

# Hampton Roads Market

Hampton Roads is the 34th largest market in the country based on total population.

## Hampton Roads:

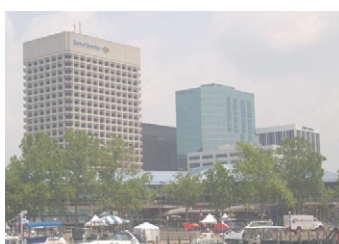
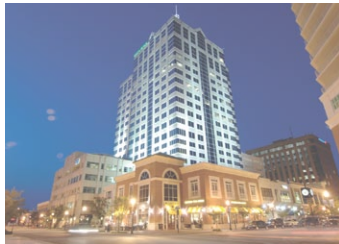
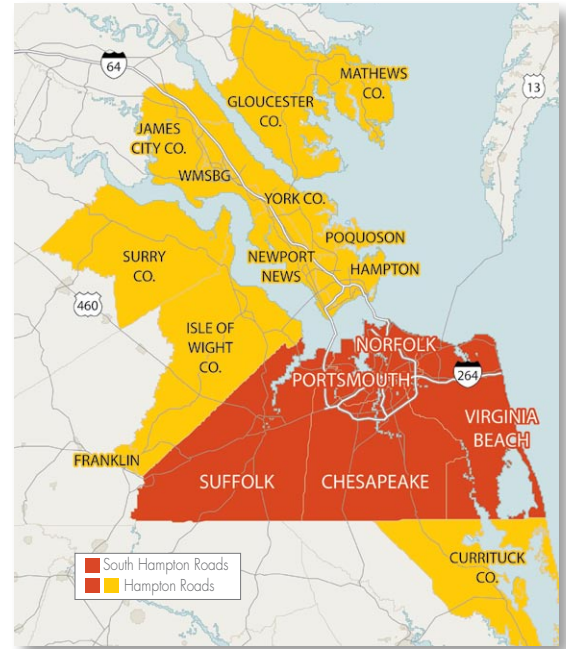
The largest market between Washington D.C. and Atlanta

- Annual consumer expenditures are larger than twelve states (\$32.6 billion).
- More than 21% of Virginia's population resides in Hampton Roads (1,664,349 people).
- The population is expected to grow 3% in the next 5 years.
- Since 2000, Hampton Roads has had the 3rd largest increase in median household income.
- Hampton Roads' unemployment rate has been lower than the nation's for over a decade.

## South Hampton Roads:

Two-thirds of Hampton Roads' population and expenditures reside in SHR

- Virginia Beach, Norfolk, Chesapeake, Portsmouth, and Suffolk make up the five cities known as South Hampton Roads.
- SHR will account for nearly 65% of Hampton Roads' growth over the next 5 years.
- Since 2000, SHR's median household income grew 41% faster than the remainder of Hampton Roads.



## Demography:

Hampton Roads has a very diverse marketplace, creating opportunity for businesses

- One of the highest concentrations of 18 to 24 year olds in the U.S. (7th highest).
- One of the fastest growing 55+ adult populations (9th fastest: 2003-2008).
- The highest concentration of military in the U.S. (6%).
- The second highest concentration of African-American adults (30%) in the U.S.

	U.S.	Hampton Roads
Adult Population	187,708,967	1,256,282
Median Age	45 yrs.	43 yrs.
Median HHLD Income	\$59,080	\$61,105
Own Home	71%	70%
Rent	24%	27%
Married	57%	57%
Children in HHLD	42%	41%
Some College	29%	34%
College Graduate or more	26%	24%
In the Service	< 1%	6%
White	82%	65%
Black/African American	12%	30%
Other	6%	6%

## Consumer Buying Habits:

Hampton Roads ranks among the top markets in the U.S. for big ticket purchases

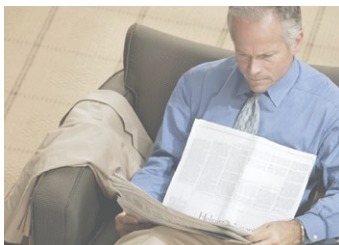
- Plan to buy a home in the next year (#2)
- Cosmetic surgery past year (#3), laser eye surgery past year (#3)
- Bought fine jewelry past year (#4)
- Replaced windows past year (#6)
- Plan to buy PDA (#3), DVR/TiVo (#4), Pool/Spa (#4)

Sources: Scarborough Multi-Market 2009, Claritas iMark 2008, Bureau of Labor Statistics; photos: Bob Allen; map: The Virginian-Pilot

# Newspaper Advertising

## The Virginian-Pilot

If you want to increase your visibility, attract interested buyers, or drive in-store traffic, the unmatched reach of The Virginian-Pilot will put you in front of the area's largest audience. Advertisers can reach broad audiences or target geographically to sell specific products or services.



### Mass and Targeted Advertising

**Retail Advertising:** The Pilot's daily and weekly editorial sections each offer their own demographic targeting opportunities. Premium fixed positions can be secured, anchoring your message in a highly visible position. We offer a broad range of programs and discounts to meet your needs.

**Classified Advertising:** The Classified Marketplace, the community's largest daily gathering of buyers and sellers, offers targeting opportunities for many categories including automotive, real estate, employment and legal. A number of premium, fixed positions are available as are numerous frequency discounts and programs.

**Total Market Coverage:** Savings Weekly is delivered by mail to non-subscriber households every Thursday. By adding it to your Virginian-Pilot schedule, you will obtain nearly total market reach.

### Zoned Editions

Target your customers geographically by using one or more of our city tabs, available in the cities of Norfolk, Virginia Beach, Chesapeake, Portsmouth, Suffolk, Isle of Wight, and northeastern North Carolina. Heavy on neighborhood news and available in subzones in Virginia Beach and Chesapeake, the city tabs are the perfect way to target your core trading area. For select areas in South Hampton Roads we also offer a hyper-local product called Your Corner. For areas in northeastern North Carolina, The Coast tab is inserted in The Pilot and free-racked around the distribution area.

### Specialty Items

**Inserts (Preprints/We-Prints/Custom Cards):** Whether you furnish them or we design and print them for you, preprints, we-prints and custom cards are an excellent way of delivering a more detailed, targeted message. They can be inserted to run market-wide or to the zip code level.

**Special Sections:** Target your customer demographically by utilizing the special editorial sections that The Pilot produces annually. While most special section opportunities run market-wide, some may be zoned by city. Custom designed advertorial sections are also available.

**Ad Bags/Front Page Notes:** We can place your message on our delivery bags or front page notes, thus ensuring your message will be the first one seen by our readers.

#### Advertising Options

- Mass Reach Advertising
- Geographic/Targeted Advertising
- Specialty Products
- Guaranteed Ad Positions
- Unique Ad Sizes

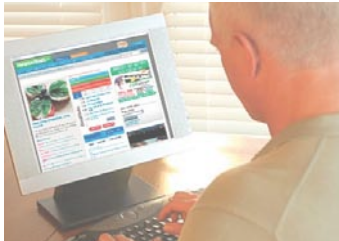
#### Advertiser Benefits

- Strategic, Custom Programs
- Low Cost/High Frequency Options
- Mass to Targeted Reach
- Results Tracking

# Digital Media



PilotOnline.com/HamptonRoads.com is the region's most popular web site with more unique visitors than any other local site. You can choose from tools like search engine marketing, display options and mobile solutions to drive your business.



## Online Network

[PilotOnline.com/HamptonRoads.com](http://PilotOnline.com/HamptonRoads.com) is Hampton Roads' trusted source for comprehensive coverage of all of the area's news and entertainment information. We deliver behaviorally, demographically and geographically targeted ad placements to more effectively drive local traffic to your storefront and website.

[RealEstate.HamptonRoads.com](http://RealEstate.HamptonRoads.com) is the complete local marketplace for home buyers and sellers, with interactive maps, searchable databases of home listings, home sales reports, neighborhood and school information, and more.

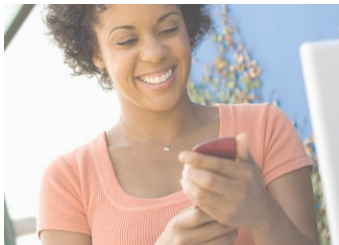
[CareerConnection.com](http://CareerConnection.com) is the ideal place for employers, career development businesses and educational organizations to reach Hampton Roads' largest local job-seeking audience.

[Drive.HamptonRoads.com](http://Drive.HamptonRoads.com) is the area's one-stop-shop for connecting buyers and sellers of new or used vehicles. Dealers can take advantage of easy inventory updates and online tracking tools, while consumers enjoy convenient dealer locator maps and a searchable database of anything on wheels.



## Search Engine Marketing and Optimization

Target local consumers looking specifically for your product or service on Google, Yahoo!, or Bing. We can help optimize your online search marketing by helping with key words, click rates and comprehensive site analytics.



## Social Media Marketing

Utilize social networks such as Facebook, Twitter and LinkedIn to create a community around your brand, generate a conversation with your customers, manage your online reputation and convert high-growth online traffic into leads and sales.



## Mobile Marketing

Reach Hampton Roads' tech savvy consumers on the go through their mobile devices with SMS, text messaging, and mobile web campaigns.

## Video Advertising

With online videos you can take advantage of high audience engagement levels that online video offers. A terrific way to demonstrate your product or promotion.

### Advertising Options

- Display Advertising
- Vertical Sites (Jobs, Cars, Homes)
- Search Engine Marketing
- Social Media Marketing
- Mobile Marketing
- Video Advertising

### Advertiser Benefits

- Measurable, Trackable Results
- Strong Return on Investment
- Local Expertise

### Partners





# Direct Marketing



Pilot Direct is a full-service, database direct marketing company. We offer our customers strategic planning and execution of local, regional and national targeted mail and e-mail campaigns. Our many products include postcards, mailers, letters, brochures, e-mail messages and personalized web pages. We can pinpoint and find your best prospects and customers by analyzing your data through criteria such as lifestyle, demographics and geography.



## Data and List Management

Our mail and data services include address correction and standardization, merge, purge and de-duping, postal presort to earn the best postage rate and campaign management and tracking to determine the effectiveness of your direct mail programs.



## Print Services

We have a number of print options including spot to full color offset printing, bindery services, envelope printing, full color and black variable digital printing and state-of-the-art computer to plate technology prepress services.



## Mail and Letter Shop Services

Superior variable image/variable data, four-color process laser printing with the latest technology ensures that your direct mail piece reaches the right consumer in a timely manner. Our services include inkjet imaging, mechanical inserting, tabbing, live stamping and fulfillment services.



## E-Mail Marketing

Pilot Direct can handle all of your e-mail marketing needs including design and creation of the e-mail message, managing your customer list, sending your targeted message via e-mail and analyzing and tracking the results of your campaign. We now also offer PURLs (personalized url's).

### Advertising Options

- Database Analysis/Customer Profiling
- List Service/Data Management/Warehousing
- Response Tracking
- Creative Design
- Variable Digital Printing
- Commercial Offset Printing
- E-mail Marketing
- Personalized URLs

### Advertiser Benefits

- Full-Service
- Mass to Targeted Options
- Competitive Printing Options

# Targeted Publications



When you need to reach specific target groups without waste, there's no better option than Pilot Media's targeted publications. Each of these products is oriented to a specific audience cohort such as military, parents, business decision makers, seniors, women and more. **Each of our targeted publications offer dynamic websites for an extended multi-media reach.**



## Targeted Publications

**The Flagship/Military Newspapers:** The only authorized military newspapers for each of the local military bases. Buy one or the entire network and reach an audience that is valued and hard to reach. Each week, the military receives the official newspapers through on-base home delivery and rack distribution ensuring your reach against this important segment.

**Inside Business:** A weekly, mailed subscription-based business journal targeted to local business decision makers throughout Hampton Roads. Inside Business also produces numerous learning and recognition events throughout the year.

**Tidewater Parent:** A monthly, magazine style print product that targets local families with children, a critical consumer segment. This monthly periodical is free-racked throughout Hampton Roads.

**Apartment Book:** A monthly publication distributed throughout Hampton Roads. It is a valuable resource for residents and newcomers in search of apartments to rent.

**Seniority:** A quarterly, free-racked publication featuring senior communities in Hampton Roads and mature lifestyles.

**Hampton Roads Employment Weekly:** A weekly, tabloid sized free-racked recruitment advertising publication distributed every Monday throughout Hampton Roads.

**Auto Guide:** A stand-alone, free-racked used car publication distributed throughout Hampton Roads. Feature your most popular vehicles or promote your dealership.

**Vow Bride:** A semi-annual, free-racked publication targeted to local brides throughout Hampton Roads. A great resource for any bride planning the event of her life.

**Style Weekly:** A weekly, free-racked publication offering alternative news, entertainment, and information for the Richmond market.

**Belle:** A monthly, free-racked magazine that targets women 25-54 in the Richmond market.

**MyTidewaterMoms.com:** The area's first and only multi-faceted social networking site targeted directly to local moms throughout Hampton Roads.

**PortFolioWeekly.com:** The Voice of the 7 Cities, this site covers local voices from our community, entertainment and events, music, dining, news and information, and more. This site aggregates content from all our publications and has a successful following on social media networks.



### Advertising Options

- Geographic/Targeted Advertising
- Specialty Products and Events
- Online Advertising
- Collateral Marketing

### Advertiser Benefits

- Custom Programs
- Creative Solutions
- Targeted Audiences, No Waste
- Variety of Publications

# Audience Coverage

Whether mass or target, Pilot Media's products reach your customer.



## Newspaper Advertising:

Base: South Hampton Roads, Adults 18+

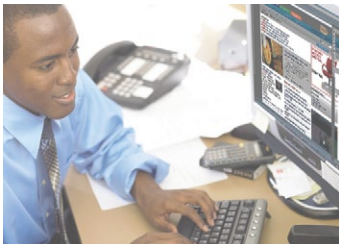
The Virginian-Pilot	Daily	Sunday	Past Week
Circulation	174,727	200,667	NA
Reach %	42%	54%	68%
Readership	339,918	434,340	545,263



## City Tabs

	Va Beach Beacon	Chesapeake Clipper	Suffolk Sun	Norfolk Compass	Portsmouth Currents
Circulation Daily	59,116	30,771	13,619	NA	NA
Circulation Sunday	75,501	37,868	16,317	32,374	30,258
Reach Daily (1 issue)	36%	46%	47%	NA	NA
Reach Sunday (1 issue)	53%	53%	60%	55%	57%
Readership Daily	117,132	76,537	29,095	NA	NA
Readership Sunday	169,235	87,090	37,192	98,427	42,396

Sources: Readership - Scarborough 2009, R1; Circulation The Virginian-Pilot - ABC Audit 2008, City Tabs - Press Runs for Zoned Circ 7/29/09-8/4/09



## Digital Media:

Base: Hampton Roads DMA, Adults 18+

PilotOnline.com/HamptonRoads.com is #1 in the market:

- We have the largest local online network, more than half of all local Internet users visit our sites monthly.\* We have over 1 million monthly visitors.\*\*
- We rank 6th in local usage against newspaper sites nationwide.^
- HamptonRoads.com, PilotOnline.com and our network of sites receive between 11 and 13 million page views per month.\*\*
- Partnerships with sites such as Google and Yahoo! allow us to deliver your message to the specific online audience you desire through demographic, geographic and behavioral targeting.

Sources: \*Hitwise, \*\*Ominure, ^The Media Audit



## Targeted Publications:

Base: Hampton Roads DMA, Adults 18+

	Circulation	Distribution
The Flagship	40,000/week	free-racked
Inside Business	8,000/week	mailed
Tidewater Parent	50,000/month	free-racked
Apartment Book	25,000/month	free-racked
Seniority	30,000/quarter	free-racked
HR Employment Weekly	30,000/week	free-racked
Auto Guide	55,000/week	free-racked
Vow Bride	23,000/twice a year	free-racked
Style Weekly (Richmond)	35,000/week	free-racked
Belle (Richmond)	20,000/month	free-racked



## Direct Marketing:

- Pilot Direct offers the choice of full market saturation or a single household.
- We can pinpoint and find your best prospects and customers by analyzing your data through criteria such as lifestyle, demographics and geography.





# Mass to Targeted Options

Whether you need to reach one household or the entire market, we have the solution.

## Mass Reach: Reach Adults 18+ throughout Hampton Roads

### NEWSPAPER

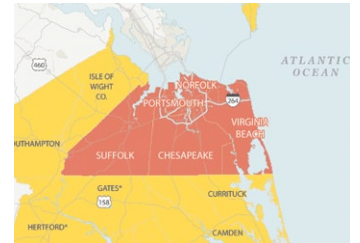
- Main & Local News
- Classifieds
- Color Comics
- Savings Weekly
- Special Sections
- Inserts: Preprints/Weprints
- Custom Cards
- Ad Bags/Insert Wrappers
- Front Page Notes

### DIGITAL MEDIA

- PilotOnline.com/HamptonRoads.com
- Search Engine Marketing/Optimization
- Social Media Marketing

### DIRECT MARKETING

- Direct Mail
- Email Marketing
- Personalized Web Pages



## Demographic Targeting: Reach Your Specific Demographic Target Market

### NEWSPAPER

- Sports (Men)
- Daily Break (Women)
- Business (Men 35+)
- Gracious Living (Women 25-54)
- Pulse (Arts and Entertainment Seekers)
- Drive (Car Buyers)
- Home (Home Buyers/Owners)
- CareerConnection (Job Seekers)
- Special Sections (By Content)

### DIRECT MARKETING

- Direct Mail (Varies by List)
- Email Marketing (Varies by List)
- Personalized Web Pages (Varies)

### DIGITAL MEDIA

- PilotOnline.com/HamptonRoads.com (Varies)
- Drive.HamptonRoads.com (Car Buyers)
- RealEstate.HamptonRoads.com (Home Buyers/Owners)
- CareerConnection.com (Job Seekers)
- Search Engine Marketing/Optimization (Varies)
- Social Media Marketing (Varies)
- Mobile Marketing (Varies)

### TARGETED PUBLICATIONS

- Auto Guide (Used Car Buyers)
- Hampton Roads Employment Weekly (Job Seekers)
- The Flagship/Military Newspapers (Military)
- Inside Business (Business Decision Makers)
- Apartment Book (Renters)
- Tidewater Parent (Parents)
- Seniority (Adults 55+)
- Vow Bride (Women)
- Style Weekly, Richmond (Adults 35-50, Arts and Entertainment Seekers)
- Belle, Richmond (Women)
- Targeted Publications Niche Websites (Varies)



## Geographic Targeting: Reach a City, Zip Code or a Specific Household

### NEWSPAPER

- City Tabs (Individual Cities)
- North Carolina Broadsheet (Northeastern NC)
- Your Corner (W Branch, N Suffolk, Churchland, and Isle of Wight)
- Inserts: Preprints/Weprints (By Zip Code/City)
- Customer Cards (By Zip Code/City)
- Ad Bags/Insert Wrappers (By Zip Code)
- Front Page Notes (By City)

### DIGITAL MEDIA

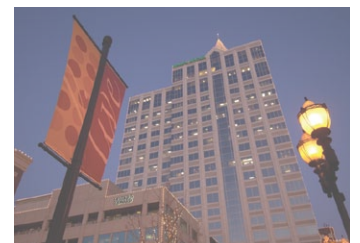
- PilotOnline.com/HamptonRoads.com (Varies)
- Search Engine Marketing/Optimization (Varies)
- Social Media Marketing (Varies)

### TARGETED PUBLICATIONS

- The Flagship/Military Newspapers (Military Bases)
- Style Weekly (Richmond)
- Belle (Richmond)

### DIRECT MARKETING

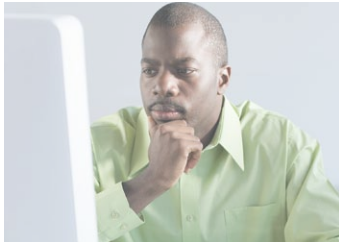
- Direct Mail (By Household)
- Personalized Web Pages (Varies)



# Advertising Services



No matter the size, industry or location of your business, one of the most important pieces of the marketing puzzle is a solid strategic foundation. That's why Pilot Media offers a full suite of resources to serve you in every way. From market overview to customer profiles, from media planning to creative services we deliver the insights and services you need to succeed.



## Research

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With our expert, in-house team of research analysts and a broad portfolio of research products, we are uniquely equipped to profile your customer set and create a better understanding of their consumer and media habits. Understanding your customer and the marketplace are key elements to leveraging your competitive position and for identifying new opportunities.



## Marketing Consultation

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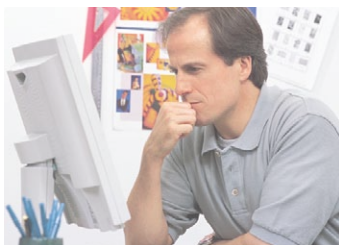
In addition to providing market intelligence we go a step further by offering our in-house expertise to help you craft your marketing position and messaging. Once we help you determine your marketing goals and help implement a multi-platform solution we can also provide ongoing metrics to help you assess your return on investment and optimize your media mix.



## Co-op

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Let our account executives seek out retail advertising opportunities that are paid for by the manufacturer of one of the products or services you offer. We can leverage years of experience in this field to help fund your advertising programs. It's easy and there's no cost to you for these co-op funding services.



## Creative & Production Services

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Whether you need a single ad or a full scale campaign, turn to our award winning team of creative and production specialists. We offer copywriting, photography, layout and design, video production, and have access to an unmatched library of stock photography. We will work hard to accurately reflect the brand of your business and drive results.



## Events Management

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Need to organize an event to activate your marketing and promotional campaign? Our experienced event planners can iron out the details and even help craft your media plan to promote the event. You have enough on your hands running a business, let us take the pressure off and help plan and implement your next event.