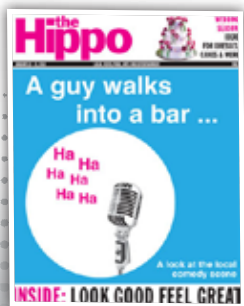


# the Hippo



NEW HAMPSHIRE'S WEEKLY MEDIA KIT & RATE SHEET 2011



# Nearly 205,000 people

Read the hippo from all over Southern New Hampshire and Northern Massachusetts.

*The Hippo covers southern New Hampshire's Merrimack Valley, from development to profiles of people and answering the vexing questions of where to go and what to do.*

*Hippo provides southern New Hampshire's active adults the only dedicated food, music, movie and arts coverage and the state's largest calendar section of things to do.*

*Hippo runs 56 to 88 pages each week and is a 11" x 14" tab sized paper. A full e-version of our paper can be found each week at [hippopress.com](http://hippopress.com)*

## Hippo Key Stats

**Weekly Circulation:** 30,000 to 37,000 (30,000 guaranteed)

**Digital Circulation** (full version): 2,000+

**Returns:** Average less than 5 percent

**Audited by:** CVC (Circulation Verification Council) and Media Audit

**Circulation/Readership Area:** Boston DMA Manchester-Nashua NH,  
plus most of southern New Hampshire

**Cumulative Monthly Readership:** 205,000

**Publication Date:** Every Thursday



## How Hippo Stacks Up to New Hampshire's Other Media:

### CIRCULATION

Union Leader Sunday: 63,991\*

Union Leader Weekday: 48,342\*

Hippo (every Thursday): 30,355\*\*

Nashua Telegraph Sunday: 23,663\*

New Hampshire Magazine: 19,200\*

Nashua Telegraph Weekday: 18,895\*

Fosters Daily Democrat: (est.) 18,000\*\*\*

Concord Monitor: (est.) 16,000\*\*\*

\* Audit Bureau of Circulation

\*\* Circulation Verification Audit in progress 3/31/2010

\*\*\* Not audited



the  
**Hippo**

# Hippo Zip Code Distribution

Hippo delivers to more than 40 zip codes throughout southern New Hampshire.

## HIPPO'S TOP TEN ZIP CODES:

- |     |              |               |              |
|-----|--------------|---------------|--------------|
| 1.  | <b>03103</b> | (Manchester)  | <b>3,575</b> |
| 2.  | <b>03104</b> | (Manchester)  | <b>2,775</b> |
| 3.  | <b>03102</b> | (Manchester)  | <b>2,545</b> |
| 4.  | <b>03101</b> | (Manchester)  | <b>2,260</b> |
| 5.  | <b>03060</b> | (Nashua)      | <b>2,455</b> |
| 6.  | <b>03301</b> | (Concord)     | <b>2,260</b> |
| 7.  | <b>03063</b> | (Nashua)      | <b>1,200</b> |
| 8.  | <b>03110</b> | (Bedford)     | <b>1,155</b> |
| 9.  | <b>03055</b> | (Milford)     | <b>1,070</b> |
| 10. | <b>03053</b> | (Londonderry) | <b>1,060</b> |

## TOTAL DISTRIBUTION:

30,000 TO 37,000 (depending on the season)  
30,000 guaranteed

## Digital

*Hippo also delivers an online audience of 250,000 unique users per month and 2,000 in additional circulation in our e-paper and .pdf. Our e-paper is a complete issue delivered in an Internet browser to readers. Readers can click on most links and search the entire issue.*

## HIPPO DEMOGRAPHICS

**Median Age:** 43 **Gender:** 47% MEN, 53% WOMEN

**Income:** \$75,500 MEDIAN HOUSEHOLD INCOME

**College Degree/Some college:** 93%\*

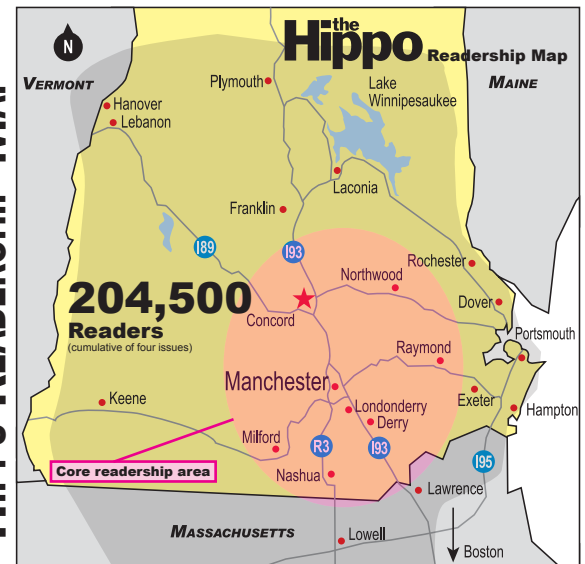
**85% of readers frequently buy products or services from ads seen in Hippo\*\***

\* Media Audit 2011 \*\* CVC 2010 Audit

### HIPPO DISTRIBUTION MAP



### HIPPO READERSHIP MAP



# Rates:

## CONSECUTIVE INSERTIONS

(At least one ad per week every week)

## NON-CONSECUTIVE INSERTIONS

DISCOUNT:	20%	30%	40%	50%	10%	15%	30%	
Frequency	1x	8x	16x	24x	52x	16x/52	8x/16	24x/52
Full Page	\$1727	1382	1209	1050	863	1554	1468	1209
1/2 Page	\$864	691	605	518	432	778	732	609
1/4 Page	\$431	345	302	259	216	388	366	302
1/8 Page	\$216	173	151	130	108	194	184	151
1/16 Page	\$128	102	90	77	64	115	109	90

AGENCIES	COLOR	BACK PAGE	POSITIONING	INSERT RATES
All rates are gross	Full-Process: \$300 No discount for spot	\$2,600 per insertion	20% surcharge to guarantee position	\$45 per M – Full run \$50 per M – More than 20,000 \$55 per M – Less than 20,000

# Editorial Calendar

*Dates change, so please contact us for exact dates*

Look Good, Feel Good (Health) – January  
Wedding Guide – January  
Valentine's Issue – February  
Pets Issue – February

Hippo's Best Of – March  
Spring Arts Guide – May  
Summer Guide – May  
Fall Arts Guide – September

Halloween Issue – October  
Gift Guide – November  
Green Guide – November  
Last Minute Gift Guide – December

# Details

**CONTACT:** **Advertising Department Manager**  
Charlene Cesarini: 603.625.1855, Ext. 26

**Assistant to Advertising Manager**  
Kristin Crawford 603.625.1855, Ext. 24

## DEADLINES:

11a.m. Monday  
(material)  
3p.m. Monday  
(camera-ready)

## AD SIZES: (width x height, inches)

Full Page: 10.25" x 13"  
Vertical 1/2 Page: 5" x 12.75"  
Horizontal 1/2 Page: 10.25" x 6.25"  
Vertical 1/4 Page: 2.375" x 12.75"

Horizontal 1/4 Page: 5" x 6.25"  
Vertical 1/8 Page: 2.375" x 6.25"  
Horizontal 1/8 Page: 5" x 3"  
Horizontal 1/16 Page: 2.38" x 3"

## MECHANICALS:

Hippo prints on recycled paper, using environmentally-friendly non-toxic soy-based inks. Please account for a dot gain 15 percent. All gradients must be over 15 percent. We run an 85 line screen. Ads should be no less than 200 dpi at actual size. All ads must be submitted in PDF format.

**Black and White:** Account for a 15 percent dot gain. Please make sure art work is grayscale.

**Color:** We run 4-color press. All color ads need to be native to CMYK. Please account for a 15 percent dot gain.

