

HAGADONE MEDIA GROUP | WASHINGTON

Connecting community
and commerce through
PRINT & DIGITAL MEDIA

MEDIA KIT

www.columbiabasinherald.com / basinbusinessjournal.com / www.washington.hagadonemedia.com



813 WEST THIRD AVENUE
MOSES LAKE, WA 98837
509-765-4561

WHO WE ARE:

Hagadone Media Group Group I Washington is an innovative, multimedia company that is at the forefront when it comes to precisely targeting your message to your audience.

Our print and digital experts are dedicated to providing strategic solutions designed to generate traffic and build your brand.

We are your trusted media partner, with a long history in the Columbia Basin of successfully serving businesses big and small.

HAGADONE MEDIA GROUP WASHINGTON

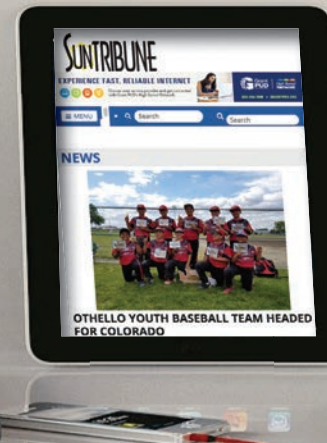
GIVES YOU THE LEADING EDGE WHEN IT
COMES TO MARKETING YOUR BUSINESS...
**WE CONNECT BUSINESSES
TO BUYERS!**



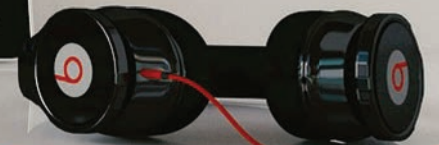
Moses Lake, Washington at night - Jerry Kayser Photo

MASS REACH

TARGETED PRECISION



GRANT & ADAMS COUNTY WASHINGTON





WHY US?

EXCELLENCE: Trusted, Award-Winning Content Delivering Quality, Engaged Audiences, Award-Winning Advertorial Design

REACH: Columbia Basin Herald Daily Newspaper is the #1 Daily Newspaper and Website in Grant County, Sun Tribune Weekly Newspaper and Website, This Week Columbia Basin (TV & Entertainment Guide), Q'bole Raza (Hispanic) & Basin Business Journal (Agriculture) both In-Print & Online, AND A Weekly Mailer Spanning Grant & Portions Of Adams County

SCALE: Part Of The Hagadone Newspaper Network, Hagadone Media Group Resources, Reach & Expertise

MEDIA MIX: Expanded Products & Services Connecting You To Buyers...Anytime, Anywhere

ESSENTIAL: Exclusive Ad Opportunities Only Available Through The Hagadone Media Group Group

COMPETENT: Our Team Of Print & Digital Experts Is Constantly Building, Monitoring & Optimizing Your Campaign

ROI: Data Driven Approach To Media Solutions, Analytics & Optimization

EXPERTISE: Local Account Executive With Support Teams Handling All Your Marketing Needs

TOGETHER EVERYONE ACHIEVES MORE!

WE'RE GROWING

GRANT & ADAMS COUNTY

HOME
APPRECIATION

125%

over the last
10 years

Grant County
has seen the job
market increase by

1.7%

over the last year

GRANT COUNTY
HAS EXPERIENCED

70%

POPULATION GROWTH
over the last
10 years

GRANT & ADAMS COUNTY:

COLUMBIA BASIN TECHNICAL SKILLS CENTER

Offers a fully equipped facility with high-tech classrooms and laboratories for all Grant & Adams County High School Students pursuing a career in Science, Technology, Engineering or Math (STEM) fields.

GRANT &
ADAMS COUNTY:

BIG BEND COMMUNITY COLLEGE

COMMERCIAL PILOT PROGRAM
is recognized world-wide.

GRANT COUNTY BOASTS

SEVEN DATA CENTERS

Microsoft, Yahoo, Intuit, Dell, Sabey, Vantage and Server Farm Realty. These data center firms and server farms are diversifying the local economy!

Source: Employment Security Department of Washington - esd.wa.gov, 2017 Labor Market and Economic Report for Washington State, Big Bend Community College

GRANT COUNTY MARKET PROFILE

\$50,145

Median Household Income

3.3

Persons Per Household
23.4% higher than the US avg. (2.65)

32

41%

Median Age Married

63%

37%

Women Men

\$160,158

Median Home Sales

69%

Homeowners

79%

Households w/Internet Connection

95%

Own Cellphone/Smartphone

Along with mobile phones, americans own a range of other information devices. Nearly three quarters of U.S. adults now own desktop or laptop computers, while roughly half now own tablet computers and around one-in-five own e-reader devices.

Source: Google Analytics and Data USA 2018, Pew Research Surveys conducted 2002-2018, Mitchell, Amy et.al. The Modern News Consumer. 07 Jul 2017. Journalism.org. Web 27 Nov 2017

GRANT COUNTY WASHINGTON

LARGEST INDUSTRIAL EMPLOYERS¹:

GENIE INDUSTRIES - Aerial Work Platforms - Manufacturing

NATIONAL FROZEN FOODS - Corn & Pea Processing Plant

QUINCY FOODS - Frozen Vegetable Processing - Headquarters

LAMBWESTON - QUINCY - Frozen Potato Processing

AEROTEC & MITSUBISHI AIRCRAFT CORPORATION -
Aerospace Flight Testing - Flight Testing Facility

LARGEST EMPLOYERS¹:

**MOSES LAKE
SCHOOL DISTRICT #161**

GRANT COUNTY GOVERNMENT

GRANT COUNTY PUD

SAMARITAN HEALTHCARE


**QUINCY SCHOOL
DISTRICT #144**

Grant County is home to one of the largest airports in the United States³

GRANT COUNTY INTERNATIONAL AIRPORT

Mitsubishi MRJ at the Grant County Airport in Moses Lake, Washington - Rodney Harwood Photo

Source: Grant County Economic Development Council Jan 2018¹, Wikipedia³



ADAMS COUNTY MARKET PROFILE

\$47,554

Median Household Income

3.9

Persons Per Household
47% higher than the US avg. (2.65)

28.6

57%

Median Age Married

57%

43%

Women Men

\$146,400

Median Home Sales

70%

Homeowners

79%

Households w/Internet Connection

95%

Own Cellphone/Smartphone

Along with mobile phones, americans own a range of other information devices. Nearly three quarters of U.S. adults now own desktop or laptop computers, while roughly half now own tablet computers and around one-in-five own e-reader devices.

Source: Google Analytics, Data USA, 2016 Census Tract 9505, Othello, WA, Town Charts/Washington/Demographics/Adams-County-WA-Demographics-data

ADAMS COUNTY WASHINGTON

A photograph of a family walking away from the camera through a field of tall, dry grass. In the background, there is a large, weathered wooden barn. The sky is clear and blue. The overall tone is warm and rural.

LARGEST EMPLOYERS:

McCAINS OTHELLO - Food Processing

OTHELLO SCHOOL DISTRICT

Othello - Education

SIMPLOT FRENCH FRIES

Othello - Food Processing

COLUMBIA BASIN HEALTH - Othello - Healthcare

WAL-MART - Othello - Retail Sales

ADAMS COUNTY - Ritzville - Government

**OTHELLO COMMUNITY
HOSPITAL**

Othello - Healthcare

Source: Adams County Profile - Adams County WA

BUY THE NUMBERS

**RETAIL
SALES
\$170.2MILLION¹
UP 9.6%
FROM 2017**

**OVER
\$3,000 PER YEAR,
PER HOUSEHOLD
IN 2017 WAS SPENT ON
ENTERTAINMENT¹**

Source: Washington State Department of Commerce¹, Grant County Trends GCEDC²⁰

INSERTS

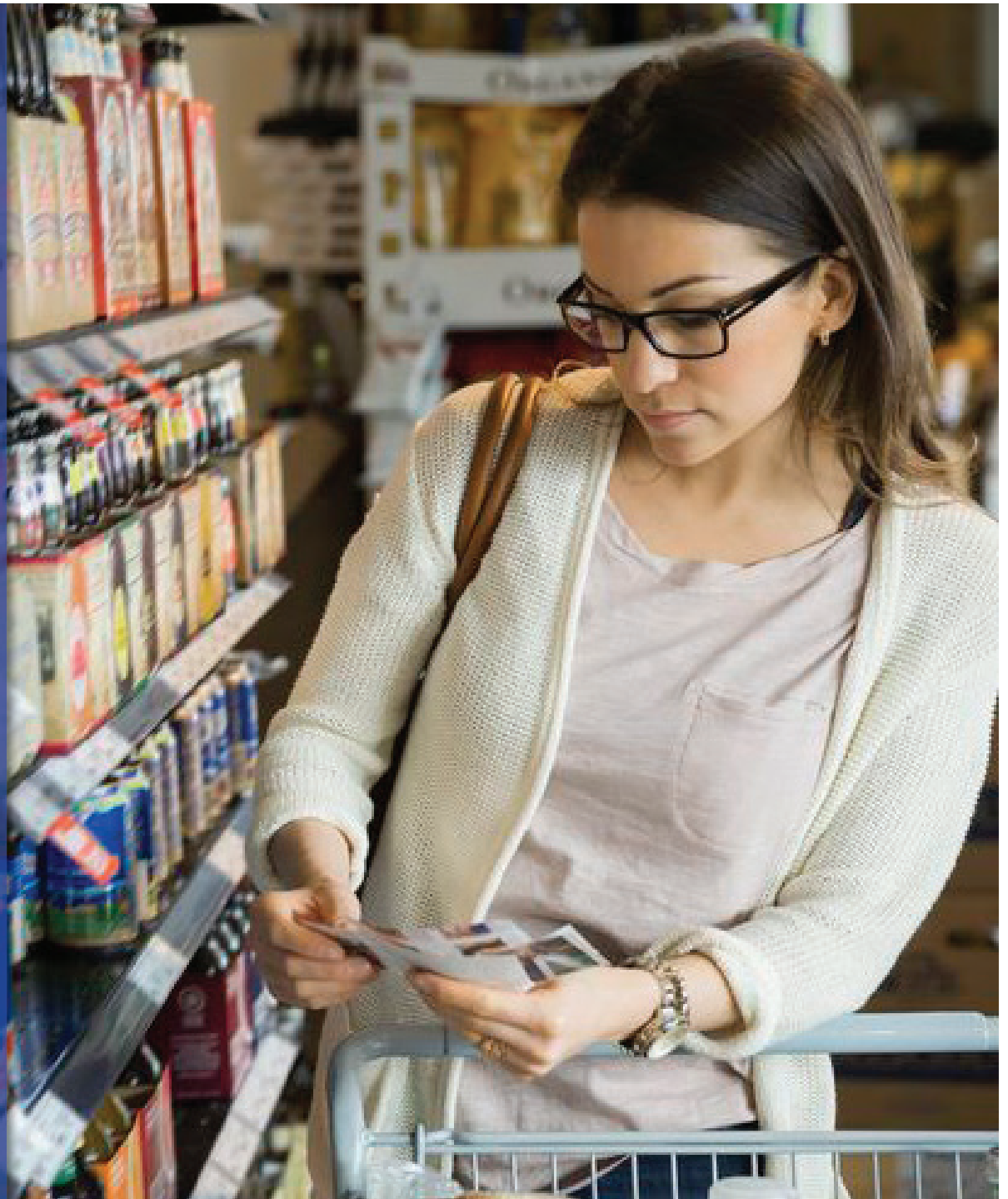
91%

of newspaper readers
report that they take
action after reading or
looking at
inserts.¹

Newspaper readers:

- Clip and save coupons² – 87%
- Visit a store, dealer, or other location¹ – 58%
- Compare prices² – 54%
- Save insert until they need to purchase an advertised item or service² – 54%
- Take insert to the store with them² – 52%
- Make an unplanned purchase as the result of sales or promotion offers² – 42%
- Share inserts with family members or friends² – 27%

Sources: Coda/Triad Newspaper Insert Study¹,
Research and Analysis of Media (RAM) Inserts Study²



Elevate your message and reach your active audience 24 hours a day.

Hagadone Media Group Group I Washington is a trusted brand in Central Washington – with a quality audience, award-winning journalism and unique, custom digital and content solutions to drive results for your business.

**Columbia
Basin Herald**
Daily Newspaper
columbiabasinherald.com
OVER 2 MILLION
average monthly page views
OVER 45,000
unique visitors
per month

Digital Solutions
**Connecting
You To Buyers...**
**Anytime,
Anywhere!**

SunTRIBUNE
Weekly Newspaper
suntribunenews.com
ALMOST 10,000
monthly page views
OVER 2,000
unique visitors
per month

Source: Google Analytics

We offer solutions customized to fit your unique business needs, goals, and expectations. Whether you're searching for a partner to manage your online/social media presence or a full-service company to design and boost your website to the first page on Google, we can create a package just for you.



Responsive Web Development



Custom Landing Pages

Paid Search Marketing



Targeted Display Advertising

Geo Targeting / Geo Fencing



Re-Targeting



SEO / Content Writing

Sponsored Content



Targeted E-mail Campaigns



Facebook Advertising



Social Media & Reputation Management



Call Tracking



Marketing Automation

List Management

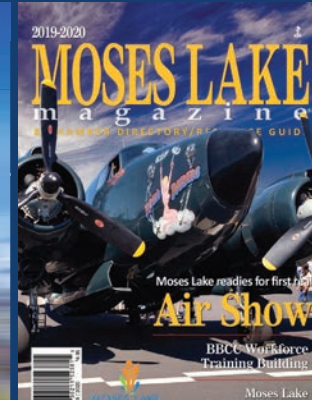
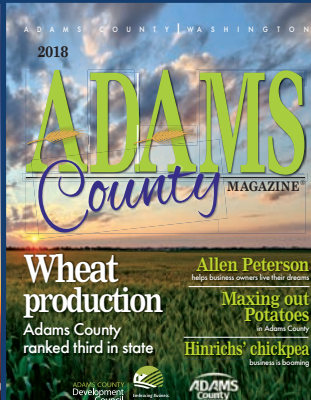
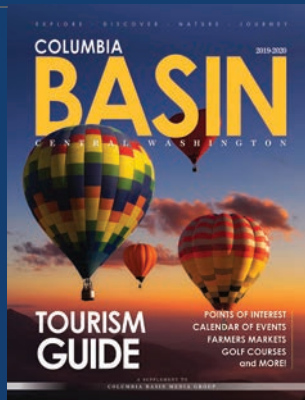


Video

Print (Newspapers, Magazine, Niche, Custom)

As the digital world grows and evolves, so do our solutions!





SPECIAL SECTIONS MAGAZINES REAL ESTATE GUIDES NICHE

- TARGETED CONTENT
- HIGH-QUALITY
- IN-PRINT and ONLINE
- INSERTED OR STAND ALONE

WASHINGTON

AGRICULTURE



BASIN
BUSINESS
JOURNAL

In 2016
food processing
provided 43.2%
of the 4,866
manufacturing jobs
in Grant County².

Agriculture,
local government and
manufacturing
(particularly food processing)
account for approximately
60% of total covered
employment in
Adams County¹.

IN 2016
WASHINGTON
AGRICULTURE
PRODUCTION TOPPED

**\$1.6
BILLION³**

BASIN BUSINESS JOURNAL

Agriculture | Industry | Business

MOSES LAKE ROUNDUP
CROWNS NEW QUEEN, Page 4



www.BasinBusinessJournal.com

November 2019

Washington State
Tree Fruit Association
**WSTFA ANNUAL MEETING
& NW HORT EXPO:**
Dec. 9-11, Page 10

TOP TEN COMMODITIES³

- 1 APPLES**
\$2.389 BILLION
- 2 MILK**
\$1.097 BILLION
- 3 POTATOES**
\$813 MILLION
- 4 CATTLE**
\$704 MILLION
- 5 WHEAT**
\$656 MILLION
- 6 CHERRIES**
\$502 MILLION
- 7 HAY**
\$487 MILLION
- 8 HOPS**
\$382 MILLION
- 9 GRAPES**
\$359 MILLION
- 10 PEARS**
\$233 MILLION

Source: Adams County Profile- esd.wa.gov¹, Grant County Profile - esd.wa.gov², WSDA Washington State Department of Agriculture³

It's all about
STRATEGY
when competing
in today's market



MARKETING TOOLS to use during the 3 STAGES of the CONSUMER PURCHASE PROCESS

CONSUMER
PURCHASE
FUNNEL

STAGE
1

ROP Print & Digital Banner Ads
Promo & Niche Pages
Photo Contests/Sweepstakes
SEO & Pay Per Click

AWARENESS

STAGE
2

Digital Tools (re-targeting tools)
Pay Per Click
Sponsored Content
Reputation Management
Digital Landing Pages/Website Development
Testimonial Print & Digital

CONSIDERATION
/ INTEREST

STAGE
3

ROP Print & Digital Ads
Coupons
E-Mail Campaigns
Digital Landing Pages W/Conversion Tactics
Tracking Phone Numbers

DESIRE &
TAKE
ACTION



We offer our customers diverse and creative ways to communicate in today's market.

Desktop
Magazines
Video
Direct Mail
Directories

Mobile
Events
Inserts
Social Media
Content

Newspapers
Search
Email
Websites
Reputation Management

Our media assets and partnerships allow us to provide strategic, targeted solutions to maximize the value of every advertising dollar invested.

HAGADONE MEDIA GROUP | WASHINGTON
813 WEST THIRD AVENUE, MOSES LAKE, WA 98837 • 509-765-4561

