



# DMIG

DISPATCH  
MEDIA  
GROUP  
a GateHouse Media® group

The Columbus  
**Dispatch**  
dispatch.com

columbus  
MONTHLY

DMIG DISPATCH  
MEDIA  
GROUP

+  **ThriveHive** 

**ThisWeek**  
COMMUNITY NEWS

**ALIVE**

columbus  
home&garden

COLUMBUS**CEO**

COLUMBUS  
*parent*  
ColumbusParent.com

shows / DISPATCH  
MEDIA  
GROUP

## DMG – Reaching 1.8 Million Columbus Adults Every Month

# DMG

DISPATCH MEDIA GROUP

GateHouse Media®  OHIO



**1**

**DAILY  
NEWSPAPER**



**16**

**WEBSITES/APPS  
+ AD EXTENSION  
NETWORK**



**5**

**MAGAZINES**



**21**

**COMMUNITY  
WEEKLY  
NEWSPAPERS**



**22**

**CONSUMER  
SHOWS +  
EVENTS**

Learn more at [www.advertisecolumbus.com](http://www.advertisecolumbus.com)



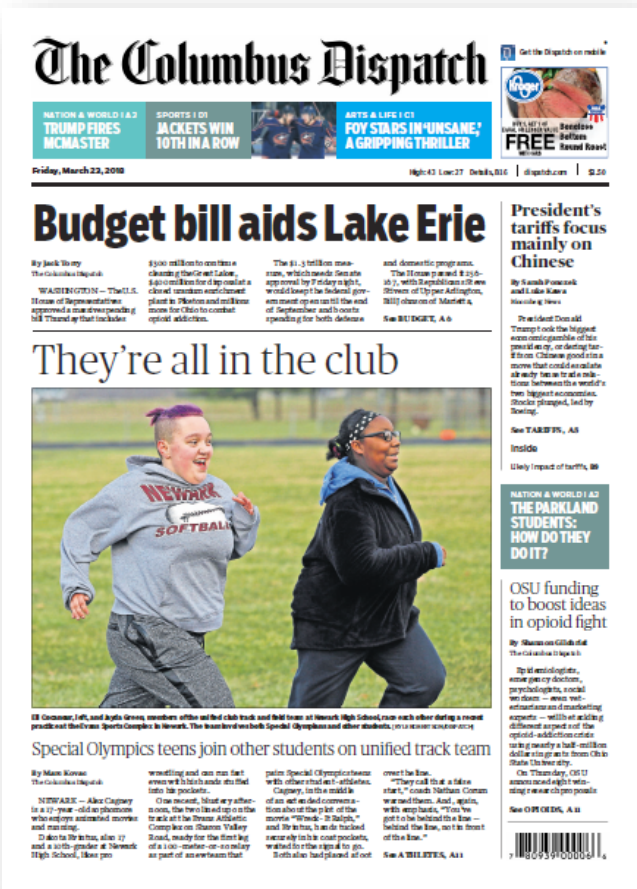
# DMG Print Publications

Dispatch Media Group's print properties can provide mass market reach, or finely targeted advertising. They are each well established and trusted brands, with award winning local content.



Learn more at [www.advertisecolumbus.com](http://www.advertisecolumbus.com)

# The Power Of The Columbus Dispatch



## Engaging With Our Readers

Our Reader Rewards program has proved to be an incredible success. Membership has more than tripled since 2012 and is currently at 60,000.

## The Dispatch Has Incredible Reach.

Through the *Dispatch* alone, we reach 814,000 Columbus Adults every single week.

## Add DMG + ThriveHive For Unrivalled Reach!

By advertising through The Columbus Dispatch and DMG + ThriveHive, you can reach more than 1.7 million Columbus adults every week.



Distributed to Over 280,000 Central Ohio Households Every Week

# ThisWeek COMMUNITY NEWS



21

**WEEKLY  
EDITIONS**  
AAM Audited

## Our readers

Have an average HHI of  
**\$77K**

**72%** use coupons at  
least once a week for  
groceries.

100,000+ Have lived in  
the same house for  
**10+ YEARS**

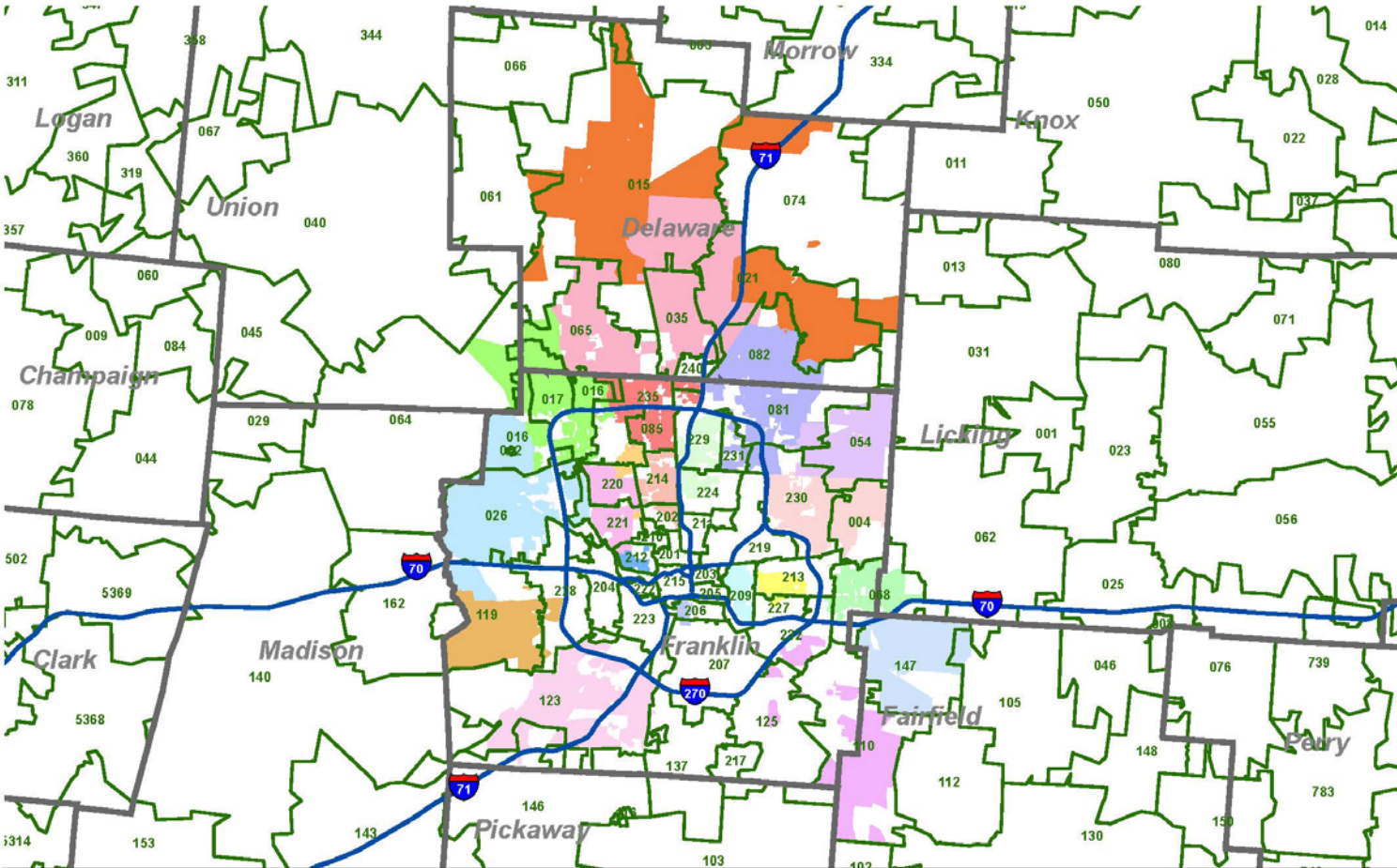
Hyper local content covering government, education, schools and business.

Targeting consumers at home with their families

Adding up to 125,000+ unduplicated adults every week to your campaign.



# ThisWeek Community News Map & Publications



Thursday Publications					Sunday Publications	
Bexley	German Village	New Albany	Pickerington	Westerville	Delaware	
Canal Winchester	Grandview	Northland	Reynoldsburg	Whitehall	Westside	
Clintonville Booster	Grove City	Northwest Columbus	Rocky Fork	Worthington		
Dublin	Hilliard	Olentangy	Upper Arlington			

# DMG Print Publications



A guide for young, outgoing professionals of the hottest bars, restaurants and events in Columbus.

- Readership – 60,100
- Weekly distribution



Delivering in-depth business reporting on topics that matter to Central Ohio business professionals.

- Readership 65,600
- Monthly distribution



Mixing information and entertainment, this is the most read magazine in the city dedicated to Columbus .

- Readership – 156,500
- Monthly distribution

## Target Audience



Young professionals who love to socialize



Business leaders



Highly educated affluent adults

# DMG Print Publications



The top resource in Columbus for home improvement, decorating, gardening and property.

- Readership – Distributed with *Columbus Monthly*
- Quarterly distribution



Offering advice and guidance for anyone caring for a child or in the process of planning a family.

- Readership – 46,600
- Monthly distribution



The most comprehensive and 100% local wedding publication in Columbus.

- Circulation – 17,000
- Bi-annual distribution

## Target Audience



Families and home owners who love DIY



Young families



Engaged couples & wedding planners



# DMG + ThriveHive – Reaching 1.8 Million Columbus Adults Every Month

**DMG** DISPATCH MEDIA GROUP **+** **ThriveHive**

**10+**  
**WEBSITES**



**8+**  
**MOBILE  
SITES & APPS**



**6+**  
**PODCASTS**

 **Video Pre-Roll**

 **Social Media Marketing**

 **Ad Network Extension**

 **Desktop & Mobile Display Ads**

 **Web Design**

 **Content Marketing**

 **Retargeting**

 **Database Analysis**

 **SEO & SEM**

 **Email Marketing**

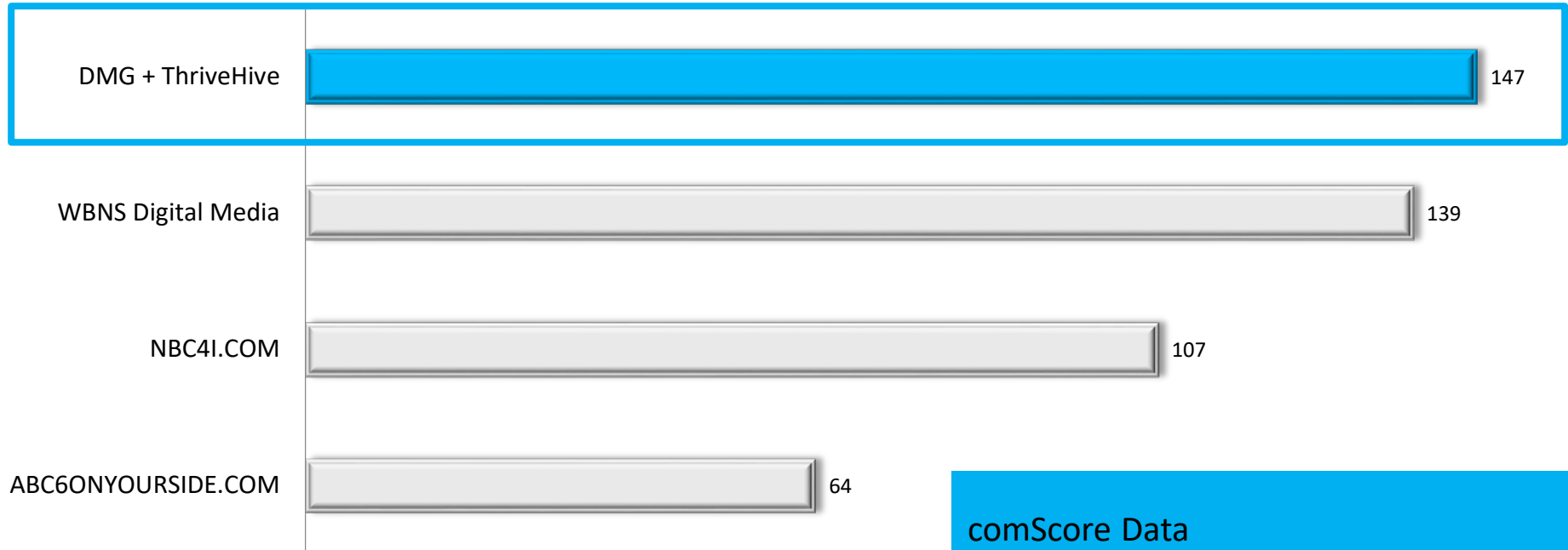
 **Mobile Web Development**

 **Google Analytics & Web Site Audits**

Learn more at [www.advertisecolumbus.com](http://www.advertisecolumbus.com)

# #1 Local Digital Network In Columbus

Unique Visitors (000) Average Year 2018 YTD, Columbus, OH Market, Desktop & Mobile



comScore Data

BANS Report

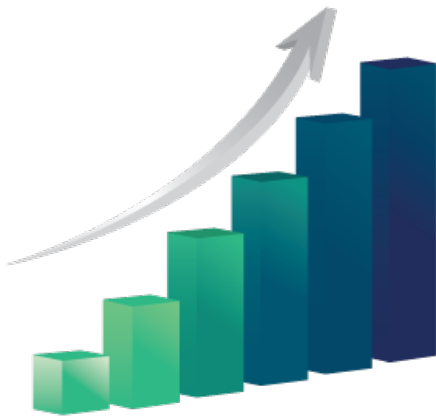
## comScore data

comScore is the global market leader in digital marketing research.

By combining cookie data sent from embedded beacons with data from over 2 million monitored panelists, they offer the most up to date & accurate competitive digital data possible.

# About DMG + ThriveHive

DMG + ThriveHive is a leading digital solutions provider helping local businesses connect with more customers.



## COST EFFECTIVE

*With more than 10,000 private sector clients, we have the experience and scale to offer proven tools and strategies that deliver measurable results.*



## ONE-STOP SHOP

*We have all you need for a successful online campaign including website, social media, display ads, videos, and more.*



## TRANSPARENT

*We believe in complete transparency, providing you with measurable results through a 24-hour accessible reporting platform.*



# The Power of DMG + ThriveHive

- We provide you with a full-service dedicated Client Services Team to oversee and manage all elements of your digital marketing program
- We work hand-in-hand with your team to plan and execute a successful digital outreach strategy
- We contribute to your success story by providing turnkey solutions from trusted local experts



FIRST TO  
LAUNCH  
AWARD-  
WINNING  
GUIDED  
MARKETING  
PLATFORM



**300+**  
EMPLOYEES



**12,000**  
CUSTOMERS

# DMG + ThriveHive: The Single Source Solution

DMG + ThriveHive is your virtual doorway for online marketing solutions.

Our services are delivered through a single, easy-to-use platform.

Our goal is to help our customers improve their bottom line by providing cutting-edge solutions and industry best practices.



Visit [dmgthrivehive.com](https://dmgthrivehive.com) to learn more!

# DMG Consumer Shows



The Columbus Weddings Show is the premier wedding event of the year, and a perfect way to plan for the big day. The Columbus Weddings Boutique Shows are a great place to inspire attendees - all in one place.

- January, April, August and October

## Target Audience



Engaged couples, parents, wedding party and wedding planners



Spring and Fall event, with thousands of homeowners being inspired with home & garden needs.

- February and September



Affluent homeowners



Celebration of a once-in-a-lifetime moment for high-performing high school students, their families, coaches, and communities

- May, June and November



Parents and families of elite high school athletes



Families with young children, exploring summer activities and learning programs (hosted at the Columbus Zoo) or getting ready for school during Ohio's tax-free weekend (hosted at Easton)

- March and August



Families with young children



# DMG Consumer Shows



**Young  
at  
Heart**

Active seniors interested in learning, travel, health and having fun – featuring a fun talent show and crowning the “Senior of the Year.”

- July

## Target Audience



Active seniors



A celebration of 25 central Ohio residents who quietly work to heal, unite and improve our community – through a special magazine published in The Dispatch and a live recognition luncheon.

- September, with nominations March through April



Everyday Heroes



Boomers who are about to retire or recently did – who are ready to live the life they’ve earned, and explore travel, ancestry, financial freedom, education, care-giving, security and safety, health and many other topics.

- September



Planning to retire, recent retirees



The very best businesses and activities as voted by all of Central Ohio – nearly 170,000 votes were cast in 2017

- December, with community voting June thru October



Best businesses and activities

# 2018 shows / DISPATCH MEDIA GROUP CALENDAR

## JANUARY

COLUMBUS  
**weddings**  
SHOW

**Columbus Weddings Show**  
**January 13 & 14**  
Sat. 10a-5p  
Sun. 12-5p  
Ohio Expo Center -  
Cardinal Hall

**H&G Exhibitor Breakfast**  
**Wed., January 31, 2018**  
8:15-10:00a  
Villa Milano

## FEBRUARY



**Home & Garden Show**  
**February 17-25**  
Sat: 10a-8p  
Sun: 10a-6p  
Mon: 10a-8p  
Tues: Closed  
Wed-Fri: 12p-8p  
Ohio Expo Center -  
Bricker & Celeste  
Buildings

## MARCH



**Camp & Activities Expo**  
**Sat., March 3**  
10a-3p  
Columbus Zoo & Aquarium  
- Africa Event Center



**Healthcare Achievement**  
**Date TBD**  
Location TBD



**Columbus Monthly -  
Best New Restaurants**  
**Date TBD**  
Location TBD

## APRIL



**Columbus Weddings  
Boutique Show**  
**Sun., April 22**  
12-4p  
Nationwide Hotel &  
Conference Center

## MAY



**Top Workplaces**  
**Date TBD**  
Location TBD

## JUNE



**Scholar Athlete Awards**  
**Weds., June 6**  
6-9p  
Convention Center -  
Battelle Hall



**ThisWeek Sports Awards**  
**Thurs., May 24**  
Villa Milano

# 2018 <sup>shows</sup> / DISPATCH MEDIA GROUP CALENDAR

## JULY



**HR Excellence**  
Date TBD  
Location TBD



**Young at Heart Expo**  
Thurs., July 19  
9a-1p  
Villa Milano

## AUGUST



**Back to School Expo**  
Sat., August 4  
11a-4p  
Easton



**Columbus Weddings Boutique Show**  
Sun., August 12  
12-4p  
Nationwide Hotel & Conference Center

**Fall Exhibitor Briefing**  
Thurs., August 16, 2018 • 7:45-10:30a  
Activity Center

## SEPTEMBER



**Home & Garden Show**  
September 7-9  
Fri. 10a-9p  
Sat. & Sun. 10a-6p  
Ohio Expo Center - Bricker Building



**Everyday Heros**  
Date TBD  
Location TBD

## OCTOBER



**Columbus Weddings Boutique Show**  
Sun., October 7  
12-4p  
Location TBD



**LIFE - Boomers + Expo**  
Date TBD  
Location TBD

**Columbus Monthly - Best Restaurants**  
Date TBD  
Location TBD

## NOVEMBER



**Best of Business**  
Date TBD  
5:30p  
Location TBD



**This Week Sports Awards**  
Wed., November 28  
Villa Milano

## DECEMBER



**CBUS Top Picks**  
Date TBD  
5:30-8:30p  
Location TBD



**CEO of the Year**  
Date TBD  
5:30p  
Location TBD



# DMG Consumer Shows



Home & Garden Show



Home & Garden Show



Columbus Weddings Show



Columbus Weddings Show

# DMG Commercial Printing

Every business has special needs. Your printed materials are an extension of your company...and ours...select a custom solution to match your goals!

## Some of our services include:

- Restaurant Menus
- Weekly Newspapers
- School Newsletters
- Neighborhood Newsletters
- Oversized “Stretch” Flyers
- Direct Mailings
- And more!



**Contact your account executive for your custom solution!**

# DMG Marketing Services & Solutions

DMG offers services that support every facet of your marketing objective. DMG allows you to create successful marketing campaigns while building brand awareness, driving sales and focusing on your unique strategies.

DMG's goal is to help you get the most out of your advertising solutions. Our experience with building campaigns, combined with our marketing research capabilities, can help optimize your marketing plan to maximize response, profit and customer lifetime value.



Direct Mail Campaign Management & Tracking



Database Management



Industry Spending & Intelligence



Advertisement & Customer Surveys



Customer Analysis & Prospect Development



Community Engagement



Custom Optimization & Cartography



Custom Publishing



Promotions & Partnerships



Content Marketing

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