

## 2016 Media Kit

**THE**  
**REPOSITORY**  
CantonRep.com





## Welcome to the Canton Repository

In a world of increasing advertising options, newspapers continue to be the most trusted medium and the top choice for shopping and checking advertising.

We offer a comprehensive selection of quality digital and print products to help grow business and more easily navigate the market's competitive media landscape.

The Canton Repository is a multimedia company serving residents of Stark and Tuscarawas counties in Ohio. News and information is also provided online at [cantonrep.com](http://cantonrep.com), which boasts nearly five million page views each month.

The Canton Repository is continually expanding its product lineup from the daily newspaper and website, to other products and services such as Propel Marketing, a leader in digital marketing.

**The Canton Repository is proud to be part of GateHouse Media.**



The U.S. economy continues to improve and local markets mirror this progress. Here are some of the top trends:

### The Real Estate Market

In addition to recent increases in home sales, the median sales price has **increased significantly** over the past few years.

Source: National Association of Realtors  
\* Jan-June average

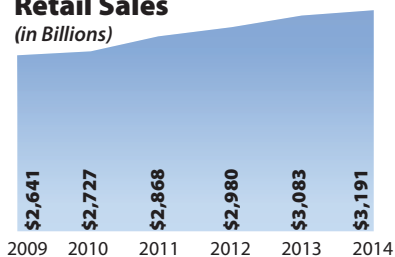
#### Median Sales Price of Existing Homes

2012	\$176,800
2013	\$197,100
2014	\$208,300
2015*	\$215,700

### Retail Sales

Retail Sales have been on an **upward** trend since 2009.

#### Annual Retail Sales (in Billions)



Source: National Retail Federation



### Unemployment

The unemployment rate has been

**steadily decreasing.**

# We can help guide your business

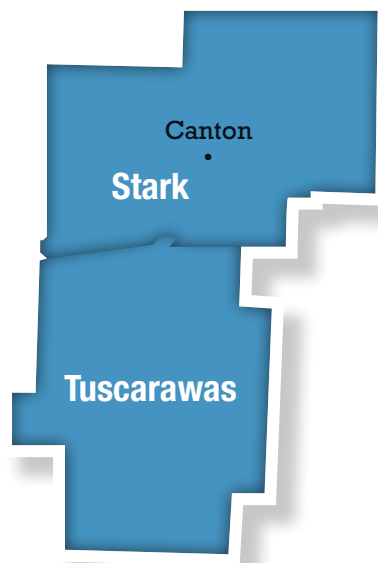
through these positive trends and take advantage of the improving economy by reaching your most desirable potential customers.





# Market Profile

## Stark and Tuscarawas Counties, OH



Total Population  
**468,574**

Total Households  
**189,729**

Average Household Income  
**\$59,026**

### Total Adults 366,019

#### Gender

Men	175,187	48%	<div></div>
Women	190,832	52%	<div></div>

#### Age

18-34	95,717	26%	<div></div>
35-44	53,594	15%	<div></div>
45-54	64,412	18%	<div></div>
55+	152,296	42%	<div></div>

#### Education (adults age 25+)

College Graduate	89,626	28%	<div></div>
Some College, no degree	67,063	21%	<div></div>
High School Graduate	131,418	41%	<div></div>
Other	35,045	11%	<div></div>

### Total Households 189,729

#### Home Ownership

Own	134,368	71%	<div></div>
Rent	55,361	29%	<div></div>

#### Household Income

Under \$35,000	71,741	38%	<div></div>
\$35,000-\$49,999	31,478	17%	<div></div>
\$50,000-\$74,999	37,372	20%	<div></div>
\$75,000+	49,138	26%	<div></div>

#### Children at Home

57,400 30%

Source: 2015 Nielsen - Stark and Tuscarawas Counties, OH





## Consumer Expenditures

Total Annual Consumer Expenditures  
for the Market  
(in millions)

**\$9,435**

Key Consumer categories	Expenditure (in millions)
Apparel and Services	\$676
Contributions	\$221
Education	\$259
Food at Home	\$1,121
Food Away from Home and Alcohol	\$745
Health Care	\$1,105
Household Furnishings & Appliances	\$425
Housing Related Expenses	\$945
Personal Care Products and Services	\$180
Pet Expenses	\$126
Sports & Entertainment	\$1,005
Transportation & Auto Expenses	\$1,977

Source: 2015 Nielsen - Stark and Tuscarawas Counties, OH

Average Annual Consumer  
Expenditure (per household)

**\$49,731**

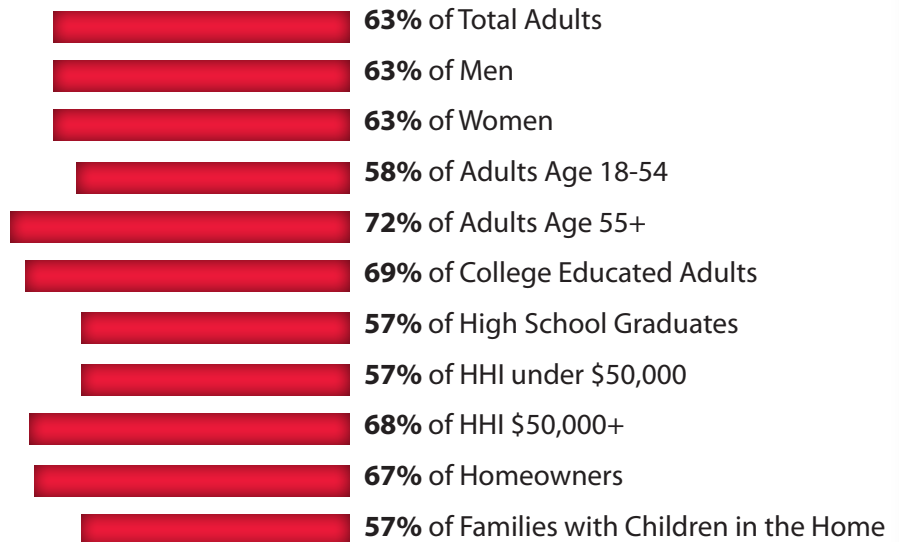
**The Canton Repository will help  
you increase your sales.**



# Reach

Newspapers  
deliver  
**6<sup>out of</sup>10**  
shoppers.

## Print & Digital Reach



Source: Scarborough 2015 R1, Total adults; INA+ Audience (past 7 day print, past 30 day digital)

## Digital Traffic

### CantonRep.com

#### Average Monthly Traffic

**Page Views** 4.8 Million

**Unique Visitors** 601,300

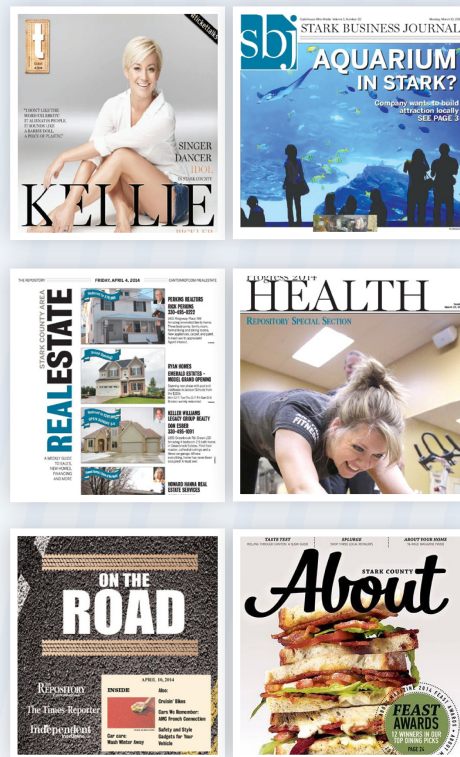
Source: Google Analytics, Sept. 2014-Aug. 2015

The Canton Repository  
**reaches**  
your most profitable  
customers.





The Canton Repository  
is the **one source**  
for your customized solution.



## PRINT PRODUCTS

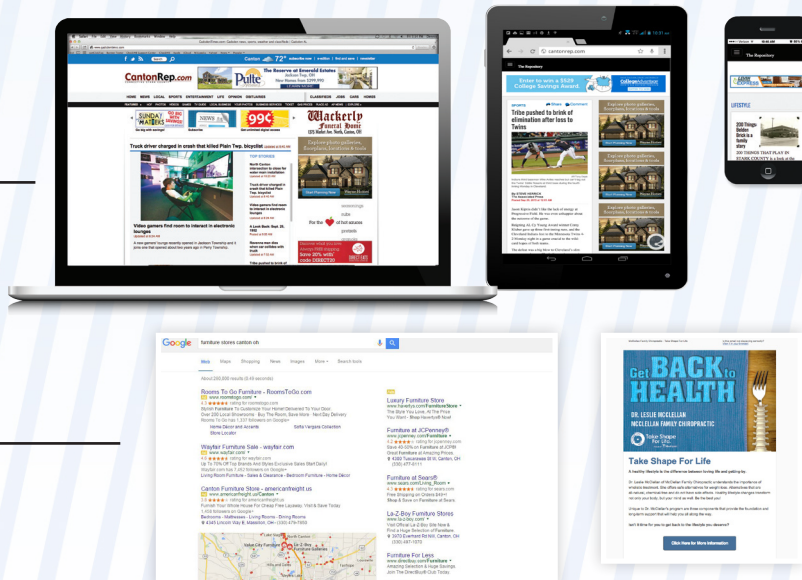
We offer a large variety of print products and other creative solutions to grow your business:

- Premium Placement
- Special Sections
- Magazines
- Total Market Coverage
- Polybags

**We deliver**  
shoppers to your business.

## DIGITAL SOLUTIONS

cantonrep.com  
Propel Marketing



Propel Marketing

# Nobody Delivers Digital Marketing Like We Do.

Propel connects businesses with the people who matter most - **their customers.**

**Propel Marketing** is a one-stop shop for all your online marketing services. We help our customers improve their bottom line by providing cutting-edge digital solutions and industry best practices.

With a full array of online marketing solutions, we can create the perfect mix suited to boost your business.

Some of our services include:

- *Responsive Website Design*
- *Social Media Management*
- *Centralized Dashboard*
- *Call Tracking*
- *Reputation Monitoring*
- *OnTarget - Display Advertising*
- *Search Engine Marketing*



WEBSITES. MOBILE. SOCIAL. LISTINGS. SEARCH. SEO. REPUTATION.

Partnered with

**PROPEL**  
MARKETING

[www.propelmarketing.com](http://www.propelmarketing.com)



## WHAT WE DO

As digital solution specialists, we provide you with access to technology and resources that may be impractical for a smaller company to tackle on their own. We provide better data and results, delivered with continued support for your company's success in the ever-changing digital landscape.



### RESPONSIVE WEBSITE DESIGN

**Create the best user experience on all devices.**

Say goodbye to spending money on multiple website updates. This cutting-edge technology provides one website that adjusts to the size and resolution for every device - automatically! Get all the features you need on one platform.



### MOBILE WEBSITE DESIGN

**Customers should be able to find you from anywhere.**

Today, more local customers are searching for your business with their smartphones. Are you losing customers searching for your business on the go? Give customers anywhere access to your website while generating more business for you.



### LOGO CREATION

**Make a strong impression.**

Help your business become more credible and visible to potential customers with professional Logo Creation. Create consistent branding across all platforms and stand out from your competitors with a unique logo design.



### E-COMMERCE

**Manage your store from anywhere.**

Build, manage, and grow your online business with E-Commerce. With the ability to reach customers 24/7, you can expand your geographic reach, drive website traffic, gain more potential customers, and eliminate missed revenue opportunities to boost your bottom line!



### SEARCH ENGINE OPTIMIZATION

**Shine brighter than your competitors.**

When customers search online, are they finding you or your competitors? If search engines don't know you exist, you are invisible. Ranking higher in search results helps customers find you, driving more customers to your website.



### LIST OPTIMIZATION

**Get listed. Get found. Get customers.**

Are you losing customers due to incorrect contact info? Get more customers by increasing your online credibility by maintaining up-to-date, consistent and visible business information across top search engines and directories.



### SEARCH ENGINE MARKETING

**Shine in the right places.**

Go from outdated to updated - search engines are the new yellowpages. Search engine marketing drives the right customers to your business and turns searches into revenue.



### ONTARGET - DISPLAY ADVERTISING

**Shine a spotlight on your business.**

Spend your advertising dollars where they count the most. Display advertising helps place your business in front of consumers where they spend most of their time: the web.



### RETARGETING

**Regain lost customers.**

Don't miss out on lost business. Today's customers take time to research and reflect before making a purchase. Now you can keep in touch and stay relevant to your customers throughout their buying decision.



### DIRECT EMAIL

**Reach the right people at the right time.**

Build your email marketing campaigns and expand your customer base! Using your most current data ensures your campaigns reach active and high-quality leads. Direct Email will help to micro-target your audience and provide you with real-time email metrics.



### FACEBOOK ADVERTISING

**Reach Your Target Market and Expand Your Audience**

Reach the exact audience you want with targeted ads, increase your online presence, and build brand recognition. With organic reach decreasing and the competition stiffer than ever, there's never been a better time to get started with ads on Facebook!



### SOCIAL MEDIA OPTIMIZATION

**How many places do you shine?**

Social media is the new word-of-mouth. It's no coincidence that businesses who engage their customers via social media grow faster than those who don't. Now it's easy to keep your loyal customers updated and gain new ones.



### REPUTATION MONITORING

**Know what your customers are saying about you.**

Don't let bad reviews shut you down. Everyone has an opinion and the Internet provides the megaphone. With 70% of consumers trusting online reviews, you can't afford to ignore what's being said online.



### CALL TRACKING

**Bring your business out of the shadows.**

How do you know your marketing strategy is working? Today, more than ever, phone calls are still one of the best sources of quality leads for your business. Now you can shed light on what leads you gain on and off line.



### INTERACTIVE VIDEO

**Make an impact in less than a minute.**

Interactive Videos are the easiest way to make an impression in a short amount of time, effectively marketing your services. Engage your customers with customized, interactive content for maximum optimization and conversions.



### LIVE CHAT LEADS

**Make website visits matter more.**

Now your business never has to close its doors! Let us deliver 24/7 instant gratification to web visitors by connecting them to a live person with no wait times. Engage more visitors online, off the phone, and easily convert them into leads. Live Chat offers immediate ROI!

Partnered with

**PROPEL**  
MARKETING

# Creative Solutions

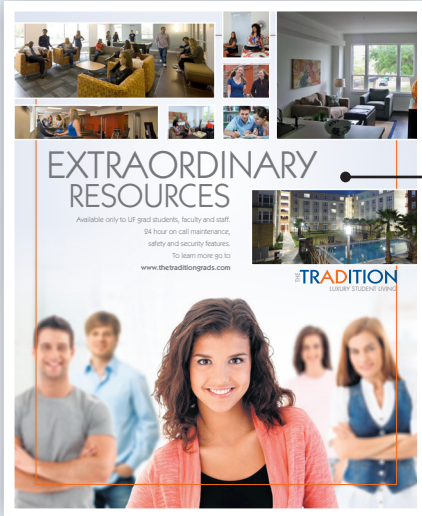
# Solutions to Build Your Brand and Your Business.

**Who we are:** Creative Solutions is a full-service creative agency within GateHouse Media

Our **award-winning designers** specialize in print ads, rich-media ads, construction of landing pages, email campaigns, mobile ads and other contemporary digital platforms.

Magazine ads

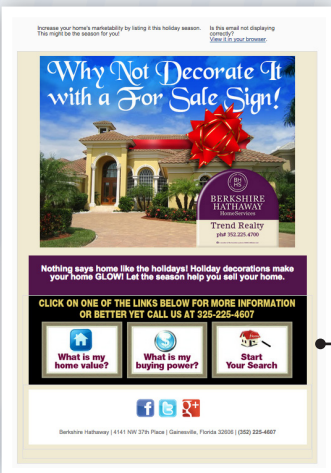
Newspaper ads



Sales collateral

Email ads

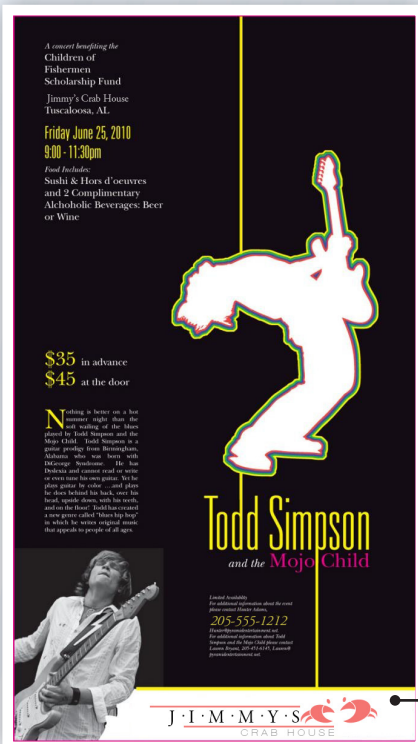
Native advertising





**What we do:** In addition to advertising design, Creative Solutions can create marketing materials for just about **any type of print or digital campaign**. Sales collateral, sales flyers, posters and newsletters can build brand identity to reach your consumers.

And for commercial printing needs, we handle everything from design and production to inserting or mailing your piece.



Direct mail

Posters

Digital ads

Inserts

Rich media





The Canton Repository delivers more than just the news to our community  
- it provides high-quality journalism and ongoing support for the  
organizations that make a difference in Stark and Tuscarawas Counties.

# Nobody delivers like the Canton Repository.

**How to Reach Us**

**cantonrep.com**

500 Market Avenue South • Canton, Ohio 44702

**(330) 580-8300**

Subscriber Services: (330) 580-8500

**THE  
REPOSITORY**  
CantonRep.com