

# **TIMES NEWS**

— MEDIA GROUP —

# **2022 Media Guide**

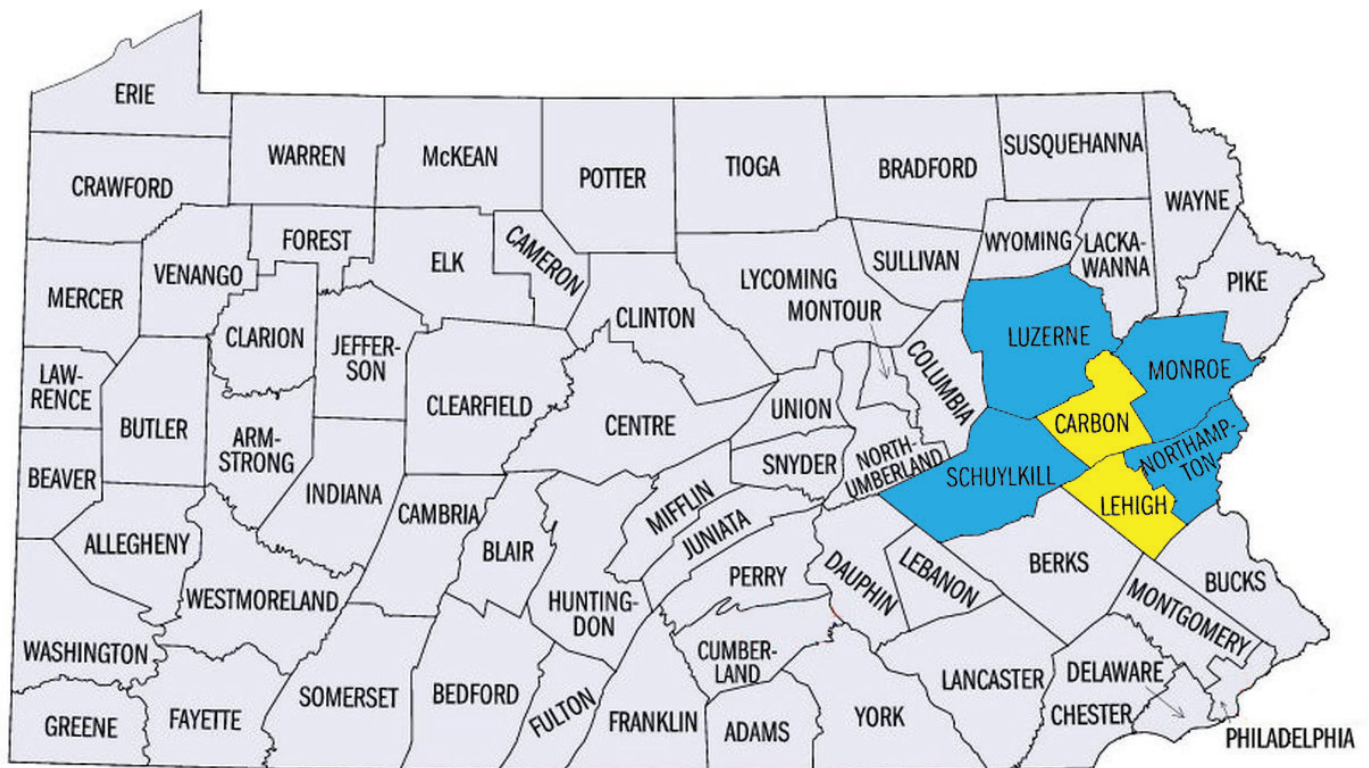
Print • Digital • Contests • Events • Travel • Commercial Printing • OOH Advertising

TIMES NEWS  
**tnonline.com**  
**lvpnnews.com**



# OUR HOME

Times News Media Group serves Carbon and Lehigh counties along with portions of Schuylkill, Luzerne, Monroe and Northampton counties located in beautiful Northeastern PA.



# Audience Demographics

## HOUSING

### TOTAL POPULATION

433,500

Carbon - 64,182

Lehigh - 369,318

### HOUSING UNITS

Carbon - 34,883

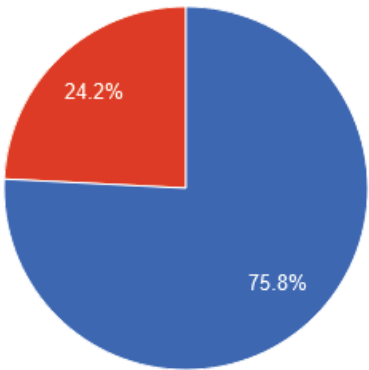
Lehigh - 147,112

### MEDIAN HOME VALUE

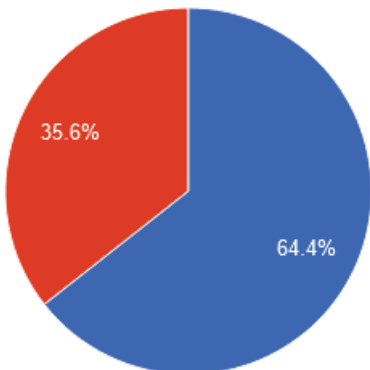
Carbon - \$146,400

Lehigh - \$208,200

Carbon County Homeowners Vs Renters



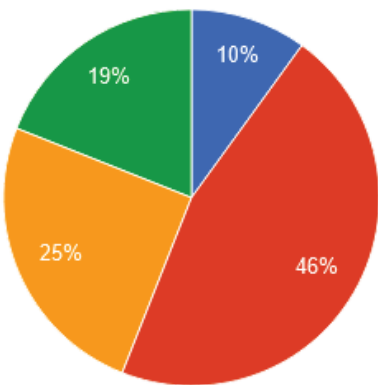
Lehigh County Homeowners Vs Renters



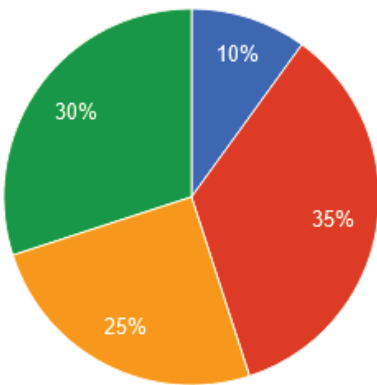
Home Owners  
Renters

## EDUCATION

Carbon County Education



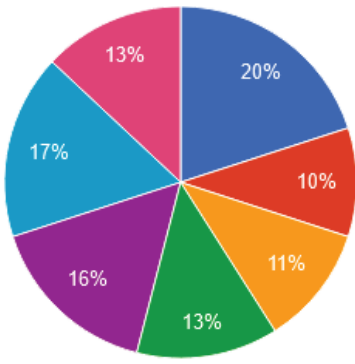
Lehigh County Education



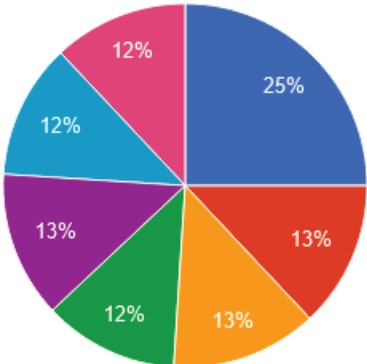
Less than High School  
High School Grad  
Some College  
Bachelor's Degree or Higher

## AGE

Carbon County Age



Lehigh County Age



Under 20 Years  
Ages 20-29  
Ages 30-39  
Ages 40-49  
Ages 50-59  
Ages 60-69  
Ages 70+

## INCOME

Carbon  
\$57,006

Lehigh  
\$63,897

\* Numbers represent Carbon & Lehigh Counties



# Audience Stats

## **TIMES NEWS**

Print-20,586 daily readers  
Monthly Page Views-1,462,213  
Monthly Unique Visitors-247,296  
Social Media Followers-31,111  
Email Audience-36,960  
Reach 61% of the market

## **LEHIGH VALLEY PRESS LVP**

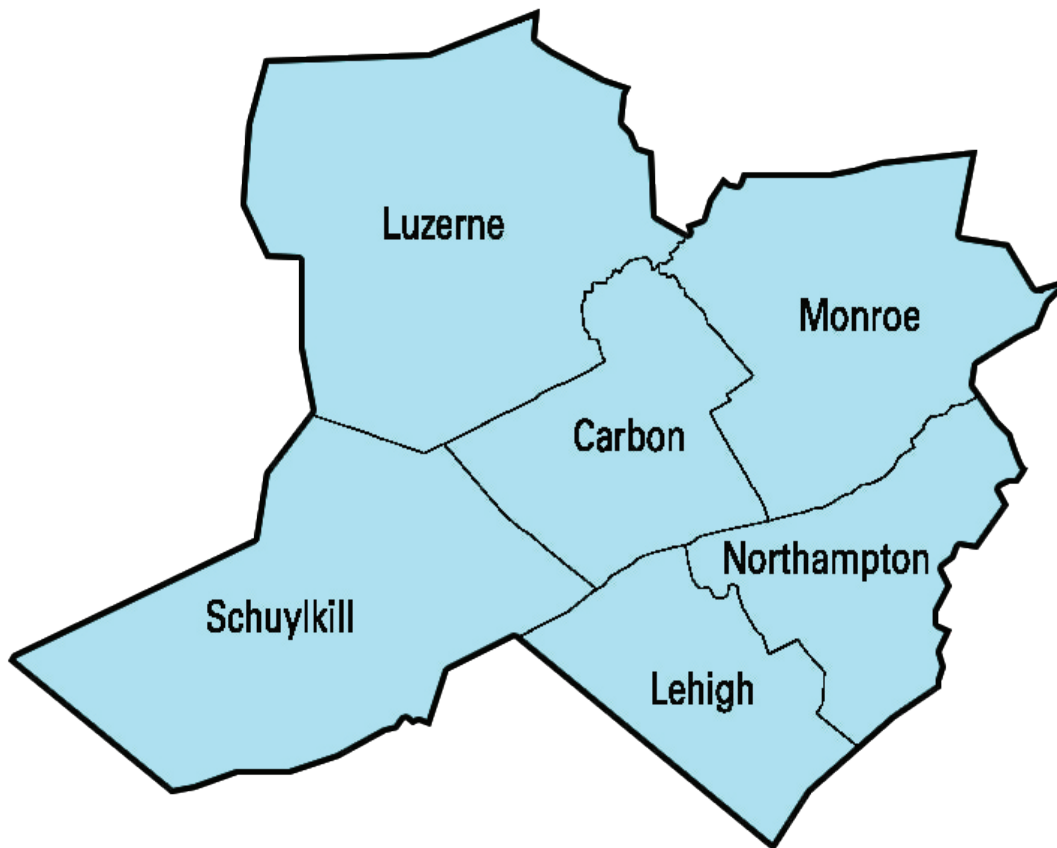
Print-30,326 weekly readers  
Monthly Page Views-90,000  
Monthly Unique Visitors-57,000  
Social Media Followers-14,302  
Email Audience-215  
Reaches more than 33,000 readers weekly

# Powerful Print

The **TIMES NEWS** is the newspaper of record for Carbon County and surrounding communities. Times News publishes 6 days a week, Monday thru Friday as an evening newspaper and Saturday as a morning newspaper.

The **LEHIGH VALLEY PRESS LVP**, consisting of 8 weekly newspapers, is dedicated to local, school district focused news. The East Penn Press, Salisbury Press and Bethlehem Press publish on Wednesday. The Parkland Press, Northwestern Press, Whitehall-Coplay Press, Northampton Press and Catasauqua press publish on Thursday.

## DISTRIBUTION



### Distribution locations

Times News- 162

Lehigh Valley Press-161

Our mission is to inform and entertain our readers, preserve the history of our local community, and service the needs of local businesses and individuals with diverse media solutions.

# PENNSYLVANIA NEWSMEDIA ASSOCIATION (PNA) KEYSTONE MEDIA AWARDS

Year after year Times News & Lehigh Valley Press has built a reputation for quality reporting, writing and design as we serve our communities. Keystone Press awards recognizes excellence in journalism and design throughout Pennsylvania.

## 2021

### TIMES NEWS

Sports Action Photo- 1st place, Honorable Mention  
Lifestyle/Entertainment Beat- 1st place  
Graphic/Photo Illustration- 1st place, 2nd place  
News Event Photo- 2nd place

### LEHIGH VALLEY PRESS LVP

**BETHLEHEM PRESS** SWEEPSTAKES AWARD WINNER

News Feature Story-1st place  
Photo Story/Essay- 1st place  
Business or Consumer Story- 1st place  
Lifestyle/Entertainment Beat-1st place  
Feature Page Design-1st place  
Diversity- 1st place  
Graphic/Photo Illustration- 2nd place  
Enterprise Reporting- 2nd place  
Feature Story- Honorable Mention

### EAST PENN PRESS

Editorial- 1st place, 2nd place  
News Beat Reporting- 2nd place  
Lifestyle/Entertainment Beat- 2nd place  
News Event Photo- 2nd place

### PARKLAND PRESS

Ongoing News Coverage- 1st place  
Column- 1st place  
Headline Writing- 1st place

### WHITEHALL-COPLAY PRESS

Column- 2nd place  
Feature Photo- 2nd place

### NORTHAMPTON PRESS

Headline Writing- 2nd place

### NORTHWESTERN PRESS

Editorial- Honorable Mention

### PENNSYLVANIA NEWSMEDIA FOUNDATION'S ADVERTISING AWARDS

### TIMES NEWS SWEEPSTAKES AWARD WINNER

Best Real Estate/Builders/Renters- 1st place  
Best Recruitment or Commercial Ad- 1st place  
Best Business-Building Idea- 1st place  
Ad Campaign using Multiple Products- 1st place, 2nd place, Honorable Mention  
Ad Campaign or Series- 2nd place  
Special Section/Niche Publication- 2nd place  
Self-Promotion Advertising- 2nd place, Honorable Mention  
Best Automotive/Transportation- Honorable Mention

### LEHIGH VALLEY PRESS LVP

Wild Card Category- 1st place  
Best Automotive/Transportation Ad- 2nd place

## 2020

### TIMES NEWS

Personality Profile- 1st place  
Graphic/Photo Illustration- 1st place, 2nd place  
Sports Action Photo-2nd place  
Lifestyle/Entertainment Beat- 2nd place  
Feature Page Design- 2nd place  
Business or Consumer Story- Honorable Mention

### LEHIGH VALLEY PRESS LVP

### BETHLEHEM PRESS

Investigative Reporting- 2nd place  
Enterprise Reporting- 2nd place  
News Feature Story- 2nd place  
Column- 2nd place  
Graphic/Photo Illustration- 2nd place  
Sports Action Photo- 2nd place  
News Event Photo- Honorable Mention  
News Page Design- Honorable Mention  
Diversity- Honorable Mention

### SALISBURY PRESS

Sports Feature- 1st place

### EAST PENN PRESS

News Page Design- 2nd place

### NORTHAMPTON PRESS

Headline Writing- 1st place

### PENNSYLVANIA NEWSMEDIA FOUNDATION'S ADVERTISING AWARDS

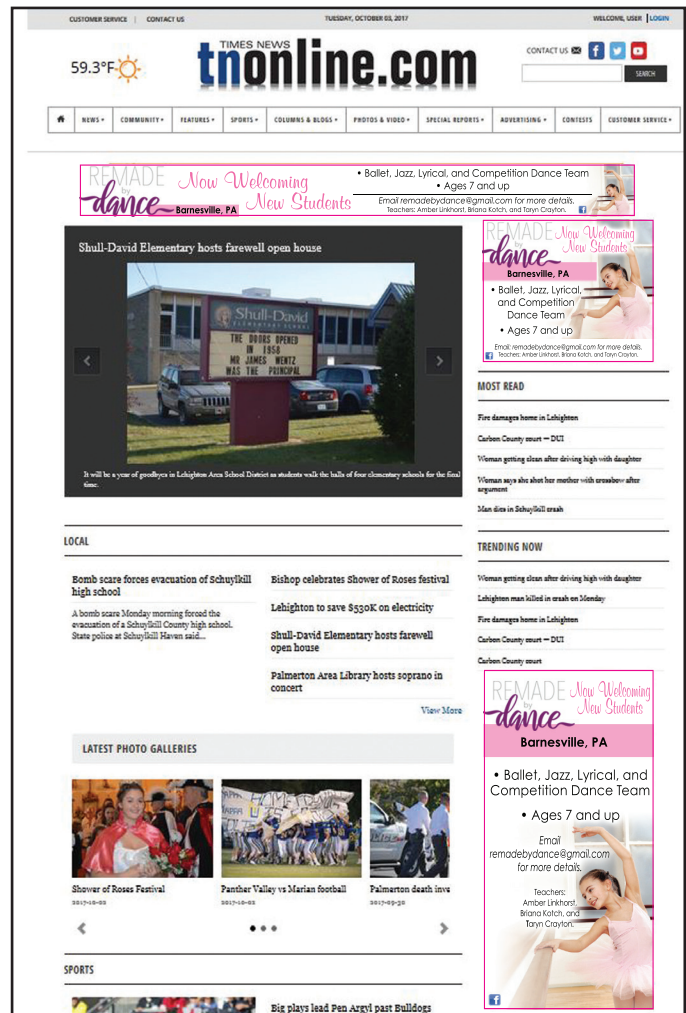
### TIMES NEWS

Best Business-Building Idea- 1st place  
Wild Card Category- 1st place, Honorable Mention  
Special Section/Niche Publication- 2nd place, Honorable Mention  
Self-Promotion Advertising- 2nd place

# PRINT-DIGITAL-CONTESTS-OOH ADVERTISING



Digital Newspaper Rack



Web Ads



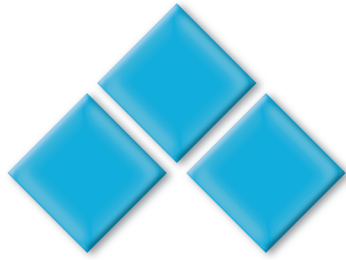
Digital Billboard



Contest Promo



Print



# TN Printing

You will not find a more dedicated group to ensure that the quality of your printed product is the best that it can be. Our current technology allows us to be quick and efficient yielding high quality products.

## Some Products and Services Offered

Newspapers  
 Tabloids  
 Mini Tabs  
 High Gloss Magazines  
 Brochures  
 Carbonless Forms (NCR)  
 Business Cards  
 Forms  
 Perfect Bound Books  
 Stitched Books  
 GBC Bound  
 Newsletters  
 Financial Reports  
 Banners  
 Static Clings  
 Yard Signs  
 Posters  
 Foam Board  
 Tickets  
 Envelopes  
 Letterhead  
 Copies  
 Variable Data  
 Mailing

For a full list of capabilities and services  
 contact [sales@tnonline.com](mailto:sales@tnonline.com)

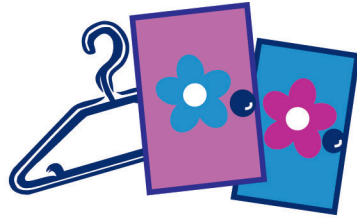


Our courteous staff of couriers and delivery drivers, extensive fleet of cars, vans and lift gate equipped trucks ensure delivery is never an issue! We can deliver to Pennsylvania, New York, New Jersey, Delaware and everywhere in between. We have some of the most competitive delivery rates and accommodating delivery schedules. We utilize the best in shipping on a daily basis. If you need your product delivered right next door or clear across the country, we can help.

We want you to have the best experience. The one way we do this is through our dedication to quality and service from everyone on our team.



**TNMG**



# The Kids Closet Sale



For the past twelve years, The Kids Closet Sale, a semi-annual children's consignment sale in Jim Thorpe, northeastern PA, has been giving the local community the opportunity to save BIG money on new or gently-used, name-brand children's items, and consignors the chance to clean out, have fun, make extra cash and do something positive for our environment.

## **GIVING BACK**

As an optional choice, our consignors can choose to donate their unsold items to charity after the sale is complete. The Kids Closet Sale has selected a few local charities that will receive donated items.

Available to businesses and organizations are banner sponsorships, vendor spaces and other marketing opportunities.

# OUR HISTORY

Today's Times News newspaper can trace its history back over 120 years to the Mauch Chunk Daily Times established in 1883.

Even then tourism was a large part of the local economy. In addition to promoting excursions to the beautiful falls at Glen Onoko just north of the town of Mauch Chunk, that first edition noted some amazing prices for groceries: Eggs cost 22 cents a dozen, chicken was 16 cents a pound, and sugar just 10 cents a pound.

The most prominent name in the early history of the Mauch Chunk Daily Times was James J. Boyle, who served as editor and publisher from 1908 until his death in 1951. The Mauch Chunk Daily Times was very much a family operation. Boyle's son Joseph followed in his father's footsteps as a journalist and covered the town and county courthouse for many years. He was known in Carbon County as Mr. Newspaper. Joseph's sister, Gertrude Apfelbaum, was a columnist for the paper while her husband, Cy, headed the newspaper's advertising staff.

Gertrude and Joseph were co-publishers of the Mauch Chunk Times News later the Jim Thorpe Times News from 1951 until 1967, when the newspaper was purchased by Pencor Services, Inc. a Palmerton based communications and entertainment company with Cable TV and Telephone interests. Newspapers during the early and mid-20th century were often owned by families. Along with the Boyle family in Mauch Chunk, there was the McCall family that owned The Lansford Record and the Miller family who published the Tamaqua Evening Courier.

In 1968 Pencor purchased the Lansford Record and in 1971 acquired the circulation of the Evening Courier published in Tamaqua. The combined newspapers published under the banner of the Times News Record and Courier until 1971 when the name was changed to the Times News.

Pencor Services founder Claude Reinhard, a pioneer in cable television, was a person of keen foresight in the communications industry. He grew the Times News into the primary newspaper source for Carbon County, while also serving portions of Schuylkill, Lehigh, Monroe, and Northampton counties.

In September 1987 the Times News entered the weekly newspaper business when it purchased the East Penn Free Press published in Emmaus. Through the next two decades more weekly newspapers were started serving school districts in the Allentown and Bethlehem areas. They include the East Penn Press, Parkland Press, Whitehall-Coplay Press, Northwestern Press, Northampton Press, Salisbury Press, Catasauqua Press, and Bethlehem Press. These 8 papers form The Lehigh Valley Press weekly newspapers.

In 2019, the Times News purchased the Kids Closet Sale, a semi-annual consignment sale that provides the community with children's necessities at an affordable price. While held at two other locations during the first five years, it is currently being held at Penn's Peak. The sale provides local parents with new or gently-used, name-brand children's items and the opportunity for consignors to clean out, have fun, make extra cash and do something positive for their community. This marks the 12th year of the Kids Closet Sale as it lives on under the Times News banner.

In 2020, the Times News changed their name to Times News Media Group in order to better reflect the variety of services offered to our readers, advertisers and community. Growing from the nine papers, the Times News Media Group offers a variety of advertising options such as Facebook Sponsored Advertising, Digital Billboards and Digital Newspaper Racks. We act as a source for all local news via the Times News, Lehigh Valley Press, tnonline.com, lvpnews.com and our social media channels. We are a creative hub through services offered at TN Printing. Most importantly, we give back to our community through the Kid's Closet Sale, Times News Travel, and our many contests and sweepstakes.

We're not just a newspaper anymore, we're Times News Media Group.

All of our newspapers are printed at the TN Printing complex located on Blakeslee Boulevard, four miles West of Lehighton.



## CONTACT US

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