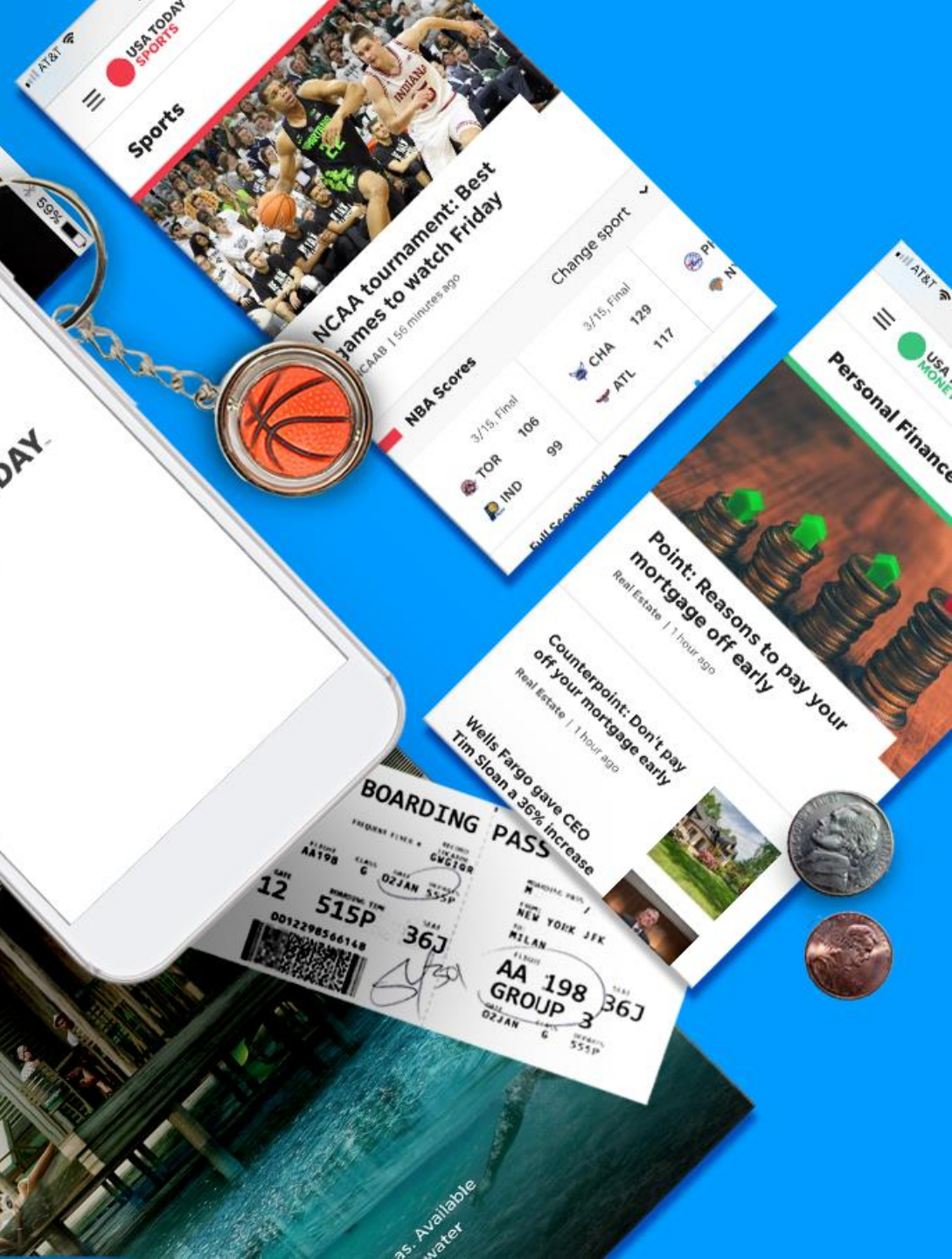


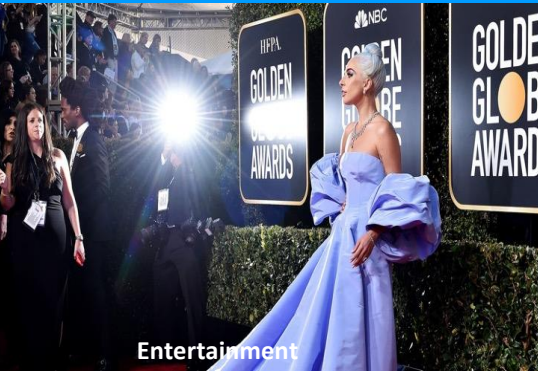


# USA TODAY NETWORK

MEGA PANEL

FEBRUARY 2020





**260**

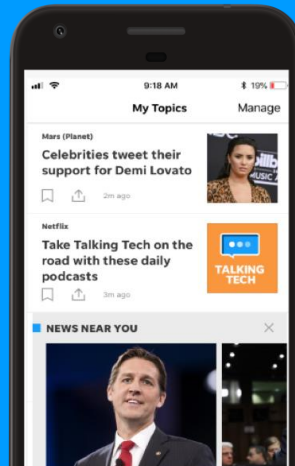
**Daily Media Brands  
+ USA TODAY**

**756,000**

**Paid Digital-Only subscribers**

**2.6MM**

**Readers USAT  
Avg Daily**



REACH OVER  
**50%**  
OF THE U.S. DIGITAL  
AUDIENCE AND  
MILLENNIALS  
ONLINE<sup>5</sup>

**140MM+**

**MONTHLY DIGITAL AUDIENCE  
60MM+ USA TODAY SPORTS**

SOURCES:  
1. Gannett Investor Relations. Note, ex-Guam there are 260 local dailies across 47 states; 2. Comscore September de-duplicated audience report; 3. As measured by Comscore; 4. Gfk MRI Fall 2017 survey results report, <https://marketing.usatoday.com/about> 5. Comscore September de-duplicated audience report; 6. Comscore September de-duplicated audience report.

# 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



REACHLOCAL



# RECENT HIGHLIGHTS

---

# SUPER BOWL AD METER

USA TODAY SPORTS



**JEEP**

## Groundhog Day

AVG. RATING **7.01**

YouTube:

AIR TIME **Third Quarter**

44.5M views.

**BREAKDOWN** >



**HYUNDAI**

## Smaht Pahk

AVG. RATING **6.98**

YouTube:

AIR TIME **First Quarter**

41.5M views.

**BREAKDOWN** >



**GOOGLE**

## Loretta

AVG. RATING **6.77**

YouTube:

AIR TIME **Second Quarter**

15.0M views.

**BREAKDOWN** >

2021 SELTOS AWD  
**TOUGH NEVER QUILTS.**

Presented by  
**USA TODAY AD METER** **KIA**

**ADMETER** THE COMMERCIALS OF CHAMPIONS!

AD METER HOME 2020 RESULTS PAST RESULTS ▼ AD METER 2020 FAQ

**Jeep, Bill Murray win USA TODAY's Ad Meter with hilarious 'Groundhog Day' commercial**

**TOP STORIES**

**AD METER**  
Ad Meter 2020: The best commercials promoting social change over the past 25 years

**AD METER**  
The top 5 Super Bowl LIV ads, according to Ad Meter

**AD METER**  
The 5 lowest-rated Super Bowl LIV ads, according to Ad Meter

**AD METER**  
Super Bowl commercial rush with YouTube's AdBlitz: 3 surprises gaining post-SB traction

30<sup>th</sup> year

+ 22,000 active voters



**FINAL  
ranking**  
out of 62

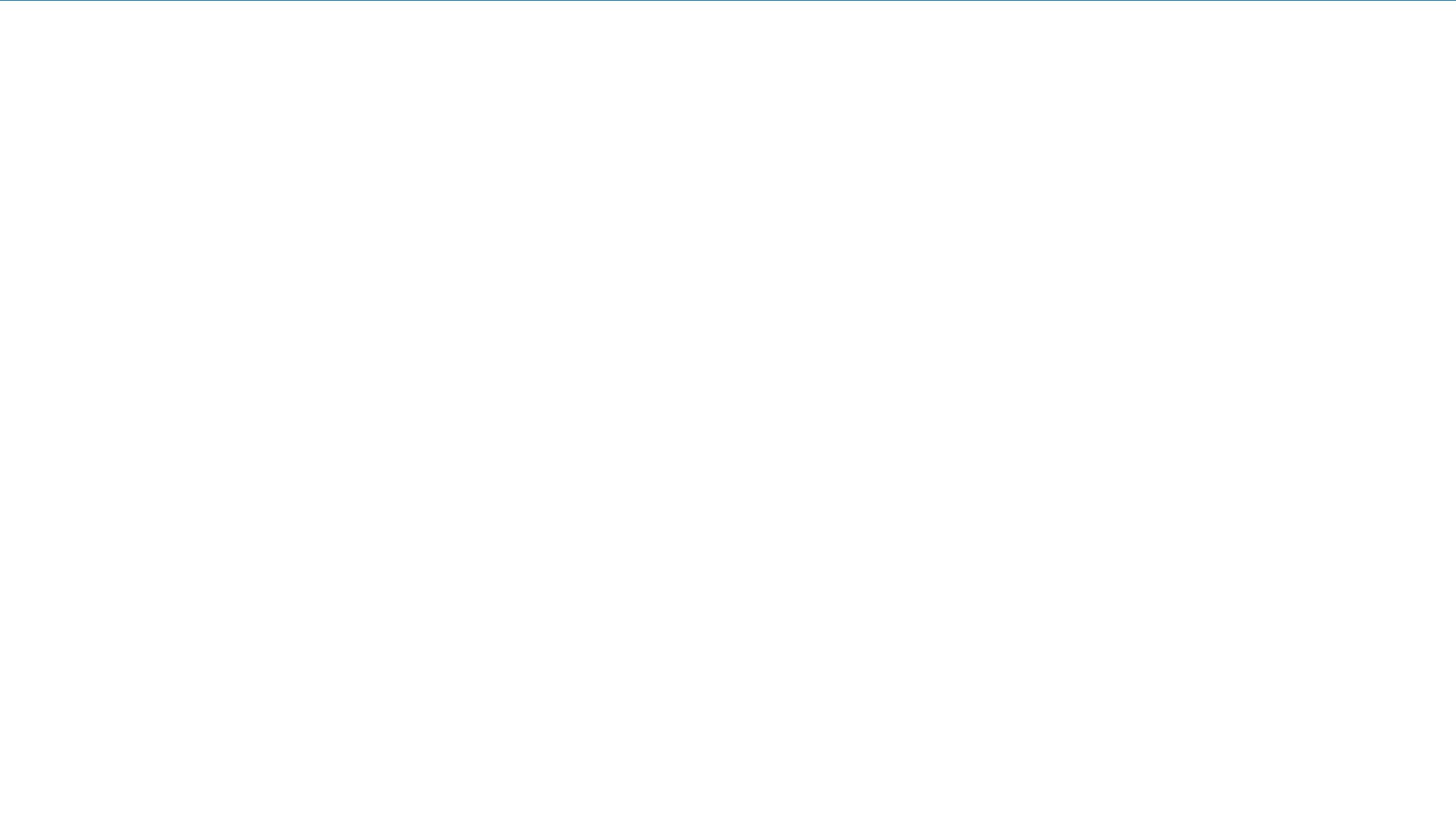


**AVERAGE  
panel  
rating**  
out of 10



**45,154,128**  
**TOTAL  
views**  
on YouTube  
Views updated every 5  
minutes.

REDESIGN: 3 MIN VIDEO



...is an array of fatal disease that leaves  
their brains full of  
fatal condition and  
spread?  
WOCHIT-ALL

**New! React to this article by  
choosing an emoji or share  
this article with friends**

Many hunters and wildlife experts  
found the latest headlines around the

**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

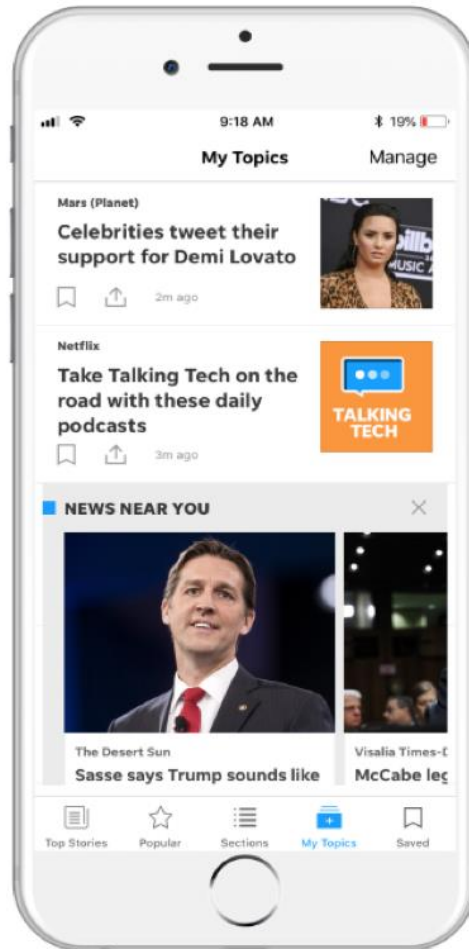
**Trained rescuers reunite sea otter with mom**  
AnimalKind | 8 hours ago

s. They actually have holes in their  
s that  
inated and have trouble walking

Emoji  
comments

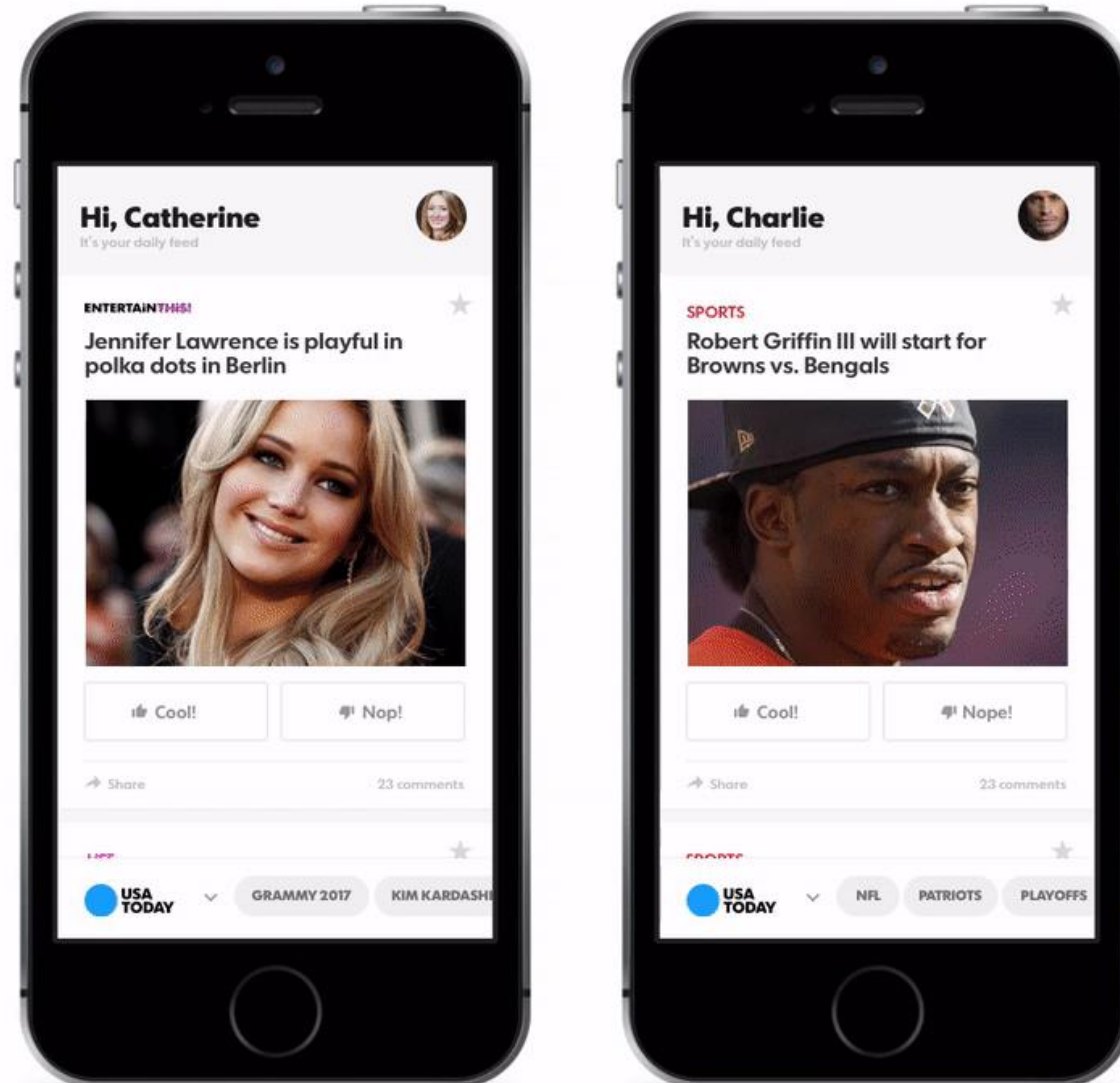
# PERSONALIZATION

## NEWS NEAR YOU

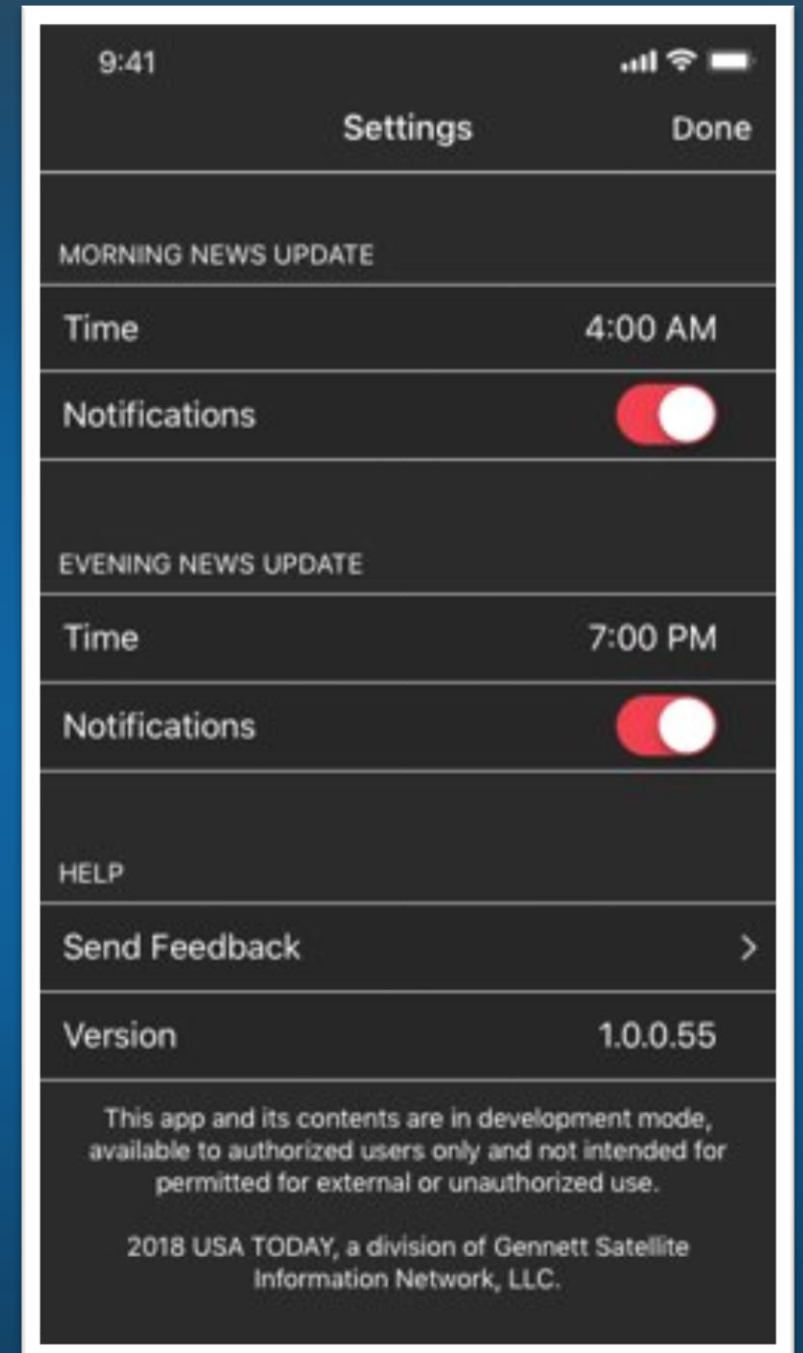
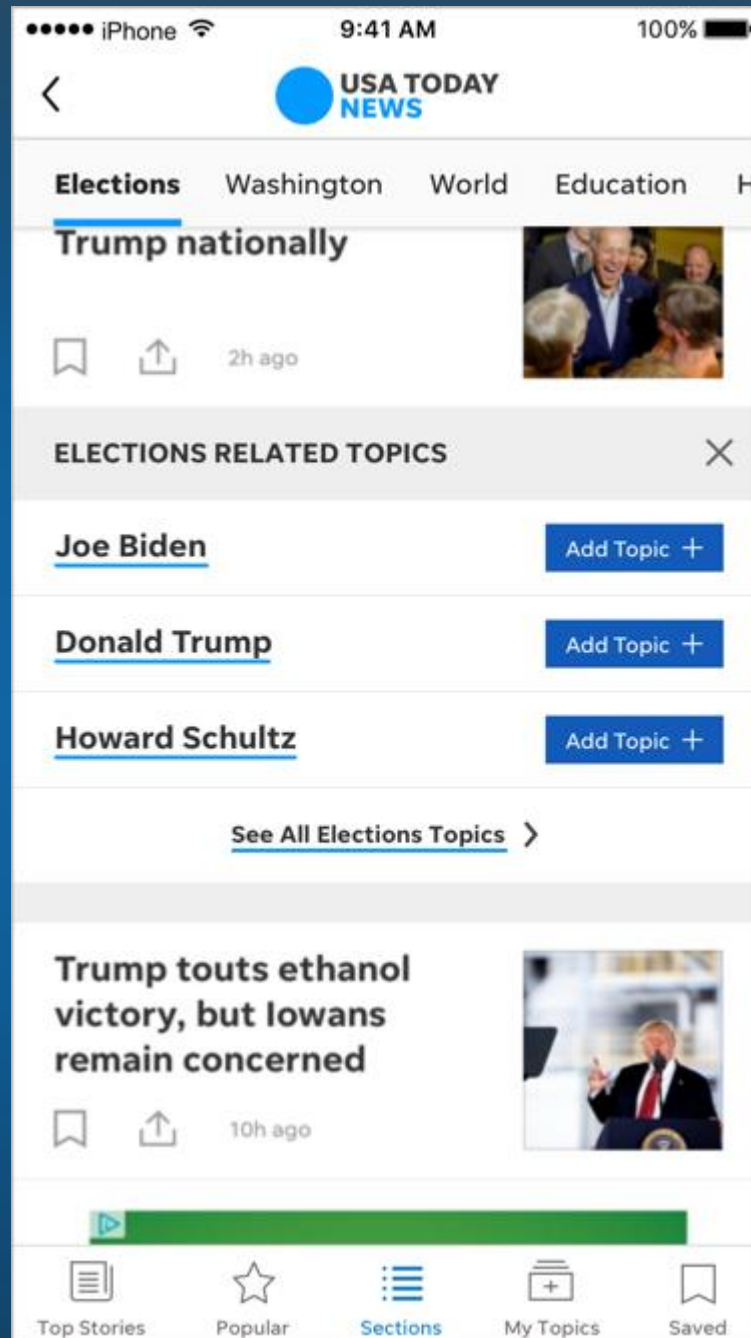


## CUSTOMIZED ADS EXPERIENCE

Based on the content you've engaged with



# Customized content & alerts



# INNOVATIONS

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Augmented Reality, Voice



# AUDIO & VOICE

USA TODAY NEWS

*"Alexa, what's in the news?"*



## 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**

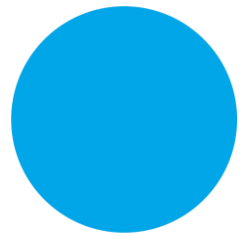
Devices powered by Alexa, Siri and Google Assistant, are an emergent new medium, and we approach voice in the spirit of innovation by making content exclusive to these devices and built to respond to voice queries.

# VIDEO & CTV

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NEW FOR 2020

PREMIUM VIDEO CONTENT



**USA  
TODAY**

Original Productions

NEWS

LIFE

MONEY

SPORTS

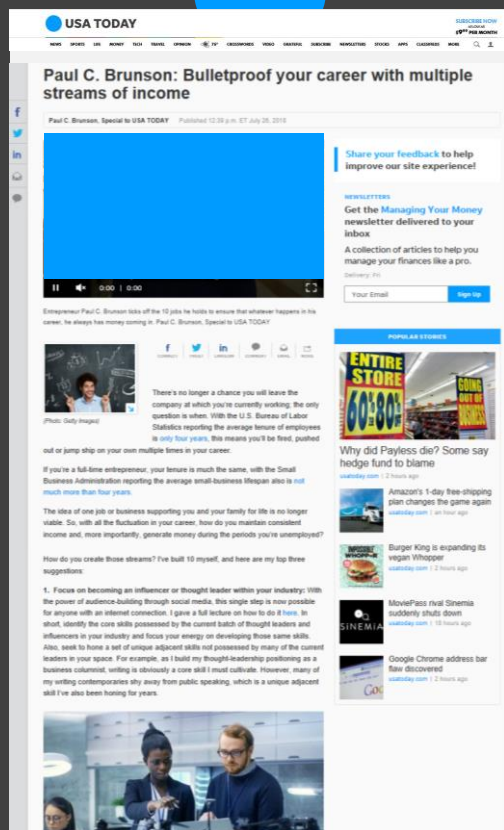
TRAVEL

FOOD

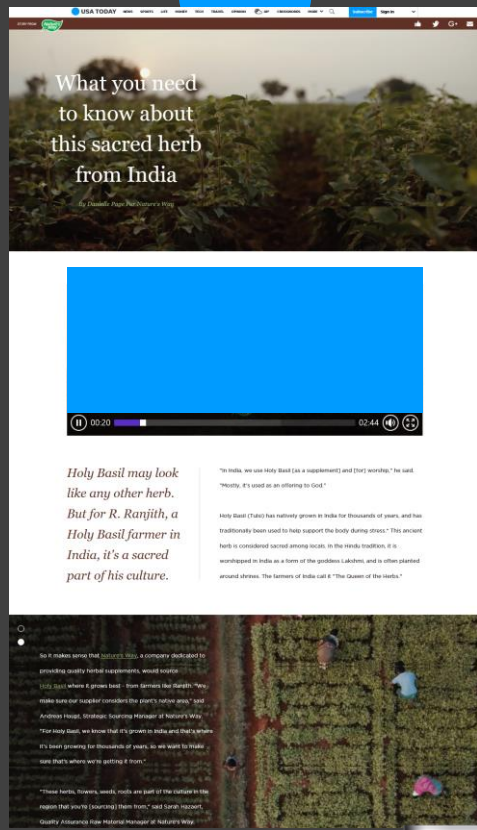
HOLIDAY

TECH

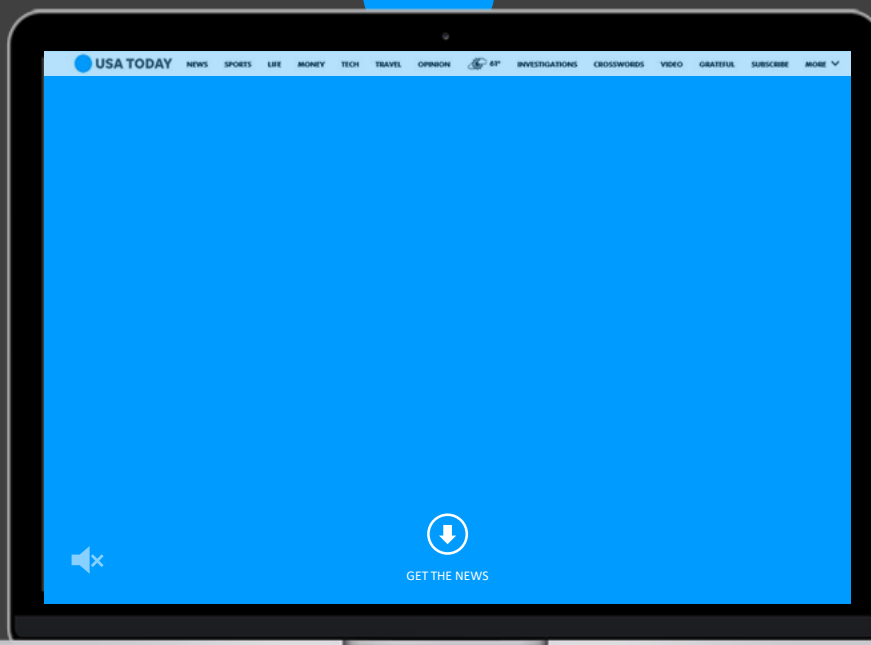
1



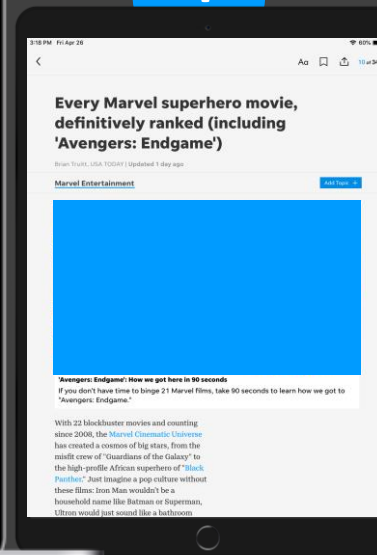
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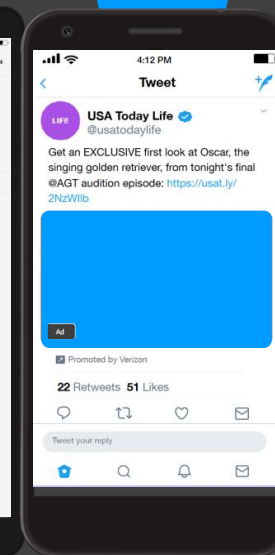
3



4



5



## All the ways you can view USA TODAY NETWORK video

- Editorial video:** Serialized video content across our core verticals, based on user insights.
- Custom video:** Executed by our in-house branded content studio, GET Creative
- High Impact video units:** Gravity and Paramount
- Pre-roll:** across USA TODAY NETWORK, Sports Media Group, Sports league highlights, and Targeted Pre-roll. Direct and programmatic
- 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

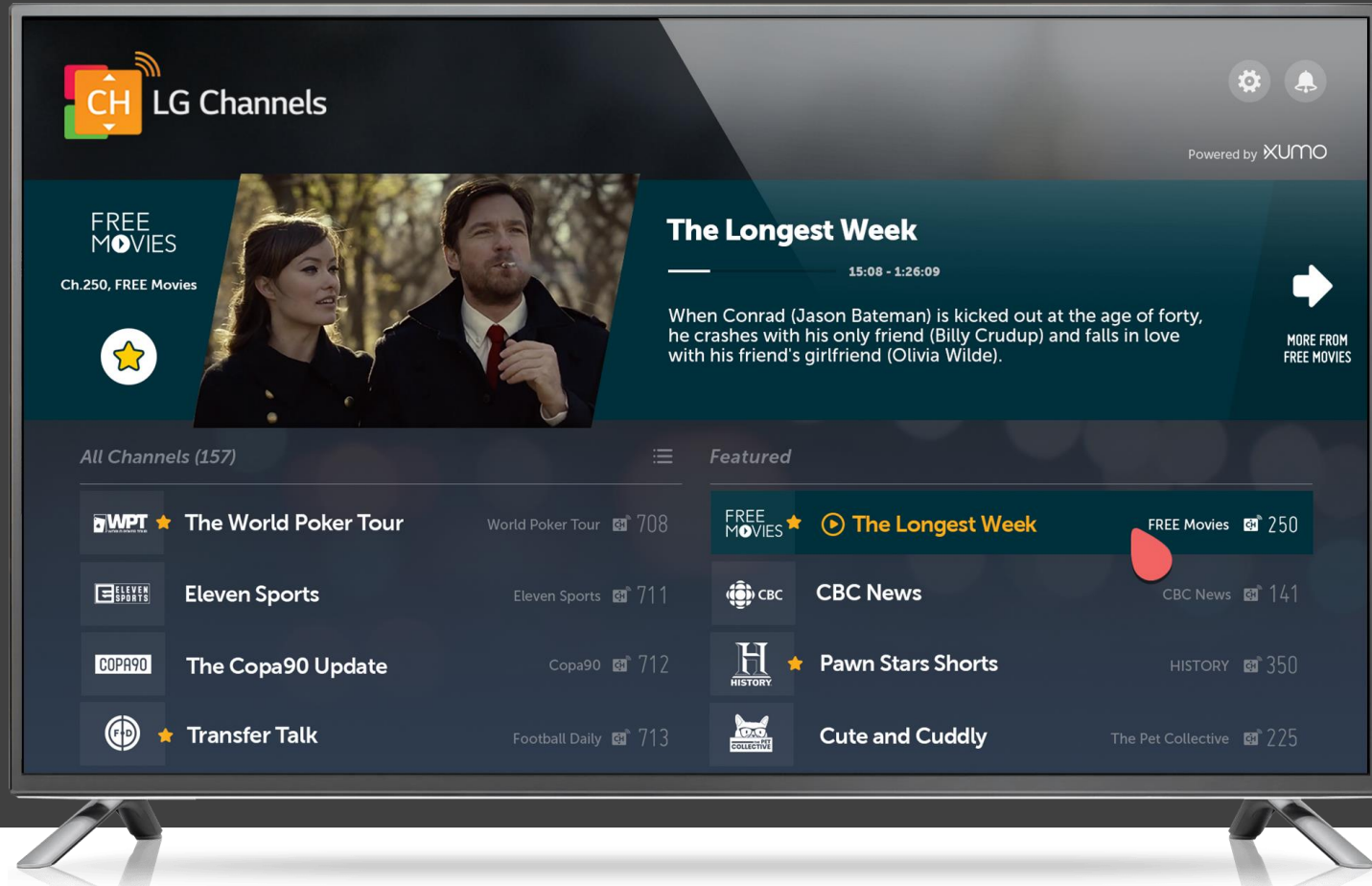
# CONNECTED TV DISTRIBUTION

USA TODAY CTV CHANNELS

Avg hours watched/ month

## Doubled

since start of 2019



## USA TODAY CTV Channels

Our CTV partners:

XUMO

Roku



TiVO

Accessible via:

android

PHILIPS

VIZIO

chromecast

SHARP

PS4

Hisense

apple tv

SANYO

Panasonic

amazon fireTV

XBOX

LG Smart TV

MAGNAVOX

and more!

# NEW Audiences

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# REACHTV

## 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.

Engage consumers at a time and place where they are ready to spend.



# INDUSTRY

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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%**

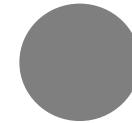
Purchased Advertised Product

**35%**

Took an action on an ad they saw in past 12 months

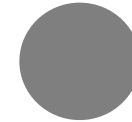
**46%**

Find Newspaper Advertising **Useful**



**47**

Median Age



**\$83,600**

Median HHI



**129 Index**

College Degree

# NEWSPAPERS ARE THE MOST TRUSTED

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.

National newspaper	51%
Local newspaper	45%
Local TV	40%
National TV	33%
Social Networks	17%

**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.



# USA TODAY NETWORK

MEGA PANEL

FEBRUARY 2020

