

THE LITTLE
PAPER WITH



the **Resident** since 1990
Good News that "Rocks,"
Southeastern Connecticut & Southern Rhode Island

USA VETERAN

OWNED BUSINESS



PRICELESS

29th Year of Publishing since 1990

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2019 Media Kit

Powerful, Free, Bi-Weekly Community Publication

Now celebrating our 29th year of publishing, the Resident is an institution for "Good News that ROCKS" Southeastern Connecticut and Southern Rhode Island. People reach for the Resident because they want to read about people...people doing good things in our communities.

The Resident delivers solid returns for every advertising dollar spent.



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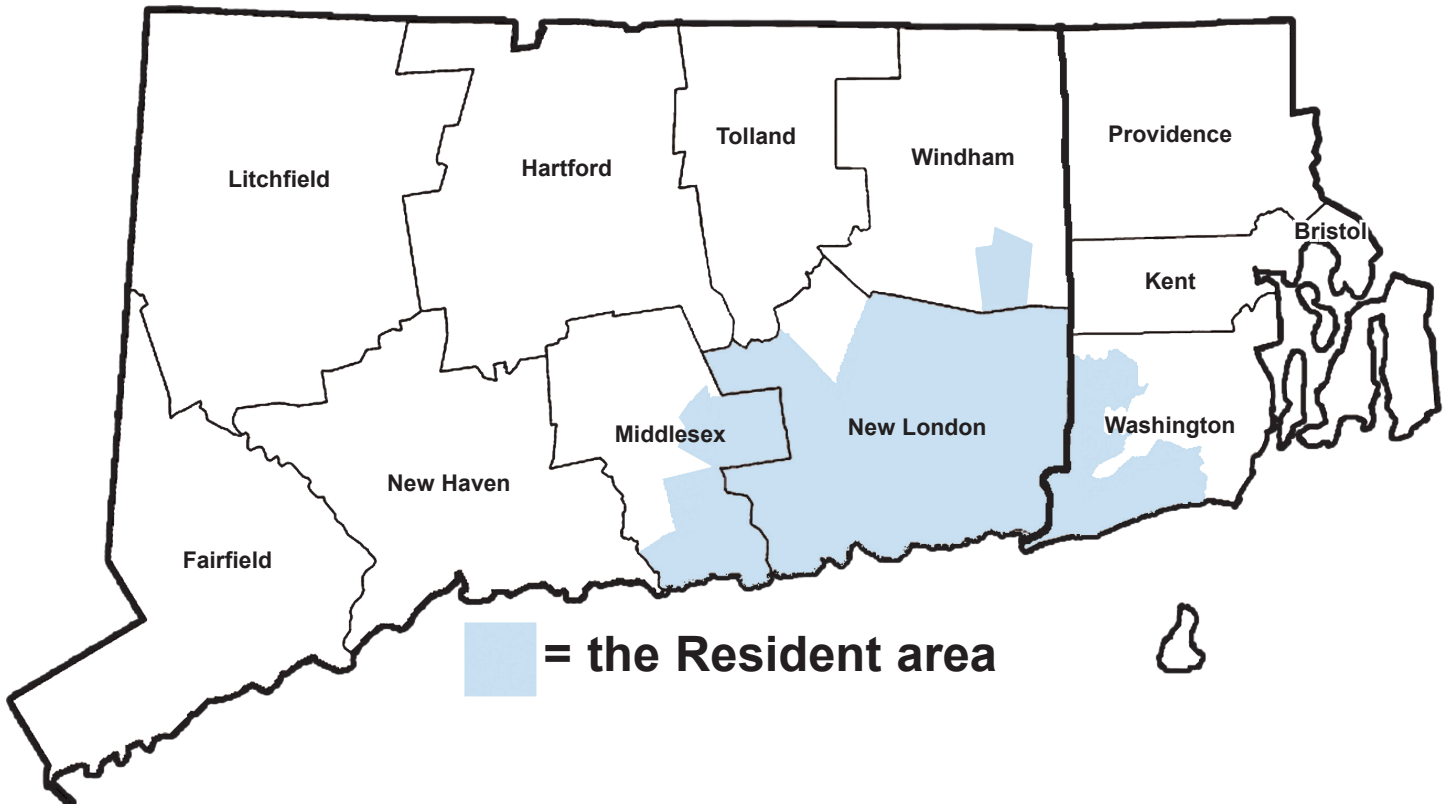
PRICELESS

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The Resident is a fully accredited member of the Community Papers of New England (CPNE), with an average net press run of 30,000 copies. Hundreds of thousands of readers count on the Resident every other week for the news that connects them with life in the neighborhoods of Southeastern Connecticut and Southern Rhode Island. The Resident features a compelling "Good News" style that is easy to read and understand. That's why the Resident has grown to become a "must have" with readers over the past 29 years. The Resident offers advertisers a most cost effective way to reach hundreds of thousands of potential new customers. A most significant finding from our recent audit by Circulation Verification Council (CVC) is that the Resident packs a punch with a younger, affluent audience (85% of readers are between 25-64 and 75% have income levels of \$50,000 or more, 35% over \$100,000).

Connecticut

Rhode Island



Mailing Address:
P.O. Box 269
Stonington, CT 06378

Street Address:
252 South Broad St.
Pawcatuck, CT 06379

Office: 860.599.1221
theresident.com

Resident_News

TheResidentGoodNews

Special!

Ad Rates

Resident in Business

Includes a 1/4 page advertorial featuring you and your business with your individually framed color photo on the front cover and inside with your article.

3.9" wide x 8" long

\$398

or

4.9" wide x 8" long

\$596

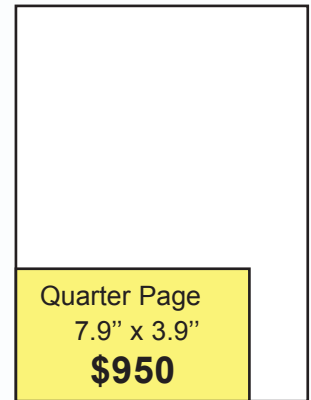
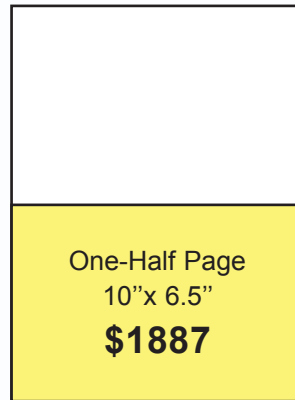


Color Ads

Full Page
ROP
4-Color
\$3429

One-Half Page
ROP
4-Color
\$1887

Quarter Page
ROP
\$950



Classified Ad Rates & Column Widths

Basic Classified: \$3 / word (10 word minimum)

Display Classified: \$49 / Column Inch
(Includes Border and Formatting)

Get a 14-day posting on our website for \$1 more
www.theresident.com

1x1 (1.3"x1") = \$36
1x2 (1.3"x2") = \$72
1x3 (1.3"x3") = \$108
1x4 (1.3"x4") = \$144
2x2 (2.75"x2") = \$144

1 Column = 1.3"
2 Column = 2.75"
3 Column = 4.2"
4 Column = 5.65"
5 Column = 7.1"
6 Column = 8.55"
7 Column = 10"

Testimonials

Dear Editor:

I commend you on the wonderful Chamber Coverage.

"Everyone reads the Resident." So true, I had many compliments from the various Breakfast groups that I belong to who saw my photo.

Thank you, good work.

Al Almeida

General Manager (Ret.)
The Day

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Resident_News



TheResidentGoodNews

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Testimonials



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Dear Editor:

We truly appreciate your coverage of our agency and the description of all of our services.

Many residents are not familiar with the scope of services we offer and your article did an outstanding job of describing the depth and breadth of our social service offerings.

Bambi Poppick

Director of Development
Jonnycake Center of Westerly, RI

Dear Editor:

"The Resident" Newspaper is one of our most successful means of getting across our message to our local community. We just think it's a natural fit... a local small business jewelry store advertising in a local community newspaper. Whenever I'm in a restaurant I constantly see people picking up the paper to check on local activities while they wait for their food. It's delivered exactly where people have time and interest in reading about their neighborhood.

Mark Grader

President
Grader Jewelers, Inc.
Groton • Waterford • Norwich, CT

Dear Editor:

I just want to thank The Resident and to Alexis Ann, for the fantastic front page display of my award and for the great article and picture displaying my exciting evening. It is quite obvious of the power of your paper as it reaches out to every community in the 50 mile radius because I have had so many comments from all walks of life and from long distance on the article.

Actually, I always look forward to each edition of your paper as I read every page because it is of interest to know what goes on in and around our area and The Resident covers every event. Thank you for publishing a paper to keep the public informed and for all to enjoy. Keep up the good work.

Angie Smith

Westerly, RI

Dear Editor:

I applaud your paper! The handwritten letter from the President Harry S. Truman on the center page is perfect! It should be required reading for school students and adults. It acknowledges the incredible service to all honorably discharged veterans - BRAVO and God Bless You, the Resident.

Sincerely,

Patricia B. Copp

Mystic, CT

Demographics of Resident Readers *

Young, Educated, Affluent and in the Market to Buy Your Products and Services.

1. Do you frequently purchase products or services from ads seen in The Resident?

➔ **YES 286 75.9%**
NO 91 24.1%

2. How long do you keep The Resident before discarding it?

59% 2 Weeks or Less
24% 3 Weeks
01% 1 Month
➔ 16% 1 Month or More

3. Please select the category that best describes your age.

	Reader Demographics	Market Demographics	
	0%	04%	18 - 20
	05%	07%	21 - 24
85% {	40% 25-44 <	16%	25 - 34
		20%	35 - 44
	23%	20%	45 - 54
45% 45-64 <		15%	55 - 64
		08%	65 - 74
	09%	09%	75 years or older
	01%		

➔ Generation X
➔ Baby Boomers

4. Reader Gender? (Voice recognition – Gender Bias Rotation)

38% Male Readers
62% Female Readers

5. What category best describes your combined annual household income for last year?

	Reader Demographics	Market Demographics	
	07%	17%	Under \$25,000
	18%	23%	\$25,001 - \$49,999
	18%	20%	\$50,000 - \$74,999
75% earn over \$50,000 {	6% ➔	16%	\$75,000 - \$99,999
	6% ➔	16%	\$100,000 - \$149,999
	5% ➔	08%	Over \$150,000
	13%		

Percentage Ahead of Market

6. What is the highest level of education you have obtained?

	Reader Demographics	Market Demographics	
	0%	12%	Some High School or Less
	24%	30%	Graduated High School
	3% ➔	29%	Some College
	12% ➔	17%	Graduated College
	3% ➔	12%	Completed Post Graduate
	15%		

Percentage Ahead of Market

7. Average readers per edition during the audit period: 2.30

* Circulation and Readership Study conducted by Circulation Verification Council, sample size equals 377