### THE DESERT SUN
- Mondays-Saturdays: 119,590 readers*
- Sundays: 108,444 readers*
- Published 7 days a week. E-edition available online

### DESERTSUN.COM
- Average monthly page views: 6,463,529
- Average monthly unique visitors: 877,836
- Average monthly visits: 1,467,599
- Average monthly engaged minutes: 1,183,170
- Social Media followers: 126,000+
- Active e-mail subscribers: 71,500+

### NEIGHBORS
- Circulation: 80,599
- Friday publication
- Total market coverage reaching subscribers and non-subscribers of The Desert Sun

### WEEKEND TAB
- The desert’s entertainment resource
- Friday publication inside The Desert Sun

### RETREATS TAB
- The desert’s real estate resource in association with HomeFinder.com
- Saturday publication

### TOP FIVE NEWSLETTER
- 47,000+ Subscribers
- Emailed each morning

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* Deser Sun reach: cumulative reach including print and e-edition.
Comprehensive Digital Solutions

DESSERTSUN.COM
• Reach online users via measurable digital display ads employing video, social plug-ins, maps and click-to-call buttons
• Desktop, mobile, tablet, e-edition, newsletters
• USA Today online availability

AUDIENCE EXTENSION-PROGRAMMATIC BUYING
• Online display advertising that uses data to target a specific audience.
• Geo-target potential customers throughout the U.S. and Canada
• Behavioral targeting to reach your best customers
• Mix Yahoo with DesertSun.com to reach 93% of online users in the Coachella Valley

SEO BRAND BUILDING
• Be found on more local platforms and create informative, engaging content that supports your customer’s buying journey
• Dashboard reporting

PRINT-TO-SEO
• Turns every one of your print ads into valuable search engine optimized content that helps your local business get found when people search online.

PPC
• Fast delivery of PPC campaigns – getting you qualified leads
• Constant campaign optimization
• Dashboard reporting

SOCIAL MEDIA MANAGEMENT
• Social media helps drive loyalty and create brand advocates
• Increase brand awareness and customer service response

SOCIAL MEDIA ADVERTISING
• Facebook, Twitter, Instagram, Linkedin

WEBSITE DESIGN
• Cost-effective and quick-to-deploy web solutions
• Mobile-friendly, responsive design
• Follows best practices for customer conversion

EMAIL MARKETING
• Reach your ideal customer through geographic and demographic targeting

VIDEO PRODUCTION
• Engage customers
• Brand awareness

RE-TARGETING
• Deliver relevant offers and messages to previous website visitors

GEO-FENCING
• Targeted mobile display ads based on a very specific geographical boundary or boundaries

BRANDED CONTENT
• Consumers want to learn about products through content
• Branded Content Advertising generates 82% brand lift

YOUTUBE TRUEVIEW ADS
• Extend reach of video messaging
• Put your message in front of the right audience
Targeted Custom Publications

**DESERT MAGAZINE**
- A California lifestyle magazine for men and women
- No other magazine reaches more affluent baby boomers
- Delivered to home subscribers of The Desert Sun 10 times per year (35,000+ circulation) plus 300+ locations to reach non-subscribers
- Digital issue available on DesertSun.com

**DESERT OUTLOOK**
- The Desert’s premier LGBT magazine
- 10,000 copies distributed 10 times per year
- Delivered to subscribers of The Desert Sun in 92262 and 92264 zip codes
- Distributed to over 80 locations throughout the Coachella Valley
- Weekly e-mail newsletter
- Digital issue available on DesertSun.com
- LGBT blog

**BNP PARIBAS OPEN**
- March 6-19, 2017
- Reach the 456,000 attendees of the Desert’s premier tennis tournament
- 12,500 copies sold and distributed at the event
- BNP daily section in The Desert Sun

**CAREERBUILDER CHALLENGE**
- January 16-22, 2017
- Daily pairings in The Desert Sun

**PALM SPRINGS INTERNATIONAL FILM FESTIVAL**
- January 2-16, 2017
- Reach 135,000 movie fans who attend the festival every year viewing over 200 films
- Official program distribution: 10,000
- Film Festival daily section in The Desert Sun

**SHORT FEST**
- June 20-26, 2017
- Reach short film lovers who attend this festival every year viewing over 300 films
- Official program distribution: 10,000

**RIVERSIDE COUNTY FAIR & DATE FESTIVAL**
- February 17-26, 2017
- Reach the 300,000+ attendees, 70% of whom are hispanic
- Official program distribution: 100,000 copies
WE CAN HELP YOU GROW YOUR BUSINESS, THROUGH OUR UNMATCHED COMBINATION OF LOCAL MEDIA ASSETS AND INTEGRATED MARKETING EXPERTISE.

WE ARE A MULTI-CHANNEL MEDIA COMPANY
The Desert Sun newspaper is a long established and recognized media channel. We continue to expand our delivery mechanisms, with the addition of DesertSun.com’s desktop and mobile sites, tablet apps and e-editions. We engage audiences on all platforms with local, revelatory content.

WE ARE ALSO A LOCAL MARKETING COMPANY
Whether you need search marketing, targeted emails, a better social media presence, or display ads, we have the tools you need to build your brand and reach your goals, with a strong return on your investment.

AND WE HAVE THE EXPERTISE AND RESOURCES TO PULL IT ALL TOGETHER
Our goal is to partner with you and put together the right integrated solution. We use the latest research, apply industry best practices, and analyze data to make sure your media and marketing investments are working hard to provide a strong ROI and working together to reach your target audience.

WE CONSTRUCT DATA DRIVEN DECISIONS TO BUILD EFFECTIVE MARKETING STRATEGIES USING THE FOLLOWING RESEARCH TOOLS:

- Scarborough
- Nielsen – Prime Location Web (Demographic and PRIZM data)
- Nielsen Ad Views (TV data)
- AdMall
- Borrell
- Info Group
- Polk / IHS Automotive
- eMarketer
- Data Quick (real estate sales and listings)
- Real Data Strategies (RDS)- real estate analysis
- Kantar – Evaliant
- BIA Kelsey
**Engaged and Growing Audiences**

**DESERT SUN MEDIA GROUP REACHES THESE COACHELLA VALLEY AUDIENCES:**

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Market Age 18+</td>
<td>56%</td>
</tr>
<tr>
<td>Males</td>
<td>52%</td>
</tr>
<tr>
<td>Females</td>
<td>59%</td>
</tr>
<tr>
<td>Millennial (18-34)</td>
<td>48%</td>
</tr>
<tr>
<td>Gen X (35-49)</td>
<td>43%</td>
</tr>
<tr>
<td>Boomers (50-64)</td>
<td>56%</td>
</tr>
<tr>
<td>Seniors (65+)</td>
<td>72%</td>
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<tr>
<td>Snowbirds</td>
<td>54%</td>
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<tr>
<td>Hispanics</td>
<td>42%</td>
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<tr>
<td>Moms with Kids</td>
<td>45%</td>
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<tr>
<td>Homeowners</td>
<td>62%</td>
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<tr>
<td>Affluent*</td>
<td>71%</td>
</tr>
<tr>
<td>College Graduate/PostGrad</td>
<td>70%</td>
</tr>
</tbody>
</table>

*Household income of $100K+

Sources: Scarborough Palm Springs 2016. Daily or Sunday print newspaper or E-edition CUME or desertsun.com past 30 days reach or Neighbors or Desert Magazine or Desert Outlook magazine past 6 months readership.