It offers an immersive, dynamic multimedia experience.



ADS DESIGNED TO ENGAGE

NewsSlide delivers a powerful advertising opportunity that's all about the customer — a seamless experience pioneered to embed ads within the stories and engage the audience.



VALUABLE, ROI GENERATING AD EXPERIENCES

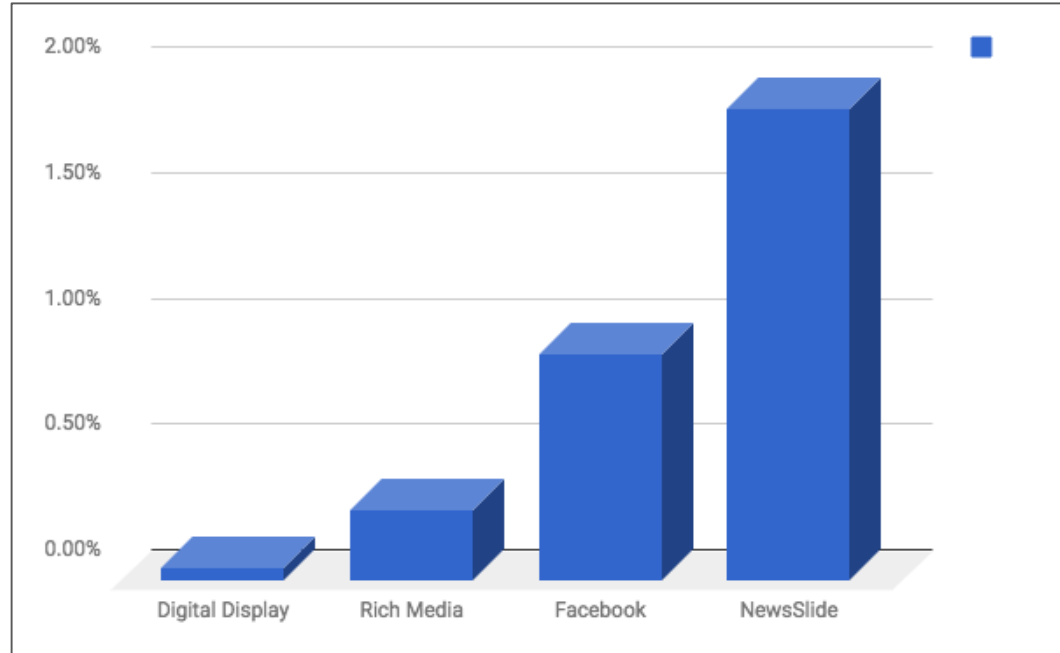
NewsSlide drives significantly higher CTRs than other forms of digital display

Average CTR:

Tablet device is 4%

Mobile is 1.88%

	Avg CTR
Digital Display	0.05%
Rich Media	0.28%
Facebook	0.90%
NewsSlide	1.88%



Source: [Smart Insights](#), [Wordstream](#) NewsSlide results based on : Nov'17-Jan'18 ad performance

NewsSlide

THE NEWSSLIDE AUDIENCE

The PG NewsSlide app

over 40,000 app downloads

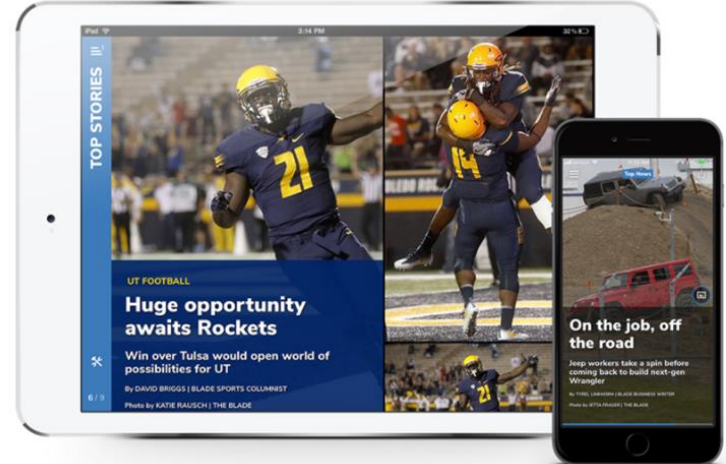
The Blade NewsSlide

over 26,000 app downloads

Discover the future of news



pg NewsSlide



B BLADE NEWSLIDE

NewsSlide