Daily Media Brands + USA TODAY

Paid Digital-Only subscribers

Readers USAT Avg Daily

SOURCES:
PREMIUM & DIVERSE CONTENT

SPORTS
60MM Monthly Visitors

LIFE & ENTERTAINMENT
Food, Fashion, Celebs, Parenting & more!
(13.9MM Monthly Visitors)

MONEY
9.6MM Monthly Visitors

TECH
$52MM products sold in 2018
(6.8MM Monthly Visitors)

TRAVEL
2nd Most Visited
(12.5MM Monthly Visitors)
WAYS TO PARTNER

Solutions that work together to build awareness, generate interest, and drive action.

EDITORIAL

DISPLAY & VIDEO

BRANDED CONTENT

PROGRAMMATIC
End to end solutions, all under one umbrella.

Build your presence.
- Websites
- Live Chat
- Listings Management
- SEO
- Social Media Marketing
- Programmatic

Drive awareness & leads.
- Search Marketing
- Print Ads
- Social Ads
- Targeted Display
- Targeted Email Marketing
- YouTube Ads
- Direct Mail
- USA TODAY NETWORK Targeted Display or High-impact
- Recruiting

Build audience & connect.
- Branded Content
- Event Sponsorships
- Editorial content sponsorships

Manage your leads.
- Client Center with Lead Engagement
- Field Service Management

Know what works.
- Client Center
- Capture Code
- Custom Tracking
Jeep, Bill Murray win USA TODAY's Ad Meter with hilarious 'Groundhog Day' commercial

30th year
+ 22,000 active voters
New! React to this article by choosing an emoji or share this article with friends.

What do you think of this article?

- 😊 52
- 😞 44
- 😞 8
- 😮 22
- 😃 12

View more stories by reaction

More surprising articles

- Grand Canyon, big problem: Teen with a Geiger counter finds radiation
  - Nations | 4 hours ago
- Lightsaber dueling recognized as a sport in France
  - World | 8 hours ago
- Stonehenge mystery solved? Huge rocks came from Wales
  - News | 7 hours ago

Try something happy

- Look up! A supermoon is coming Monday night / Tuesday morning
  - News | 4 hours ago
- Trained rescuers reunite sea otter with mom
  - AnimalKind | 8 hours ago

Emoji comments
PERSONALIZATION

NEWS NEAR YOU

CUSTOMIZED ADS EXPERIENCE

Based on the content you’ve engaged with
Customized content & alerts
INNOVATIONS

Augmented Reality, Voice
VOICE PLATFORMS

Ask to hear the news, and you’re likely to get stories from USA TODAY and our local newsrooms in Austin, Indianapolis, Milwaukee, Nashville, Phoenix and Rochester

Devices powered by Alexa, Siri and Google Assistant, are an emergent new medium, and we approach voice in the spirit of innovation by making content exclusive to these devices and built to respond to voice queries.
All the ways you can view USA TODAY NETWORK video

1. **Editorial video**: Serialized video content across our core verticals, based on user insights.
2. **Custom video**: Executed by our in-house branded content studio, GET Creative.
3. **High Impact video units**: Gravity and Paramount.
4. **Pre-roll**: across USA TODAY NETWORK, Sports Media Group, Sports league highlights, and Targeted Pre-roll. Direct and programmatic.
5. **Social and OTT Extensions Twitter, Xumo, Plex Pre-Roll**: Run your video content and/or pre-roll across our USA TODAY channels on Twitter, Xumo, and Plex.
USA TODAY CTV CHANNELS

CONNECTED TV DISTRIBUTION

Avg hours watched/ month
Doubled since start of 2019

USA TODAY CTV Channels

Our CTV partners:
XUMO, Roku, Samsung TV Plus, TiVo

Accessible via:
Android, Philips, Vizio, Chromecast, Sharp,
PS4, Hisense, Apple TV, Sanyo, Panasonic,
Amazon Fire TV, XBOX, LG Smart TV, Magnavox, and more!
Engage consumers at a time and place where they are ready to spend.

Airport Audience Extension
ReachTV and USA TODAY are partnering together to put your brand in front of consumers in 700+ locations in over 100 American and Canadian terminals.
INDUSTRY

Newspaper Trends
NEWSPAPER ADVANTAGES

More than half of adults have read a newspaper in the past week - that’s over 140 million

- 26% Shopped Advertised Store
- 21% Purchased Advertised Product
- 35% Took an action on an ad they saw in past 12 months
- 46% Find Newspaper Advertising Useful

Median Age: 47
Median HHI: $83,600
College Degree: 129 Index

Source: 2019 GfK MRI Doubbase
There is currently a growing desire for reliable news purveyors and trusted journalism.

- More than 8 in 10 consumers are very mindful of the brands and platforms from which they get their news.
- **Trustworthy** is the most important attribute of an ideal news source.
- This increased focus on source is a more recent phenomenon for most, with 2 in 3 saying source is more important to them now than it used to be.

What news sources do consumers trust? **Newspapers are the most trusted**, by a rather large margin.

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>National newspaper</td>
<td>51%</td>
</tr>
<tr>
<td>Local newspaper</td>
<td>45%</td>
</tr>
<tr>
<td>Local TV</td>
<td>40%</td>
</tr>
<tr>
<td>National TV</td>
<td>33%</td>
</tr>
<tr>
<td>Social Networks</td>
<td>17%</td>
</tr>
</tbody>
</table>

**How can this affect advertisers?** Half of consumers say they have a more positive perception of a brand whose ads appear in reputable sources of news publication and 6 in 10 say that proximity to fake news would have a negative impact on impressions and patronage of a brand.

Source: USA TODAY NETWORK & Open Mind Strategy, *News Consumption In A Polarized Society*, May 2018