

TIMES NEWS

— MEDIA GROUP —



2023 Media Guide

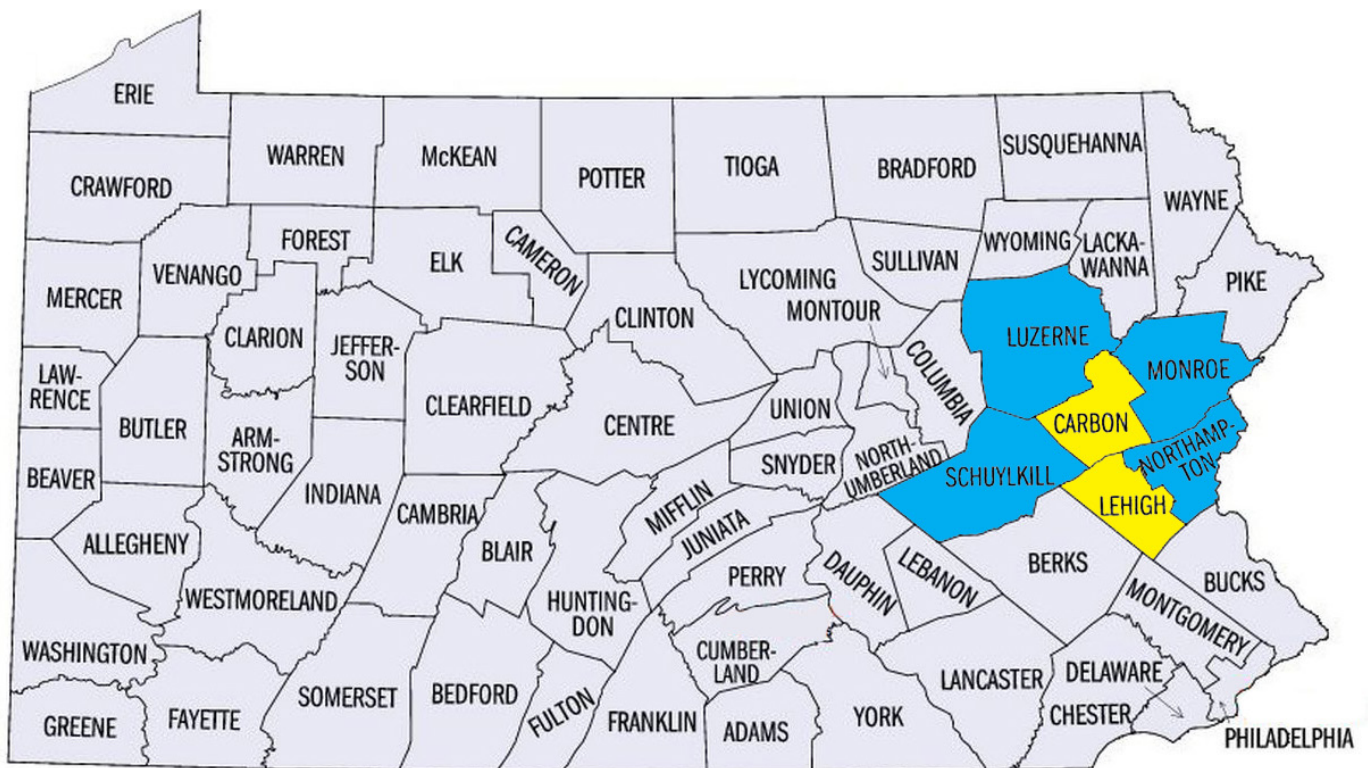
Print • Digital • Contests • Events • Travel • Commercial Printing • OOH Advertising

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

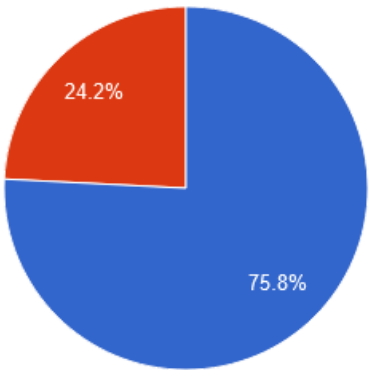
Lehigh - 147,112

MEDIAN HOME VALUE

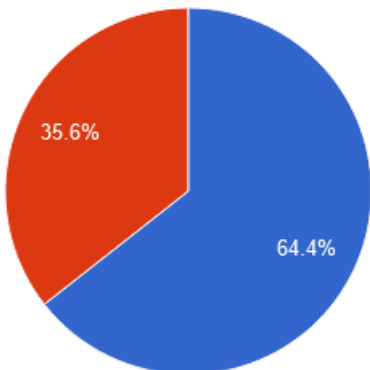
Carbon - \$146,400

Lehigh - \$208,200

Carbon County Homeowners Vs Renters



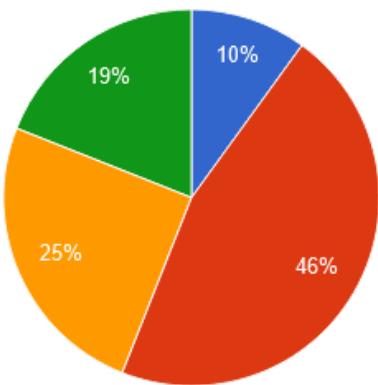
Lehigh County Homeowners Vs Renters



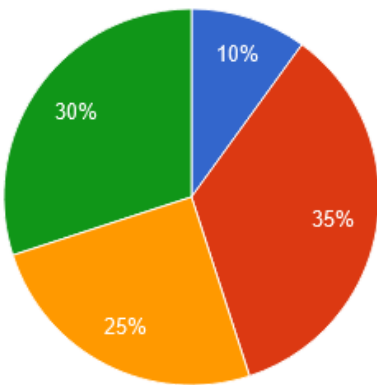
● Home Owners
● Renters

EDUCATION

Carbon County Education



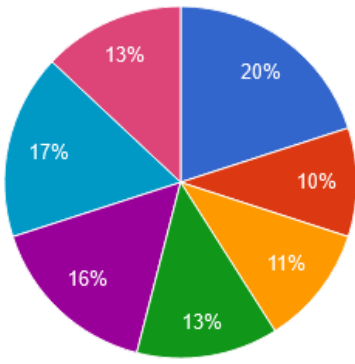
Lehigh County Education



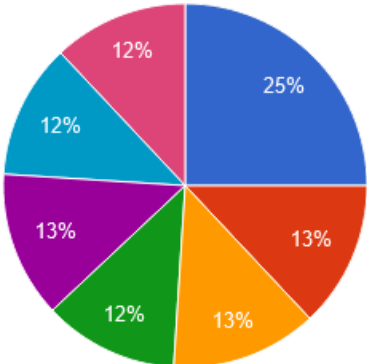
● Less than High School
● High School Grad
● Some College
● Bachelor's Degree or Higher

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-21,437 daily readers
Monthly Page Views-1,546,926
Monthly Unique Visitors-260,687
Social Media Followers-34,478
Email Audience-9,244
Reach 62% of the market

LEHIGH VALLEY PRESS LVP

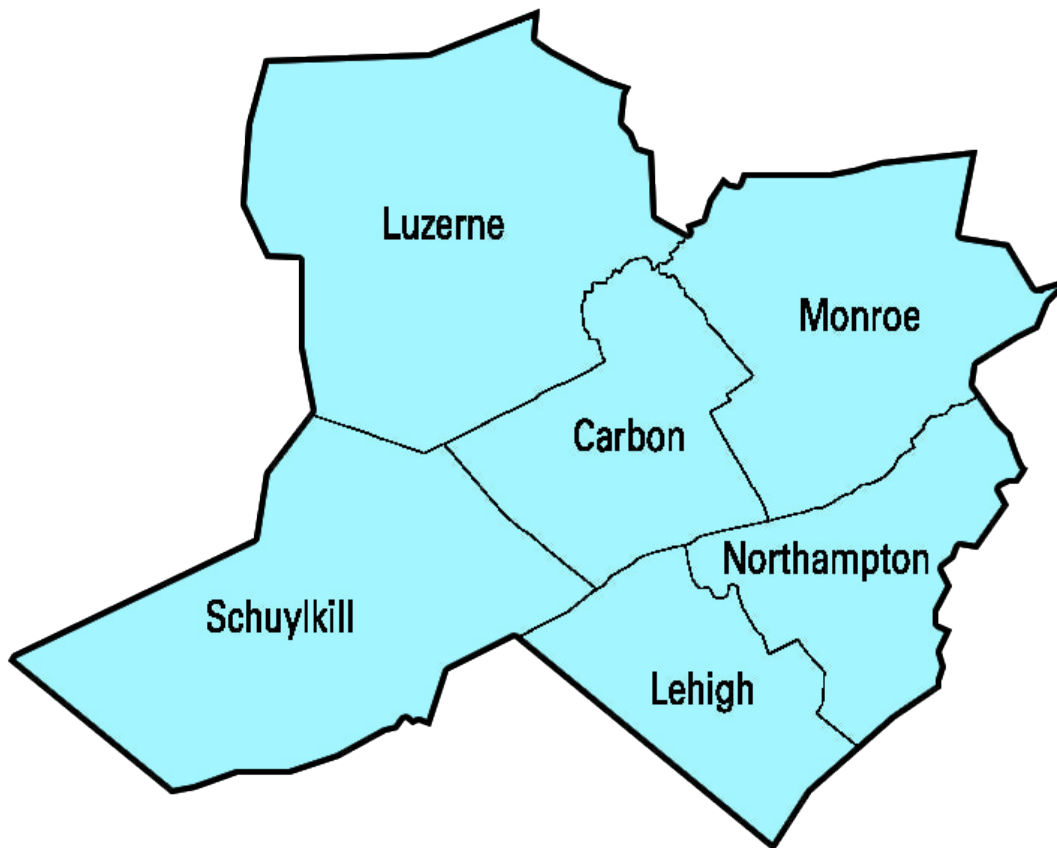
Print-15,225 weekly readers
Monthly Page Views-105,813
Monthly Unique Visitors-67,270
Social Media Followers-19,704
Reaches more than 33,000 readers weekly

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- 158

Lehigh Valley Press-170

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.

2022

TIMES NEWS

News Feature Story- 1st place • Business or Consumer Story- 1st & 2nd place
Editorial- Honorable Mention • Column- Honorable Mention
Feature Story- 2nd Place • Lifestyle/Entertainment Beat - 1st place
Feature Photo- Honorable Mention • Photo Story/Essay- Honorable Mention
Feature Page Design- 2nd place

LEHIGH VALLEY PRESS

BETHLEHEM PRESS

Enterprise Reporting- Honorable Mention
Business or Consumer Story- 1st place & Honorable Mention
Sports Breaking News/Event Coverage- 1st place
Lifestyle/Entertainment Beat- 1st place
Sports Action Photo- 2nd place
Photo Story/Essay- 1st place
News Page Design- 1st place
Feature Page Design- 1st place
Graphic/Photo Illustration- 2nd place

PARKLAND PRESS

Lifestyle/Entertainment Beat- 2nd place

WHITEHALL-COPLAY PRESS

Editorial- 1st place • Column- 1st place

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

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

NORTHAMPTON PRESS

Sports Beat Reporting- 1st place
Feature Photo- Honorable Mention
Special Section- 1st place

NORTHWESTERN PRESS

Headline Writing- 1st place

SALISBURY PRESS

Breaking News Photo- 2nd place
Photo Story/Essay- 2nd place

PENNSYLVANIA NEWSMEDIA FOUNDATION'S ADVERTISING AWARDS

TIMES NEWS

Best Single ad- 1st place
Small Space ad- 1st place
Ad Campaign Using Multiple Products- 1st place
Self Promotion Advertising- 1st place
Best Real Estate/Builders/Renters Ad- 2nd place
Ad Campaign or Series- 2nd place
Multiple Advertiser Ad- Honorable Mention
Small Space ad- Honorable Mention

2021

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

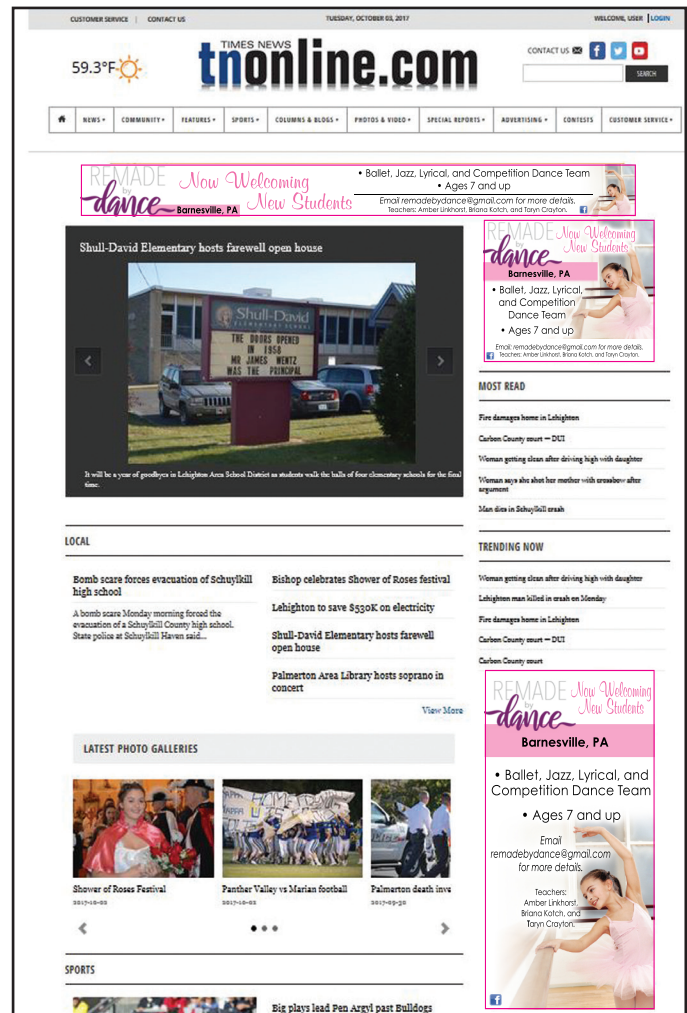
LEHIGH VALLEY PRESS

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

PRINT-DIGITAL-CONTESTS-OOH ADVERTISING



Digital Newspaper Rack



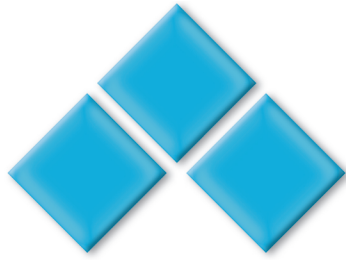
Web Ads



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

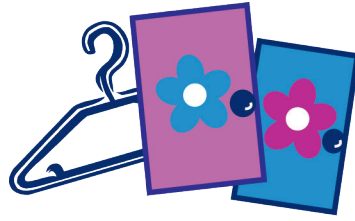


Our courteous staff of couriers and delivery drivers, extensive fleet of cars, vans and lift gate equipped trucks ensure delivery is never an issue! We can deliver to Pennsylvania, New York, New Jersey, Delaware and everywhere in between. We have some of the most competitive delivery rates and accommodating 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 thirteen years, The Kids Closet Sale, a semi-annual children's consignment sale in Slatington, 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 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.



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— MEDIA GROUP —

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