

STATEN ISLAND MEDIA GROUP

STATENISLANDMEDIAGROUP.COM

2025  
**MEDIA  
KIT**



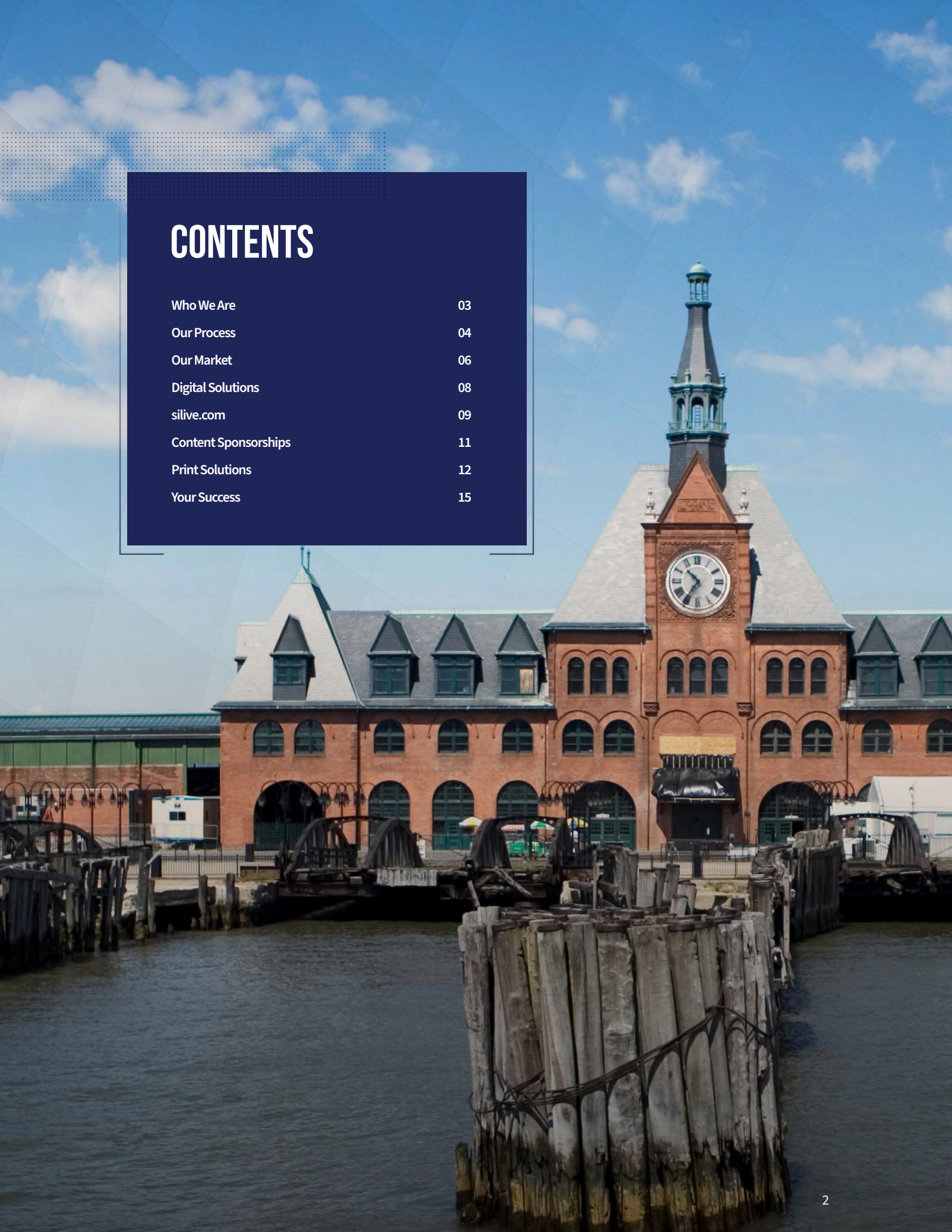
EXPERT MARKETING AND CLIENT STORYTELLING.  
AWARD-WINNING, IMPACTFUL JOURNALISM.  
LOCAL PRESENCE. NATIONAL REACH.





# CONTENTS

Who We Are	03
Our Process	04
Our Market	06
Digital Solutions	08
silive.com	09
Content Sponsorships	11
Print Solutions	12
Your Success	15



# STATEN ISLAND MEDIA GROUP

LOCAL PRESENCE. NATIONAL REACH.

## ADVANCE: A GLOBAL COMPANY

ADVANCE owns, operates and invests in companies spanning media, entertainment, technology, communications, education and other promising growth sectors. Building the value of companies over the longterm by fostering growth and innovation, Advance's portfolio includes Advance Local, Condé Nast, Stage Entertainment, American City Business Journals, Leaders Group, Turnitin, Ironman Group and Pop. Advance is also among the largest shareholders in Charter Communications, Discovery and Reddit.

## ADVANCE LOCAL

Staten Island Media Group is part of Advance Local which is among the largest media groups in the United States, operating the leading news and information companies in more than 25 cities, reaching more than 50 million people monthly with our quality, real-time journalism and community engagement. Advance Local also includes our digital innovation team — Alpha Group, Headline Group, and MV Digital — our political and advocacy focused agency.





# OUR PROCESS

## Begins with you

STATEN ISLAND MEDIA GROUP IS AN EXTENSION OF YOUR MARKETING TEAM.

- **HANDS-ON ATTENTION**
- **PREMIUM TECHNOLOGY**
- **CERTIFIED DIGITAL EXPERTS**



### > **LEARN ABOUT YOU/GOAL SETTING:**

We take the time to understand all your marketing and business needs, then create the appropriate goals and KPI's for each stage of your campaign.



### > **RESEARCH:**

Provide market insights analysis including demo/psychographics, competitive landscape and key economic factors to help guide strategy, audience selection and marketing communications.



### > **CREATIVE DEVELOPMENT:**

Conduct comprehensive brand discovery, development and refinement if required. Design all facets of creative including logo design, marketing collateral and ad campaigns.



### > **CONTENT DEVELOPMENT:**

Create insightful, relevant content that enhances your business reputation as an industry leader, generates awareness and builds trust with your customers.



### > **DATA & ANALYTICS:**

Synthesize data points and insights from market research and creative to micro-target your desired audiences.



### > **CAMPAIGN MANAGEMENT:**

Dedicated team of marketing experts collaborate to manage your campaign goals, KPIs and refine and optimize the campaign to ensure targeting efficiency and effectiveness.

# RESOURCES

## Support the mission



### > CREATIVE SERVICES

We're dedicated to bringing your brand and your message to life with engaging designs and effective messaging to showcase your products and services, and connect with your target audience.

**AWARD-WINNING CREATIVE RECOGNIZED BY  
NY Press Association | NJ Press Association**

**Branding | Display | Video Editing & Production  
Social Media | Email | Print | Photography  
Script/Copywriting | Business Collateral**



### > RESEARCH & DATA SERVICES

Industry and market research guide our campaign strategy, execution, and optimization process. First and third-party research from myriad data sources allows us to develop meaningful audience and market insights that help you make strategic marketing decisions.

**Market Analysis | Demographic Profiles  
Population Projections | Consumer Segmentation  
Competitor Analysis | CRM Analysis | Market Surveys**



### > CONTENT SERVICES

The Content Marketing team creates tailor-made products designed to meet any audience or need for industries including healthcare, education, travel, recruitment, legal, finance, real estate and more.

Our proven track record of creating engaging content delivered through a variety of channels will allow you to showcase your brand, company or promotion, or position yourself as an industry leader.

**Feature Stories | Content Marketing Articles | Website Content | Blog Posts | Targeted Social Media  
Podcasts | Video Scripts | Marketing Collateral | Press Releases**



# STATEN ISLAND IS *Powerful*



Staten Island (Richmond County, NY) is home to 489,815 residents.

Like Manhattan, Staten Island's location allows great accessibility to and from New Jersey, making it a draw and a source for bi-state entertainment, dining, shopping and more.

# A *Wealthy* REGION

Staten Island boasts an average household income of \$130,945, second highest of the five boroughs, and an average home value of \$767,324.

In fact, Staten Island wields considerable spending power. Take a look at just a few of the key expenditures planned in the next 12 months.

## PROJECTED ANNUAL SPENDING

FOOD AT HOME .....	\$908,664,424
HOME FURNISHINGS/EQUIPMENT .....	\$441,075,793
TRAVEL .....	\$291,900,603
HIGHER EDUCATION .....	\$243,431,152
HOME MAINTENANCE/ REPAIR SERVICES .....	\$249,735,008
HEALTHCARE SERVICES .....	\$201,739,125
AUTOMOTIVE MAINTENANCE/ REPAIRS .....	\$175,660,121
PERSONAL CARE SERVICES .....	\$80,545,144
ENTERTAINMENT .....	\$65,298,681
LEGAL FEES .....	\$29,678,203

Sources: Claritas Pop-Facts Premier 2025, Claritas Consumer Spending Dynamix 2024.



# WE HAVE THE Audience YOU NEED TO REACH



## WEBSITE

> silive.com

## NEWSPAPERS

> Staten Island Advance

### AFFILIATED NJ & PA PUBLICATIONS

#### WEBSITES

- > NJ.com
- > Jerseysbest.com
- > NJ.com/mosaic
- > lehighvalleylive.com

#### ONLINE NEWSPAPERS

- > The Star-Ledger
- > The Times of Trenton
- > South Jersey Times
- > The Express-Times

#### MAGAZINE

- > Jersey's Best

# DIGITAL SOLUTIONS

TARGET EXACTLY WHO YOU NEED TO REACH  
ANYTIME, ANYWHERE.

## VIDEO PLACEMENT

- In-Story
- Native Click-out
- YouTube
- OTT/CTV

## VIDEO CREATION

- Photo Montage
- Video Editing
- Video Full Production

## ONLINE DISPLAY ADVERTISING

- Direct sold high-impact digital placement
- Programmatic ad-buy management
- Mobile Geo-fencing
- HTML5

## DIGITAL OUT-OF-HOME

- Billboard
- Kiosks
- Transit
- And more

## TEXT ADVERTISING

## CONTENT MARKETING

- Content Creation
- Content Strategy
- Content Promotion

## STREAMING AUDIO

## SOCIAL MEDIA (PAID)

- Strategy
- Marketing
- Optimization
- Social Listening

## EMAIL MARKETING

- Data Appends
- List Rental
- Display Retargeting

## SEARCH ENGINE OPTIMIZATION (SEO) SEARCH ENGINE MARKETING (SEM)

WE DELIVER YOUR MESSAGE TO ENGAGED READERS THROUGH  
WORLD-CLASS TECHNOLOGY, LOCAL EXPERTISE AND PREMIUM BRANDS.



SILIVE.COM IS THE . . .

# #1 LOCAL NEWS WEBSITE ON STATEN ISLAND

We're tough when we have to be, as authentic as the readers we serve, and our journalism makes an impact.

We've won numerous awards recognizing our reporting and photojournalism. **More importantly, we've won the trust of our communities and thousands of readers.** Staten Island audiences turn to silive.com for critical breaking news, information and resources more than any other local news website.

NEW YORK CITY REGION

**1.1 MILLION** **5.2 MILLION**

UNIQUE VISITORS  
MONTHLY

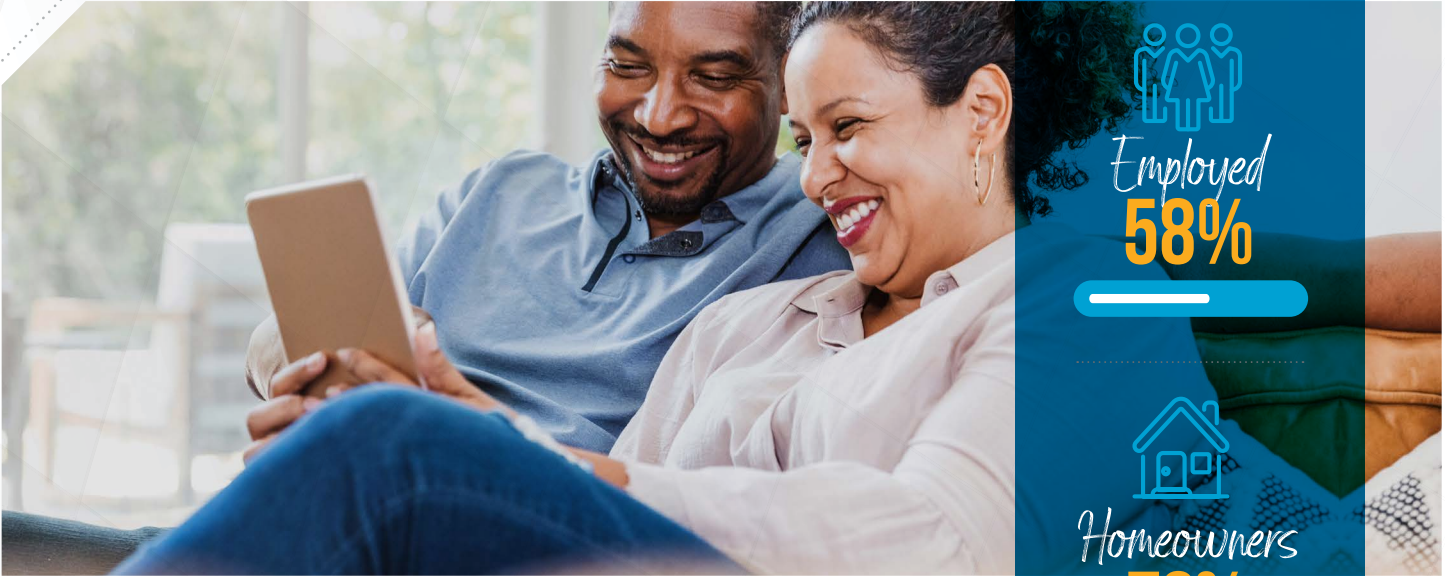
PAGE VIEWS  
MONTHLY

silive.com **reaches 50% of area adults** and **61% of adults** with household income \$100K+

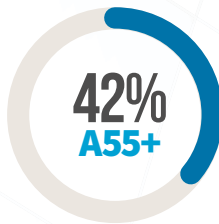
**The strength of silive.com's audience and its award-winning news allows you to capture the attention of users that are engaged with content that matters.**

Source: Google Analytics, 12-month average Jan-Dec 2024 (among permission-based tracked devices), NYC segment. Nielsen Scarborough, Release 2, 2024 & 2023, New York DMA, Base: Richmond County, NY

# SILIVE.COM AUDIENCE PROFILE




Age:



Gender:

WOMEN..... **43%**  
MEN..... **57%**

  
College Educated  
**61%**

Household Income:

\$100K+ ..... **55%** | \$50-\$99.9K ..... **25%**  
<\$50K ..... **20%**



Employed  
**58%**



Homeowners  
**72%**



Married  
**49%**



Child in Home  
**35%**  
UNDER 18



# NEWS & ENTERTAINMENT CONTENT SPONSORSHIPS ON SILIVE.COM

## An Exclusive Opportunity For Your Brand

- **ENGAGE MILLIONS** of our loyal, active readers throughout the state.
- **TURNKEY PROGRAM** to raise brand awareness and stand out among competitors quickly and effectively.
- **EXCEPTIONAL EXPOSURE** extending reader trust in our brand to your brand.

SILIVE.com offers news and entertainment content sponsorships across a variety of content categories including sports, education, weather, health, entertainment and more.

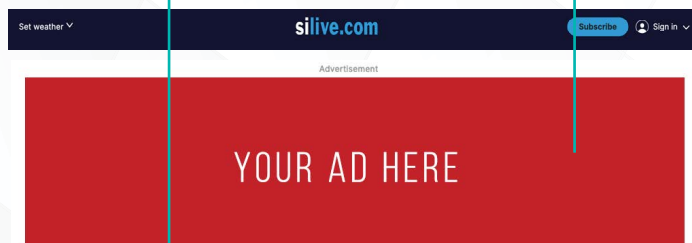
## SPONSORSHIP COMPONENTS

Your business will gain year-long exposure within your chosen news or entertainment category including:

- **'Brought to you by [Your Company]'** message at the top of all relevant articles.
- **Fixed Billboard/Mobile Adhesion placement** at the top of all relevant articles.
- **Fixed ad placement** at the top of the relevant index page(s) that aggregates all relevant articles.

**PRE-HEADLINE TEXT  
SPONSORSHIP ANNOUNCEMENT**  
WITH HYPERLINK TO YOUR WEBSITE

**FIXED BILLBOARD UNIT**



ENTERTAINMENT

### Legendary classic rock band sells their music, likeness rights for \$400 million

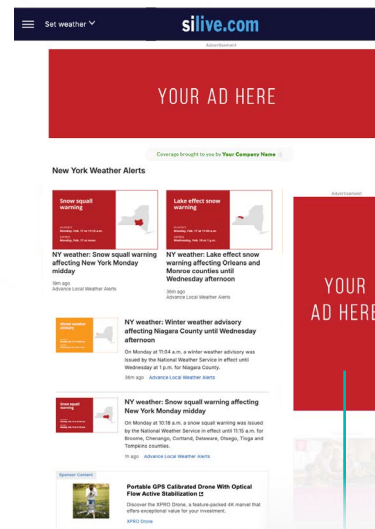
Published: Oct. 03, 2024, 11:15 a.m.



Pink Floyd has reportedly sold its catalog to Sony for \$400 million. (Getty Images) ullstein bild via Getty Images



**YOUR  
AD HERE**



**FIXED HALF PAGE UNIT**



**MOBILE ADHESION**

ASK YOUR ACCOUNT REPRESENTATIVE FOR  
CATEGORY AVAILABILITY AND DETAILS.

\*Subject to availability

# PRINT SOLUTIONS



## 96,000 STATEN ISLAND ADVANCE READERS

From broad reach to ZIP code-level targeting, your message can connect with an audience that proactively engages with our content. As part of a well-rounded marketing campaign, print is highly effective in building brand awareness, elevating trust and driving direct consumer action.



STATEN ISLAND ADVANCE PUBLISHES DAILY.  
DISTRIBUTION AND ZONING INFORMATION AVAILABLE. ASK FOR DETAILS.

Source: 2024 & 2023 Release 2, Nielsen Scarborough, New York DMA, Base: Total Audience, Cume Daily and Sunday audience



# PRINT SOLUTIONS

## Specialty AND High Impact ADVERTISING

Put your message front and center with can't miss placements that grab immediate attention.

### SPADEAS

Wrap your brand and message around the first book of the newspaper. The equivalent of 3 full pages in a pull and save format that makes it easy to refer to for future reference.



### FRONT PAGE SKYBOX AND STRIP ADS

Command attention and exclusive placement on the front page of the newspaper. Additional opportunities available on inside section fronts to boost your message.



# STATEN ISLAND ADVANCE AUDIENCE PROFILE

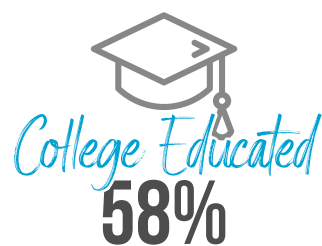
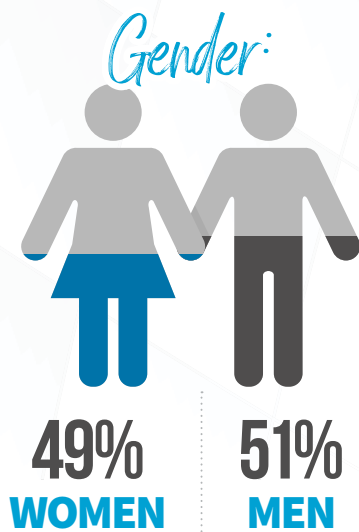


**Employed**  
**45%**

**Homeowners**  
**66%**

**Married**  
**38%**

**Child in Home**  
**24%**  
UNDER 18



Source: 2024 & 2023 Release 2 Nielsen Scarborough, New York DMA Study, Base: Total audience, Cume Daily and Sunday audience



# COMMITTED TO YOUR *Success!*

- > Local, personal service
- > Direct placement on silive.com  
Staten Island's #1 local news site
- > Guaranteed Google  
ad network compliance
- > Google certified experts
- > Comprehensive digital reach capabilities
- > Transparent reporting
- > Ongoing optimization
- > Best-in-class data  
and technology partners

## RICHMOND UNIVERSITY MEDICAL CENTER

"Without question we have seen tremendous growth in service as a result of our partnership with Staten Island Media Group. The team's stewardship from concept to final product is unmatched, they are truly invested in making sure the customer is satisfied. Their expertise in the digital, social and traditional advertising markets is exceptional."

**Alex Lutz**, Assistant VP, Public Relations & Marketing

## TEKIE GEEK

"Growing our brand has helped differentiate us from our competitors. The Staten Island Media Group has been instrumental in doing just that, and the best part... they make it simple! With their help, Tekie Geek has had great success in getting our brand and message out to the local community which ultimately brings more business in the door."

**Mike Bloomfield**, President Geek



Click Here to  
see our work.



Access our digital and print advertising specifications here:

<https://www.statenislandmediagroup.com/ad-specifications/>

Click The Link



lets work together  
**CONTACT US**

FOR MORE INFORMATION:



visit  
[statenislandmediagroup.com](http://statenislandmediagroup.com)



email  
[marketing@statenislandmediagroup.com](mailto:marketing@statenislandmediagroup.com)

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MEDIA  
GROUP

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