



# 2025 MEDIA KIT

Connect to consumers throughout **the Capital Region and beyond.**





## OUR AUDIENCE

# The Times Union, an iconic property of Hearst, is the area's number one local news source.

We are part of the fabric of the Capital Region and pride ourselves on delivering a world-class, multi-media experience. Our unparalleled reach allows us to connect with the residents and businesses of our local communities.

Through a full suite of print and digital marketing strategies, the Times Union has evolved to continue to reach and engage Capital Region residents, keeping them informed and inspired. The Times Union is widely respected for its focus on local news and watchdog reporting, particularly on state government and politics.

In addition to being the leading local news source in the Capital Region, the Times Union offers premier full-service marketing capabilities through its advertising arm, the Times Union Media Group. In part through parent company Hearst's journalistic commitment, the Times Union Media Group utilizes its deep roots in the community to help brands connect with their audiences through cutting-edge, data-driven marketing tactics.

# Why Hearst?

We're part of one of the largest, most diversified media companies in the world – Hearst's major interests include magazine, newspaper and business publishing, cable networks, television and radio broadcasting, Internet businesses, TV production, newspaper features distribution, business information and real estate.



"A hallmark of this company has been an ability to embrace change, rarely giving up on anything we are good at."

**STEVEN R. SWARTZ**  
President & CEO, Hearst




**A** national company with a local focus – Our team of media specialists knows our products and our market better than anyone else, and are prepared to deliver innovative solutions for businesses of any size.

We offer marketing without borders. Our audience delivery capabilities don't stop at our core market; we can bring any message to any customer across the country, from DMA to zip-code level.

Hearst is one of the nation's largest diversified media, information and services companies with more than 360 businesses. Its major interests include ownership in cable television networks such as A&E, HISTORY, Lifetime and ESPN; global ratings agency Fitch Group; Hearst Health, a group of medical information and services businesses; 31 television stations such as WCVB-TV in Boston and KCRA-TV in Sacramento, Calif., which reach a combined 19 percent of U.S. viewers.

Hearst also includes newspapers such as the Houston Chronicle, San Francisco Chronicle and Albany Times Union, nearly 300 magazines around the world including Cosmopolitan, ELLE, Harper's BAZAAR and Car and Driver; digital services businesses such as iCrossing and KUBRA; and investments in emerging digital and video companies such as Complex Networks, AwesomenessTV, BuzzFeed and Vice.



A photograph of the Times Union building, a modern structure with large windows and a prominent sign that reads "TIMES UNION" in red letters. The building is surrounded by greenery and a blue sky. The sign also features a logo with a stylized "1" and the words "TIMES UNION".

# TIMES UNION

An inclusive community of  
professionals, innovators and educators  
makes the Capital Region and nearby areas  
one of the state's foremost  
region's to do business.

**#1** reach  
across 8  
counties


**410K**  
PRINT AND  
ONLINE WEEKLY  
AUDIENCE

**3.8M**  
MONTHLY  
LOCAL WEBSITE  
VISITORS

- Albany is ranked in the top 5 for best places to live in the state by U.S. News and World Report.
- Per capita personal income is \$71,972.
- 500K Albany region adults are in white-collar occupations.
- Ranked as 21st most educated city in the U.S.

Sources: U.S. News & World Report, Center for Economic Growth, WalletHub and Nielsen Scarborough.





The Times Union is the  
Capital Region and  
Hudson Valley's leading  
**news source.**

Albany  
DMA



Hudson  
Valley



410K

resident reach  
**weekly** across New  
York's Capital Region.

Source: Research R2 2024 print and online weekly audience (Times Union, eEdition, TimesUnion.com, Albany, Columbia, Greene, Rensselaer, Saratoga, Schenectady, Warren, Washington counties)

# Times Union Audience



Our readers are engaged, invested in their local community and affluent. **44%** of Times Union readers are peak earners and buyers (between the age of 25 and 54).

193K

PRINT READERS ON SUNDAY

220K

PRINT READERS EACH WEEKDAY

293K

COLLEGE EDUCATED

51.4

AVERAGE AGE

\$107K

AVERAGE INCOME

\$640K

NET WORTH

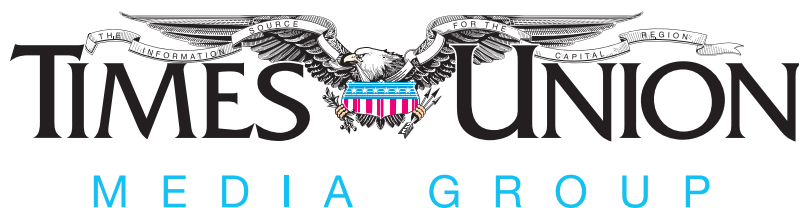


Source: Scarborough Research, R2 2024 weekly audience (Times Union, eEdition, TimesUnion.com), timesunion.com GA, September 2023



# Combined Media Portfolio

The Times Union's premium newspaper, website and digital products meet audiences where they are reading, watching and listening. Through a multitude of content channels built on best-in-class, service-related journalism, your organization's message will contribute valuable content to the people, businesses and communities in the Capital Region.



**Full-Service Multi-Media Advertising Team**



**Newspaper**

Print, App, E-edition

**Digital**

[timesunion.com](http://timesunion.com)



**Multi Media  
Conference Center**



**Digital  
Marketing Portfolio**

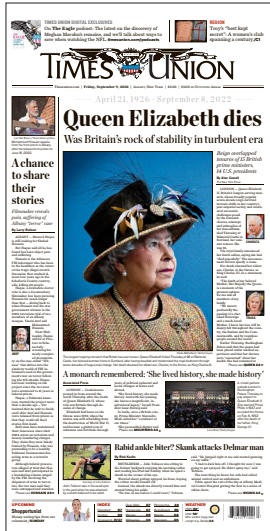


**Custom  
Content Solution**



**The Eagle  
Podcast**

# Print Coverage



## DAILY NEWSPAPER Albany Times Union



## WEEKLY NEWSPAPERS LocalFirst The Advertiser



## ANNUAL MAGAZINES

## QUARTERLY MAGAZINES

Published quarterly, Savings Source is the Capital Region's number one local source for printable coupons, online coupons, or restaurant coupons pertaining to various local businesses.

**Your Wedding. Your Way.** VOW magazine is the complete guide for creating your dream wedding using resources available right here in the Capital Region.



## SavingsSource

## VOW Magazine





# Weekly Features



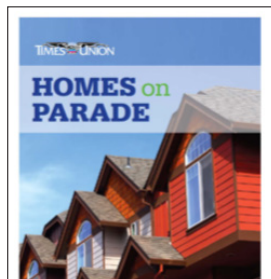
## Preview - Publishes Thursday

Preview features arts and entertainment news for Albany, NY and the Capital Region, as well as the latest movie, fashion and celebrity news.



## Unwind - Publishes Sunday

Lifestyle, travel, health, dining, dating, fashion, home decor and parenting news for Albany, NY and the Capital Region.



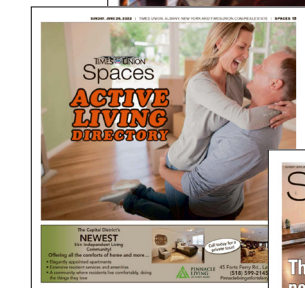
## Spaces - Publishes Sunday

Spaces reaches Capital Region residents interested in real estate and homes. Stories range from updates to existing homes to contractor profiles to real estate trends.

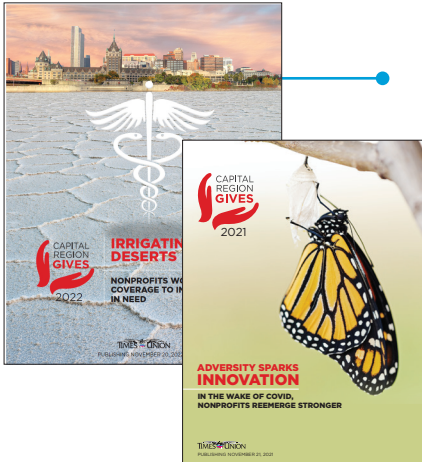


## Empire State - Publishes Monday-Saturday

Keep up with politics and government news from all over the Empire State.



# Special Sections



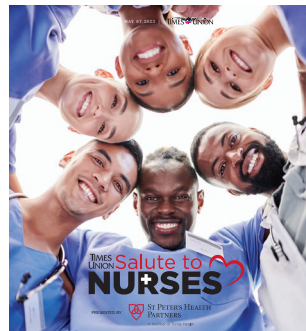
## Capital Region Gives

Made possible by the region's philanthropic business community, Capital Region Gives showcases local nonprofits and businesses who support them.



## Best of

The area's leading brand for reader-chosen best businesses in the Capital Region.



## Salute to Nurses

An annual program that mobilizes area hospitals, clinics, schools, and patients eager to recognize the Capital Region's best nurses.

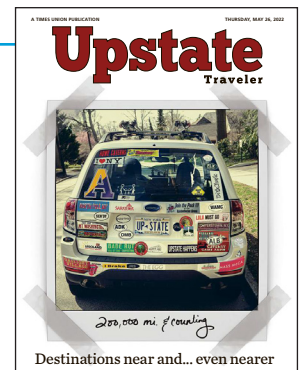


## High School Sports

Through the Times Union's High School Sports special coverage and events, we provide unrivaled in-depth coverage of all of Section II sports regardless of the size of the school.

## Upstate Traveler

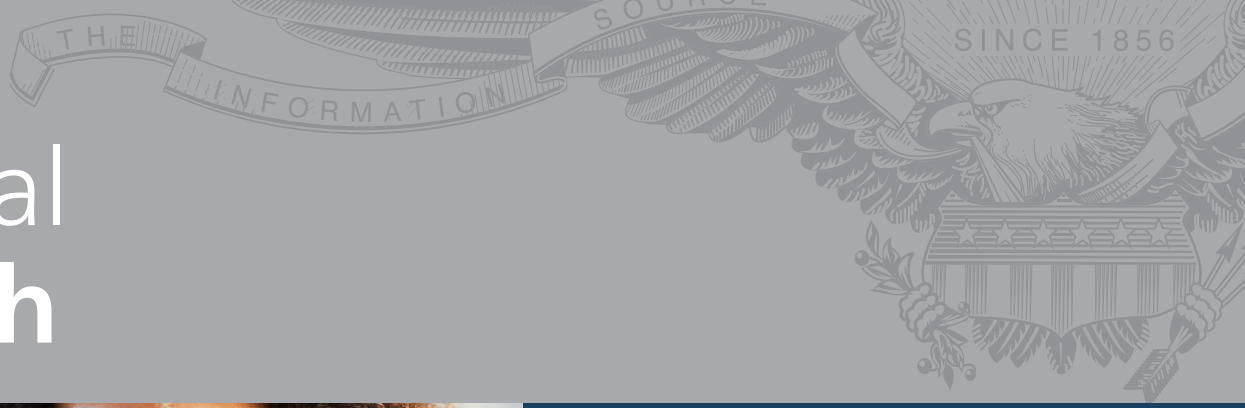
Upstate Traveler serves as a conduit through which travel and tourism brands can connect and collaborate with one another and with consumers planning their next trip.



## ShopLocal

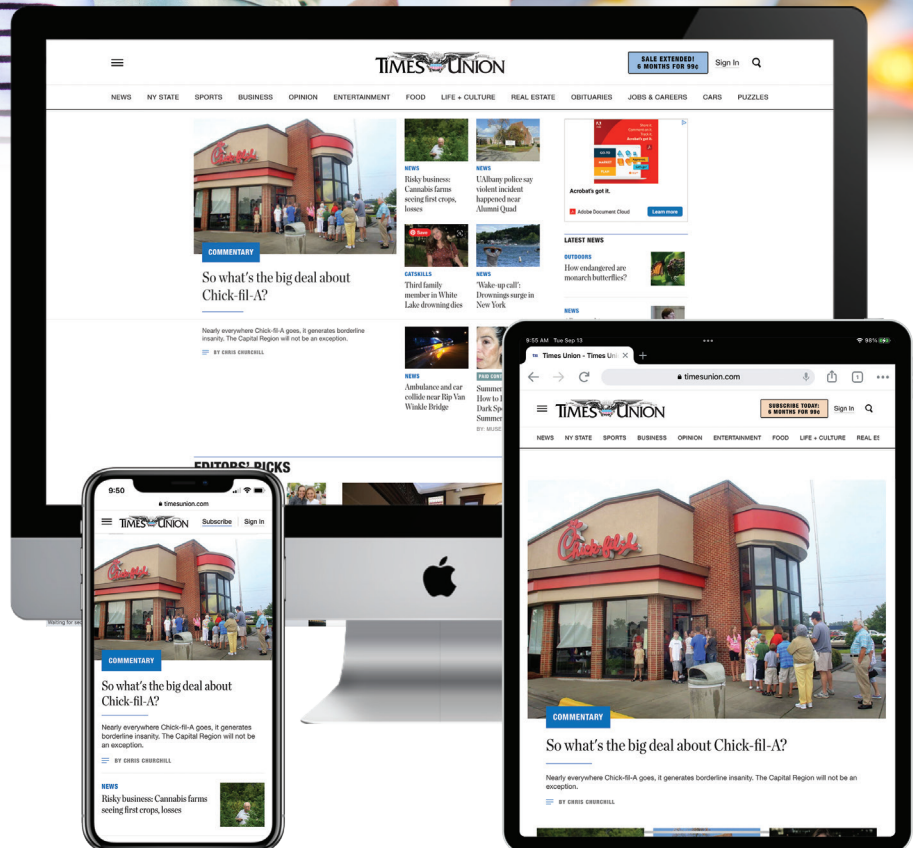
The Times Union's ShopLocal annual program serves to help small and mid-sized businesses have the same opportunity as the big box stores drive sales during the upcoming holiday shopping season.





# Digital Reach

Our core websites and national partnerships offer unbeatable reach and access.



# Digital Marketing Capabilities



The **Times Union Media Group** offers both standard ad positions and high-profile Rich Media opportunities to bring your message consumers.



## DISPLAY ADS

The Times Union engage IAB standard and rising star units across platforms with optimization for better performance. Includes responsive ads to engage higher views across smartphones and tablets.



## NATIVE ADVERTISING

Native advertising extends your content distribution and captures the attention of your target audience better than traditional, leading to increased engagement and conversions. We are experts at creating native content that has the same look and feel as our editorial content, allowing your custom story to be seamlessly integrated across our news site.



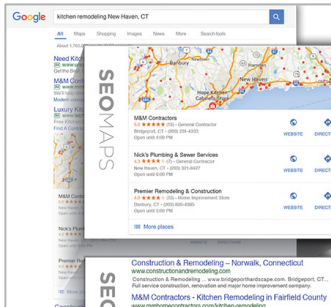
## CUSTOM WEBSITES

We are able to deliver modern, responsive, and custom designed websites to meet your business goals. Build your organic web presence today with a website designed by our experienced team of designers.



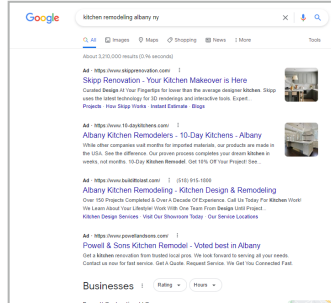
## SEARCH OPTIMIZED CONTENT (SEO)

Through Search Engine Optimization (or SEO), improve the volume and quality of the traffic that comes to your website from major search engines via "organic" (free or natural) results. Available at several rate levels to suit your organization's needs.



## SEARCH ENGINE MARKETING (SEM)

Streamline your promotion with paid search ads based on targeted keyword searches, demographics, and pinpoint geographic data with national and local search engine marketing services.



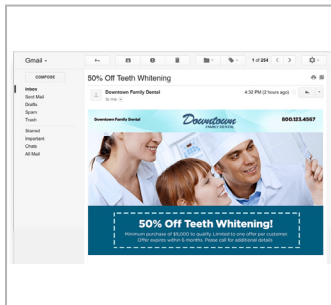
## SOCIAL MEDIA MARKETING

Harness your business's full capacity with a comprehensive and robust social media strategy to engage new followers and retain audience impressions.



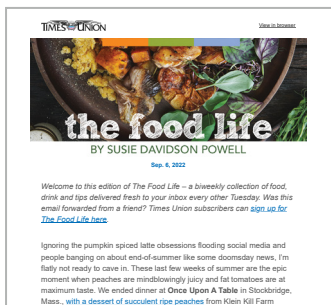
## EMAIL MARKETING

We design and implement content that matches your target audience and geographic location. With a qualified list of email addresses, we align a program rooted in your initiative needs through products, sales, special offers, and applicable newsletters to your audience.



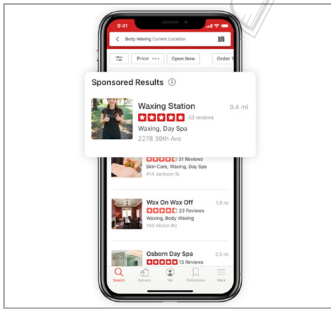
## NEWSLETTER SPONSORSHIP

Own one of the Times Union's 15 editorially-driven email newsletters featuring a wide range of topics with 100% SOV.



## REPUTATION MANAGEMENT

Our reputation management consultant is able to view your brand, your products and services across the Internet with one tool. We'll help you thank positive reviews, inform customers, and address negative reviews. Share your voice and engage with customers to create a positive impression of your business.



## ADVANCED AUDIENCE TARGETING

Learn how data-driven results are more effective through customized audiences for your media campaign that include location, keyword search, browsing behavior, and contextual content. We can customize your campaign to the right audience on a network of over 10,000 sites nationally.



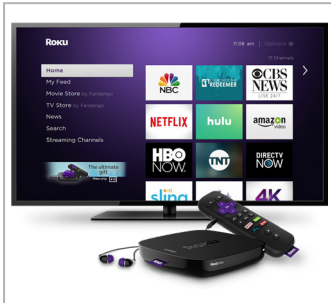
## VIDEO CREATION

At the Times Union Media Group, we empower brands to tell their stories through video marketing. We have the capability to create engaging videos ranging from quick testimonials, tours, scripted commercials, recruitment videos and more.



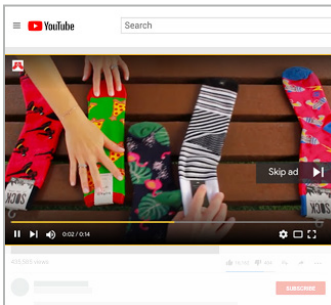
## CONNECTED TV

Connected TV advertising, or CTV advertising, allows brands to reach their audience on smart TVs and OTT devices. We have the capability to help to promote video across numerous external platforms to ensure maximum video engagement.



## YOUTUBE/TRUEVIEW

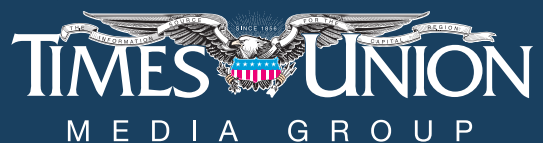
Through YouTube Discovery Ads, ads are delivered on YouTube search results and the homepage. With YouTube InStream ads, users can skip the ad after 5 seconds, but advertiser only pays when customer watches for over 30 seconds. Through video messaging, we'll help connect your brand with your target audience.







Where local  
businesses  
go to **thrive.**



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