Observer Solutions
The Leader in Digital and Print

2017 Media Guide
Reaching over 1 million readers monthly
Charlotte – 24th Largest DMA in the U.S.

Market Fast Facts

Charlotte is the 2nd fastest-growing big city in the U.S….40% growth since 2000

Demographic Profile (DMA)
- Population: 3.22 Million
- Households: 1.24 Million
- Home Owners: 68% Renters/Other: 32%
- Median Age: 38.4
- Average Household Income: $75,198

Internet Usage (DMA Adults)
- Used The Internet Past 30 Days: 84%
- Spent Over 5 Hours Online (Week): 58%
- Spent Over $500 Online: 34%

Charlotte – 17th Largest U.S. City

Charlotte is the second fastest-growing big city in the country among cities with more than 500,000 in population. The city, with some 827,000 residents, now ranks as the nation’s 17th largest.

Population comparisons – Southeast Region

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2022</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charlotte, NC</td>
<td>3,222,436</td>
<td>3,411,946</td>
<td>5.9%</td>
</tr>
<tr>
<td>Atlanta, GA</td>
<td>6,945,936</td>
<td>7,387,304</td>
<td>6.4%</td>
</tr>
<tr>
<td>Baltimore</td>
<td>3,010,630</td>
<td>3,100,936</td>
<td>3.0%</td>
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<tr>
<td>Miami</td>
<td>4,758,717</td>
<td>5,077,586</td>
<td>6.7%</td>
</tr>
<tr>
<td>Raleigh/Durham/Chapel Hill</td>
<td>3,182,565</td>
<td>3,368,622</td>
<td>5.8%</td>
</tr>
<tr>
<td>Washington, DC</td>
<td>6,982,653</td>
<td>7,344,428</td>
<td>5.2%</td>
</tr>
<tr>
<td>USA</td>
<td>325,139,271</td>
<td>337,393,057</td>
<td>3.8%</td>
</tr>
</tbody>
</table>

Charlotte... A Lot to Offer

NFL Carolina Panthers, NBA Charlotte Hornets, NASCAR, PGA Golf Tournament, MLL, AAA baseball, NHL/AHL affiliate, MLS affiliate, not to mention collegiate sports

Carowinds Theme Park which boasts the Fury 325 – the tallest and fastest giga coaster in the world

Home to Charlotte Motor Speedway and the NASCAR Hall fame

30 breweries in the region – with 7 more in various stages of pre-opening and 9 in the planning phase

US National Whitewater Center

Recently named one of the "5 Greenest Cities in America"

Ranked #9 Best Food City in America by Zagat

#1 out of 50 – America's Manliest Sports Cities

Sources: Sperling's/Mars Snackfood study. http://www.charlottesgotalot.com/breweries
The Queen City
Nationally Ranked

Top Tech Momentum Markets
Best Cities to Work for a Small Business
Largest Banking Center in the US
Average Growth of Number of Small Businesses
Real Estate Markets to Watch
Top Moving Destinations
Charlotte-Mecklenburg Schools - Number of Board Certified Teachers
U.S. cities attracting the most families
In the World for Connectivity – American Air’s Charlotte Hub
Place Where Retirees are Moving
Top Cities Most Moved to by Millennials
Zagat’s Best Food Cities in America 2016
Best Places to live in the USA
Best Cities and Neighborhoods for Millennials

Sources: Charlotte Chamber of Commerce.
Reaching a Diverse Audience
Demographics of our 1 Million + Readers

- 52% Women
- 48% Men
- 33% Families With Children in home
- 73% College Educated

Age:
- 60+ 26.3%
- 45-59 25.0%
- 18-34 29.1%
- 35-44 19.5%

Average Household Income: $70,981

Source: Scarborough Research 2016 Rel. 2. Charlotte DMA
The Facts About Digital Advertising

Our Reach – Duplicate Reach Analysis

With a total reach of over 1 million Charlotte DMA adults (43%) in 30 days, the Charlotte Observer is the largest media company in the Carolinas. 56% of our audience reads print only; 24% read print and online and 20% read online only.

Combining online with an existing print buy adds important frequency to your buy and adds 212,000 adults to your overall reach.

Our Digital Audience

41% of our digital audience accesses The Charlotte Observer on their desktop or laptop computer, 33% from a mobile phone and 27% from a tablet.

Source: Scarborough 2016 R2. Based on adults 18+

Source: Omniture Jan 2016-Dec 2016 12 mo. Average
Interactive Media

charlotteobserver.com is the area’s most trusted source for comprehensive coverage of local news and entertainment.

Average Monthly Traffic
- More than 27 million page views per month
- More than 5.2 million unique visitors per month
- Average time spent on site = 5.4 minutes

Past Month Visitor Demographics
- 65% are 18-44 years old
- Average Household Income: $81,177
- 81% are College educated

Mobile
- 8.8 million page views per month
- 4.17 million visit per month
- 1.92 million unique visits per-month

We reach more adults in Mecklenburg County than any other local news site

Online Network

Monthly Page Views
- momscharlotte.com- 31,868
- carolinabride.com- 2,000
- thatsracin.com- 115,828

Monthly Unique Visitors
- momscharlotte.com – 25,193
- carolinabride.com - 1,562
- thatsracin.com - 76,510

News Media Website Comparisons

CharlotteObserver.com
WSOCTV.com
WCNC.com
Time Warner Cable News network online/TWCNews.com
WBTV.com
Fox46Charlotte.com/MyFoxCarolinias.com
WCCBCharlotte.com

Sources: Scarborough 2016 Rel. 2. for Visitor demographics and above. Base for chart = 786,746 adults in Mecklenburg County. Remaining data: Omniture. Online Network numbers: Sept-Dec 2016 average
Interactive Media
Online Ads and Rich Media

Online Ads
Expand your reach to an upscale, younger audience with our online advertising solutions. Anchored by charlotteobserver.com, our digital advertising opportunities reach our online audience in innovative ways on multiple screens.

- Leaderboard
- Medium Rectangle
- Ruler
- Roadblocks
- Half Page

Rich Media
If you want an online presence that can’t be missed, online rich media is the answer! These ads promote interactivity from users with extra graphic elements and animation that will make your ad jump off the page. Whether you supply your own creative or work with our online creative team, you’ll find that rich media is one of the most effective online advertising techniques.

- Expanding Ad
- Corner Peel
- Billboard/Take Over
- Floating Ad
- Floorboard
- Flyout
- Video
- Between the Page
- ShortTail Video
- Side Scroll
- Wallpaper
- Navbar Button

The Charlotte Observer
charlotteobserver.com
Interactive Media
Targeting
Make every impression count with our online targeting solutions.

Search Engine Marketing (SEM)
- Target users from pre-built segments based on search history from various search engines.

Re-Targeting
- User visits client’s website and a pixel tracks visitor as a potential customer.
- Ads are then served to the user as they visit other sites with the network.

Behavioral
- 70+ Prebuilt categories that are identified by history of searches and online content consumption
- Client’s ads are served to the segment as users visit any site within the network.

Day-Parting
- Target by time of day

Demographic Targeting
- Ads are served based on audience demographics such as age, gender, income, etc.

Geo-Targeting
- Target by geography (state, DMA, city and radius)

Geo-Fencing
- Mobile ads are served within a preset virtual boundary

Contextual
- Ads are served next to articles and internet content across the Advanced Targeting Network based on 10-15 keywords.
Interactive Media Targeting

**DealSaver**

Bring in new business and grow your revenues with no upfront costs! The Charlotte Observer continues to be a trusted source of news so let our brand work for you with DealSaver. DealSaver is a turnkey solution allowing you to bring together your best deals with local consumers, eager to buy your offerings on the spot.

**Email Blasts**

Your ad is the exclusive message sent to an engaged and active audience.

- Highly Measurable
- Specific links to each e-mail
- See who opens/who buys

We offer two options to deliver your e-mail message:

**Observer Opt-ins – Local, Trusted Media Partner**

- Target by gender, age range, and geography (zip code, city, county).
- Our database features more than 211,700 email addresses of registered CharlotteObserver.com users within the Charlotte DMA.
- Subject line and email content are co-branded with CharlotteObserver.com, the region’s leading news web site.

**Non-Observer Opt-ins - Targeted National Database**

- Hundreds of target selects available, including demographic, geographic, lifestyle, shopping, health and B2B categories.
- Over 100 million email addresses are available within the U.S.A.
- Both lists are 100% permission based and are compliant with Federal Can-Spam Act of 2003.
Interactive Media

Targeting – Email Newsletters

Newsletter Sponsorships
The Charlotte Observer also offers sponsorships for its daily e-newsletters. These are delivered to the email inbox of an educated and engaged audience that has requested the information. We now can segment our database of over 230k subscribers many ways: Household Income, Gender, Zip, Home Owner, Interest, Children in Home, etc. Sponsor ads will appear on the newsletter for the duration of the campaign.
Advertising Options

Replica e-Edition
- Contains all of the pages from our printed edition and formatted to use on a computer or tablet.
- Subscription Required
- 5,876 Subscribers & Growing

Creative Options
- Digital Double Truck Sponsorship
- Seen as insert between pages
- Interactive – clickable to destination pages

Local News Network and McClatchy News Network

Deliver Your Online Ad Message Nationally
- Extend your reach across the country through a network of high-quality newspaper, broadcast, radio and magazine sites.
- Reach potential customers while they are browsing McClatchy News sites across the web in the Charlotte DMA

Video
- Keeps audience engaged
- Related videos
- Get people interested in your industry to see your company

- How To Videos
- Show people your products in action
- Increase call to action by adding to the connection
Advertising Options

Mobile

CharlotteObserver.com

Monthly Page Views: 27.1 Million  
Monthly Unique Visitors: 5.3 Million

Highly Visible and Interactive Opportunities

Mobile sponsorships offer a variety of customized marketing and advertising solutions. Mobile users are increasingly searching the Web with their phones. Mobile editions of charlotteobserver.com help you connect with those customers at the right time, with the right offer.

Mobile phone users have access to all the great information that charlotteobserver.com has to offer: news, sports, weather, lottery results, movie show times, traffic reports, the daily horoscope and more.

Exclusive Sponsorship opportunities available.

Mobile Ads

- Mobile Banner
- Mobile Interstitial

70% of all mobile searches lead to additional action

73% of mobile searches occur within 1 hour of the search

63% of actions resulting from mobile searches occur within 1 hour of the search

56% of smartphone users would like to receive location-based offers on their phones when they are near a store.

http://www.causely.com/blog/what-every-gym-owner-needs-to-know-about-local-search
Interactive Media
ImpressLOCAL

ImpressLOCAL is an affordable marketing solution for local businesses; designed to deliver measurable results using a mix of digital and print products.

Why impressLOCAL?

- One-stop shopping provides comprehensive multi-platform advertising solutions for your business
- Manages your online presence and targets customers wherever they are searching: web, mobile, social; resulting in higher consumer engagement
- Customer focused dashboard captures users’ activities allowing performance to be tracked, resulting in maximized ROI
  - Dashboard
  - Tracking
  - Impressions
  - Clicks
  - Page Views
  - Calls
  - Most viewed page on website
  - E-mail
  - Performance Summary
Interactive Media

Create, Manage and Curate Your Social Media Platform

Social Media Marketing Promotes website traffic, conversions, brand awareness, credibility and interaction with key audiences. Online listings are what people find about your business online! There are over 300 “places” your business could be found online. These places range from websites, map apps on phones, to navigation systems in cars! Think of these things as what the Yellow Pages were a decade ago. Only this time three hundred times larger!

Reputation Management

Reputation Management shows businesses what people are saying about them and improves their visibility in local search. Since 85% of consumers find local business info online, business owners need a way to see what their customers are saying and manage their reputation.

Increase Reviews with Solicitation

- Emailed link
- Location page open on ipad
- QR code on business card or promotional materials

Send a personalized request email for feedback from your email address

Request to Post Reviews

Follow up email is sent 24 hours after positive feedback is given but not shared on a review site with easy ability to copy and paste review to site.

Obtain Important Statistics

by logging in to your personal account
Interactive Media
CharlotteFive.com

Want to reach the 22-35 market?

CharlotteFive.com wants to put you front and center with our C5 audience.

CharlotteFive exists to make Charlotte the smartest and most connected city in the world. Great cities matter.

We publish Charlotte’s top five news and entertainment stories each day before 7am. Our goal is to get you Charlotte-smart in a fast and fun way. In addition to this site, we also send a handcrafted email newsletter each morning before 7am.

Brand your business via C5’s handcrafted daily newsletter and homepage as the premier sponsor. We also can include sponsored content about your business, written by our in-house editorial team.

20,000+
DAILY NEWSLETTER
SUBSCRIBERS

340,000+
AVERAGE MONTHLY
PAGE VIEWS

150,000+
AVERAGE MONTHLY
UNIQUE VISITORS

Email Statistics:
52% Open Rate
20% Click Through Rate
Interactive Media
Homes.Charlotte.com

4 Minutes
Average session duration

1.40%
Average Click-Through-Rate

64% of our traffic is sourced directly, not through any search engines.

Find your Charlotte Home

50% OF OUR USERS ARE LOCATED IN THE CHARLOTTE DMA

Over 450 listing and rental searches generated per month

Over 8,000 page views per month

Over 3,000 new sessions per month

The Charlotte Observer
charlotteobserver.com
The Charlotte Observer ROP

Each week, almost 600,000 adults read our print product.

<table>
<thead>
<tr>
<th>Day of Week</th>
<th>A</th>
<th>Split A</th>
<th>B</th>
<th>Living</th>
<th>Other</th>
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<tbody>
<tr>
<td>Monday</td>
<td>Main &amp; Local</td>
<td>---</td>
<td>Sports</td>
<td>---</td>
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<tr>
<td>Tuesday</td>
<td>Main &amp; Local</td>
<td>---</td>
<td>Sports</td>
<td>---</td>
<td></td>
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<tr>
<td>Wednesday</td>
<td>Main &amp; Local</td>
<td>Food</td>
<td>Sports</td>
<td>---</td>
<td></td>
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<tr>
<td>Thursday</td>
<td>Main &amp; Local</td>
<td></td>
<td>Sports</td>
<td>---</td>
<td></td>
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<tr>
<td>Friday</td>
<td>Main &amp; Local</td>
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<td>Sports</td>
<td>CLT (Stand-alone tab)</td>
<td>Wheels</td>
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<td>Saturday</td>
<td>Main &amp; Local</td>
<td>Insight</td>
<td>Sports</td>
<td></td>
<td>Home/Design</td>
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<tr>
<td>Sunday</td>
<td>Main &amp; Local</td>
<td>Insight</td>
<td>Sports</td>
<td>Carolina Living: Arts, Style, Travel</td>
<td>Comics</td>
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</table>

1 Scarborough Research Report 2016 R2
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<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
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<tr>
<td>Virtual Career Fair</td>
<td>Fabulous Furnishings</td>
<td>Summer Camps</td>
<td>Bike Charlotte</td>
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<tr>
<td>Charlotte Five “Best of” Party</td>
<td>Private Schools</td>
<td>Holiday Worship Guide</td>
<td>Virtual Career Fair</td>
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<td></td>
<td>Southern Spring Show</td>
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<td>Road Trips</td>
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<td></td>
<td>35 Below</td>
<td></td>
<td>35 Below</td>
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<tr>
<td></td>
<td>Great Conversations</td>
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<td>Great Conversations</td>
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<td>May</td>
<td>June</td>
<td>July</td>
<td>August</td>
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<td>The Big May Race</td>
<td>Pops in the Park</td>
<td>Lake Norman Reader’s Choice</td>
<td>Matthews Alive!</td>
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<td>Living Here Lake Norman</td>
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<tr>
<td>PGA Championship</td>
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<tr>
<td>Matthews Beach Fest</td>
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<tr>
<td>35 Below</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Great Conversations</td>
<td></td>
<td></td>
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<tr>
<td>Yoga Under the Stars</td>
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<td>September</td>
<td>October</td>
<td>November</td>
<td>December</td>
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<td>Arts Preview</td>
<td>Caring for the Carolinas</td>
<td>Hornets Expanded Coverage</td>
<td>Best of Charlotte- Readers Choice</td>
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<td>Panthers Preview</td>
<td>Virtual Career Fair</td>
<td>Southern Christmas Show</td>
<td>Holiday Worship Guide</td>
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<tr>
<td>Ideal Home Show</td>
<td>Fabulous Furniture</td>
<td>International Auto Show</td>
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<tr>
<td>Living Here</td>
<td>35 Below</td>
<td>Holidays in the Carolinas</td>
<td>Great Conversations</td>
</tr>
<tr>
<td>Top Workplaces</td>
<td>Great Conversations</td>
<td></td>
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</tr>
<tr>
<td>Private Schools</td>
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<td>35 Below</td>
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<tr>
<td>Top Workplaces</td>
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</tbody>
</table>
Print

Total Market Coverage, Preprints, Direct Mail and Print & Deliver

Preprints

Distribution Days
- Subscribers: Wednesday, Thursday, Friday or Sunday (your choice)
- Non-Subscribers: Wednesday, Sunday, Thanksgiving Day

Distribution Options
- Target your desired audience by: Zone or Zip code

Print & Deliver Program
- Double sided 80lb enamel stock ensures top quality color reproduction and maximum impact. Four convenient sizes are available.
- Print and hold is available for best rates and date flexibility.

TMC Encore
A selection of the best read stories from The Charlotte Observer.

- Serves as the non-subscriber preprint jacket in select zip codes on Wednesday and Sunday.
- Front page strip and full back page advertising sales opportunities

Direct Mail

- Full Service: Target, Design, Print and Distribute.
- Get the lowest postage because we label and bar-code and sort, and deliver.
- Choose from 100’s of different demographic and lifestyle targeting characteristics.
- We can design a mail campaign that is targeted locally or nationally to fit your needs.
- Use direct mail in combination with The Observer inserts to get total coverage of geographic areas.

Print & Deliver

Promote your business with an eye-catching, 2-sided, 4-color glossy insert in The Charlotte Observer. And, extend your reach to non-subscribers in Encore without duplication.

- Target your desired audience by zip code, sub zip code or zone with cost-effective advertising
- Receive prominent exposure through the power of paid newspaper penetration

Our turnkey program includes artwork, proofing and distribution of your insert.
Magazines

Lake Norman Magazine
Presents the people, places, businesses and events that make living in the Lake Norman community so exciting. With attention-grabbing stories, stunning photography and innovative design, Lake Norman Magazine has been the must-read for Lake Normanites for over 30 years. Distributes 38,000 magazines each month.

South Park Magazine
SouthPark Magazine’s editorial topics, that include fashion, destination/travel, business, design/décor, art, cuisine, social events and the sporting life, combine with striking front cover designs to create a publication that has unsurpassed appeal. With home delivery to Charlotte’s most affluent communities, your ad will be seen by the affluent market you most want to reach. Distributes 39,000 each month.

Carolina Bride
For more than 22 years, Carolina Bride has been the most comprehensive source for planning a wedding in and around the Charlotte area. Published 4 times a year, with an annual distribution of 40,000.
Print
Special Products

Gatefolds and Spadeas
*Put your message on the front page.*
Wrap Sunday Observer newspapers sold at local retailers. This is a highly visible solution ideal for highlighting your special coupon, offer or event.

Unique Ad Shapes
Differentiate your ad from others and increase your awareness and readability.

ONotes
*Front page advertising that sells!*
- Front page notes with custom design or shape, matte or glossy
- Bright, bold colors that jump off the page!
- A “can’t-miss” position for you advertising message
- New, different, creative
- Product choices to fit your advertising need
- Zoning opportunities to target YOUR market
- Includes online impressions.

Polybags
*Rain or shine, your message can be wrapped around the newspaper.*
Polybag advertisements are exclusive and are highly visible. Use polybags to deliver sample product, coupons, let potential customers know of your specials and/or events!
Who To Contact

Kelly Mirt - Vice President of Advertising
704-358-5333
kmirt@charlotteobserver.com

Donna Gordon - Director of National Advertising, Magazines & Direct Marketing
704-358-5280
drgordon@charlotteobserver.com

Phyllis Weber - Director of Digital and Strategic Advertising
704-358-5365
pweber@charlotteobserver.com

Strategic Accounts
704-358-5307

Aron Goss - Local Retail Manager
704-358-5919
agoss@charlotteobserver.com

Andy Allen - Automotive Sales Manager
704-358-5521
atallen@charlotteobserver.com

Chad Martin - Employment and Local Retail Manager
704-358-5944
chadmartin@charlotteobserver.com

General Classified Ads
1-877-223-7355

News Items

Letters to the Editor: opinion@charlotteobserver.com
General local news: localnews@charlotteobserver.com
Business news: obsbiz@charlotteobserver.com
Features news: living@charlotteobserver.com
Entertainment news: clt@charlotteobserver.com
Sports news: obsports@charlotteobserver.com
Community News: mynews@charlotteobserver.com
School News: ahelms@charlotteobserver.com
Religion News: ebattenobserver@gmail.com
To submit events (website): events.charlotteobserver.com
Obituaries/In Memoriams: obitdesk@charlotteobserver.com
or 704-358-5382
Celebrations (Weddings, Anniversaries, Births, Birthdays):
celebrationsdesk@charlotteobserver.com or 704-358-5260
Newspaper delivery: issuessubscribe@charlotteobserver.com
Magazines: drgordon@charlotteobserver.com

Audience Development
1-800-532-5350

Where to Find Us
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Charlotte, NC 28202
704-358-5000