



WZZM13 abc

MEDIA KIT 2016

645 Three Mile Rd NW Grand Rapids, MI 49544 | 616.785.1313

ABOUT WZZM

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WZZM 13 signed on the air on November 1, 1962 from a banquet room-turned studio at the former Pantlind Hotel in Downtown Grand Rapids.



WZZM 13 moved to its current home 3 miles north of downtown Grand Rapids in 1971, and in the following years became a formidable force in the Grand Rapids market with news and local programming.

In the 1990s WZZM 13 was purchased by Gannett, a leading media company, which has allowed WZZM 13 to provide West Michigan with top news content from numerous Gannett properties such as USA Today and local daily newspapers.



In 2000 WZZM 13's website was launched, providing West Michigan with a convenient way to access accurate and timely information. Every month, nearly 1 million unique visitors come to wzzm13.com for news, weather, and other local content.

In 2015 WZZM 13 became part of TEGNA, a new company spun off from Gannett. TEGNA's mission is to deliver highly relevant content—when and how people need it—to make the best decisions possible.



Today, WZZM 13 continues to be a news leader in West Michigan on a multitude of media platforms. The one constant throughout WZZM 13's entire 50+ year history is our commitment to serve the local community. Our tradition of service and innovation continues in the 21st century. We are determined to make WZZM 13 the number one choice for news, information and entertainment programming by working for and caring about our viewers, employees, advertisers and shareholders.

We are WZZM 13. On Your Side.

MARKET PROFILE

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41

The Grand Rapids-Kalamazoo-Battle Creek television market (DMA) is ranked the 41st largest by Nielsen Media in 2016.



The DMA spans 14 counties, from Newaygo and Montcalm up north, down to St. Joseph and Van Buren.

14

2

There are 2 separate Metropolitan Statistical Areas in the DMA: Grand Rapids and Kalamazoo



The market stretches over 150 miles, down the coast of Lake Michigan, and from "Beer City" to "Cereal City"

150

MARKET PROFILE



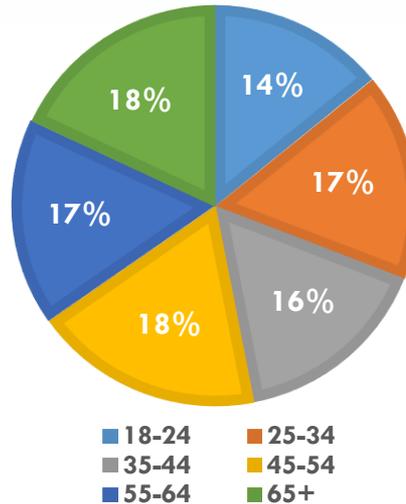
1.5 Million Adults 18+ |
 718,000 TV Households |
 53% Cable Penetration

Population Distribution by County (%)	
Allegan	5.6
Barry	3.0
Branch	2.3
Calhoun	6.7
Ionia*	2.9
Kalamazoo	13.1
Kent*	30.7
Montcalm*	3.2
Muskegon*	8.5
Newaygo*	2.4
Oceana*	1.6
Ottawa*	13.6
St. Joseph	2.9
Van Buren	3.5

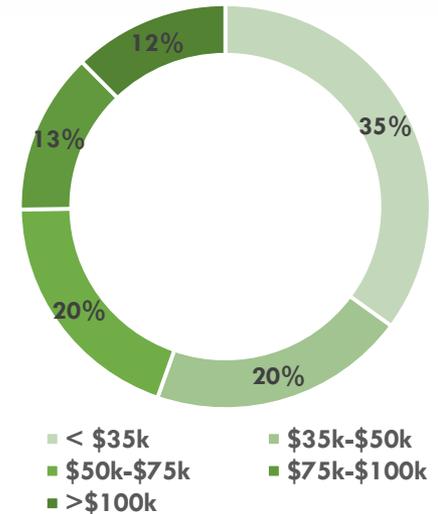
*7 Northern Counties, which constitutes 62% of the total market population



Population by Age (%)



Population by HHLID Income (%)



Diploma
57%
Have a college or post-graduate degree

70%
of West Michigan adults are homeowners

HYPHENATED MARKET

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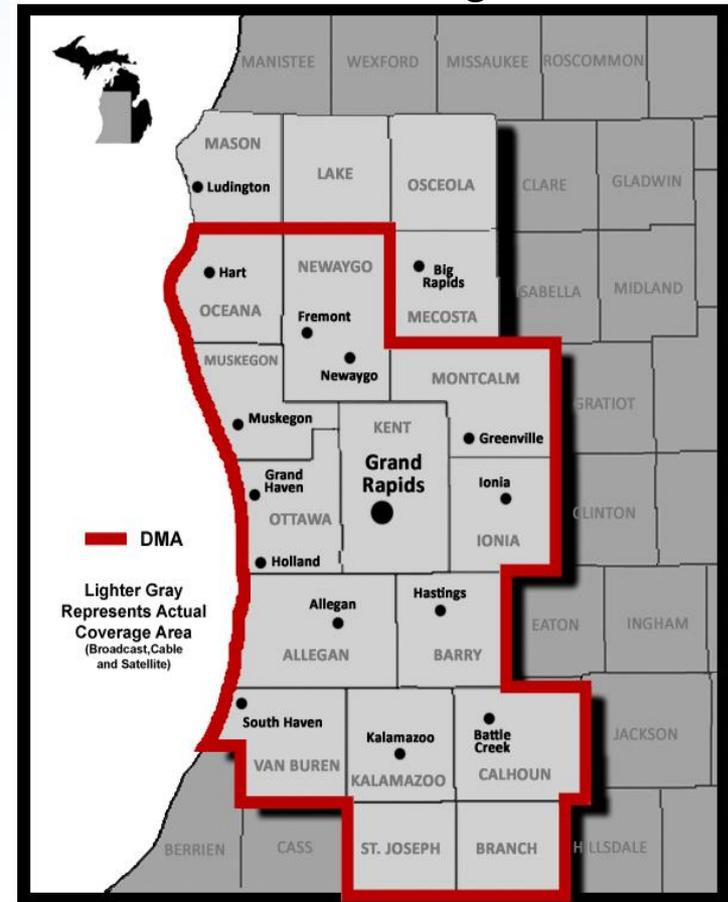
Grand Rapids-Kalamazoo-Battle Creek is ranked 40th largest television market in the United States, with 718,000 television households. As a hyphenated market, there are 2 population centers separated by 50 miles. The northern 7 counties, which includes the cities of Grand Rapids, Muskegon and Holland, encompasses 62% of the population and more than 70% of total retail sales.

When buying the Grand Rapids-Kalamazoo-Battle Creek DMA, make sure to focus your media buy on the northern tier of the market. Why focus resources on Kent, Ottawa and Muskegon counties? Consider these facts:

- Kent, Ottawa and Muskegon counties account for 52% of the entire 14-county population of the market
- Kent, Ottawa and Muskegon counties enjoy a combined higher median household income in comparison to the southern tier of the DMA— Kalamazoo, Van Buren and Calhoun counties
- Kent, Ottawa and Muskegon counties have shown a larger population growth since 2000 when compared to the southern tier counties

WZZM 13 is the only station to fully cover the most populous, wealthy and growing counties in the Grand Rapids-Kalamazoo-Battle Creek DMA!

WZZM 13 Coverage Area

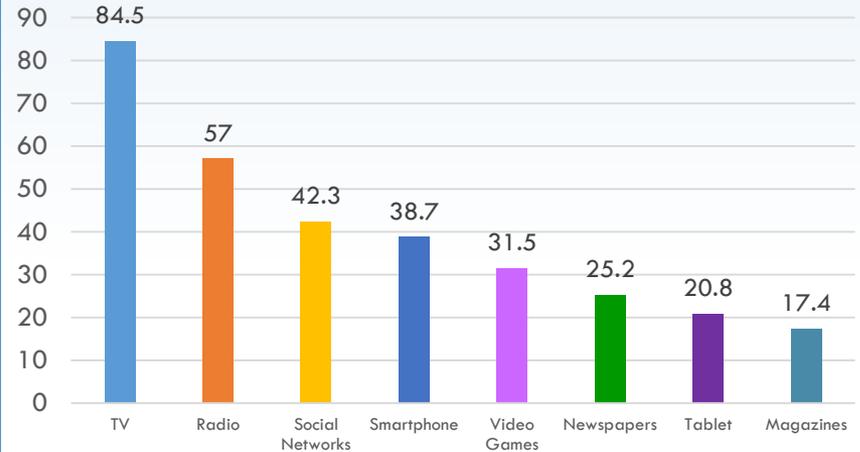


WHY TELEVISION?

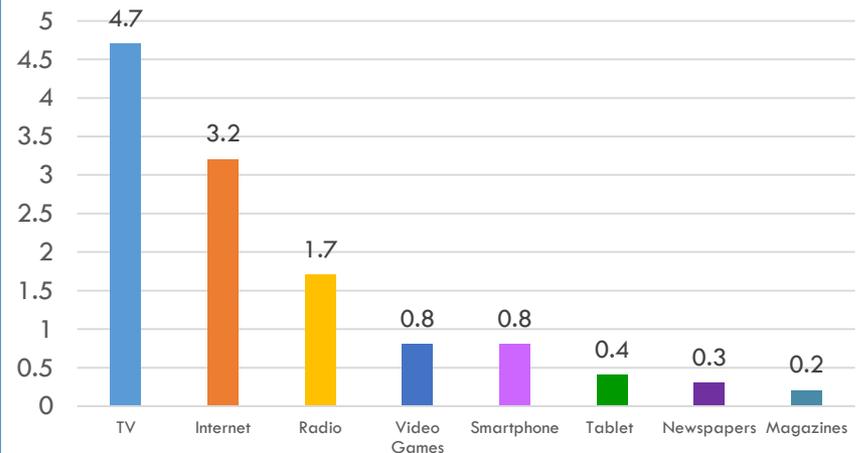
- Television offers a clear competitive advantage over other traditional media because of its ability to embrace sight, sound, motion and emotion
- Television is influential and persuasive. Consumers rely on television as the primary source of instant and timely information affecting their lives
- Television is lifestyle. It acts as a learning tool, it brings families together, and it creates shared memories
- The accessibility of free over-the-air broadcast programming will continue to make television the most effective and cost-efficient choice to reach consumers



% of A18+ Reached Yesterday



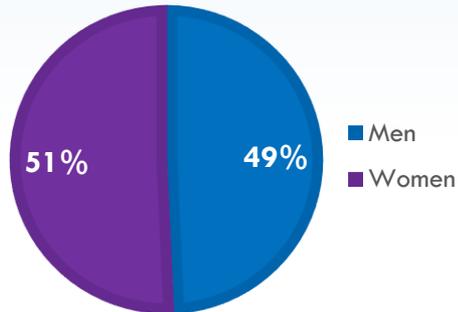
Hours Spent Yesterday



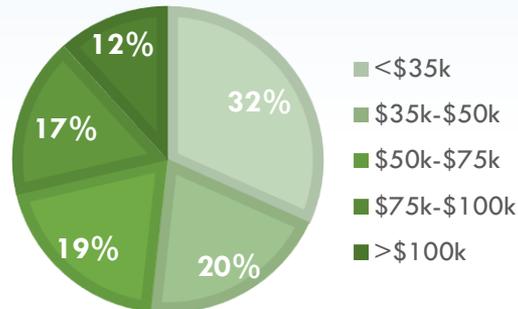
WZZM 13 VIEWER PROFILE



SEX

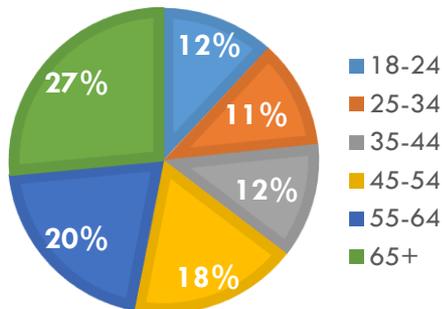


HH INCOME

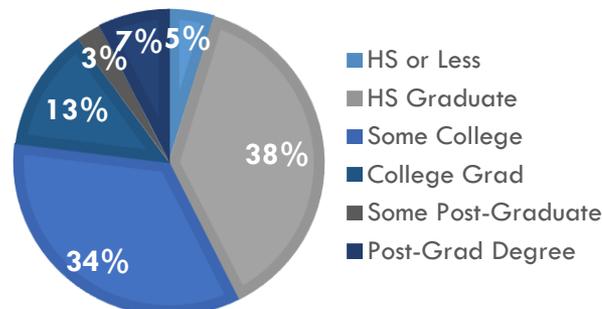


Mean HH Income:
\$60,700

AGE



EDUCATION



Mean Home Value:
\$173,800

WZZM 13 reaches your target audience and delivers your customers!

ECONOMIC PROFILE

<u>Demographic</u>	<u>Index</u>
HH Income \$50k+	108
HH Income \$75k+	111
Homeowners	109
Stocks	122
Savings Account	101
Retirement Account	115

OCCUPATION PROFILE

<u>Demographic</u>	<u>Index</u>
White Collar	103
Small Business Owner	137
Work at Home	107

POLITICAL PROFILE

<u>Demographic</u>	<u>% Reach</u>
Registered to Vote	92.8%
Vote in Local Elections	74.4%
Vote in Statewide Elections	80.1%
Vote in Presidential Elections	91.0%

BUYING CONSUMER GOODS & SERVICES

<u>Demographic</u>	<u>Index</u>
Plans to buy a new car in the next 12 mos.	128
Plans to buy furniture in the next 12 mos.	108
Plans to build a new house/condo	200
Spent \$5k+ on home improvements in past yr.	101

TEGNA



- **TEGNA, formerly Gannett, is home to iconic national brands, including CareerBuilder and Cars.com, forming a uniquely powerful and comprehensive portfolio of offerings**
- **TEGNA owns or services 46 broadcast television stations covering 30% of the U.S. population in markets with nearly 35 million households**
- **G/O Digital, TEGNA's digital marketing services organization, is a full-service media and marketing solutions company with a suite of best-in-class digital products**
- **TEGNA reaches more than 90 million unique visitors across broadcast and digital media each month, empowering them to act with conviction and navigate their world successfully**

NETWORK AFFILIATION

WZZM13 



modern
family

dancing
with the
stars

abc GOOD
MORNING
AMERICA

SCANDAL



JIMMY
Kimmel
LIVE!

The
CHEW

- ABC provides WZZM 13 with popular prime-time, daytime, late-night, sports, news and entertainment programming that appeals to a variety of audiences!
- ABC programming is critically-acclaimed and is often recognized with industry awards, including Modern Family's fifth straight Emmy win for Best Comedy in 2014!
- ESPN on ABC airs the biggest sporting events each year: NBA and NBA Finals, Indy 500 and IndyCar racing, Wimbledon, Little League World Series, and NCAA Football and bowl games!
- ABC is the home to exciting live-event programming that draws huge audiences: Oscars, New Years Rockin' Eve, CMA Awards, Billboard Music Awards, American Music Awards, and more!
- ABC Prime programming over-indexes with upscale audiences in West Michigan. Households earning over \$100k are 27% more likely to watch ABC Prime than the average West Michigan adult!

PROGRAMMING

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Syndicated Programming



High-profile, popular shows that appeal to wide cross-sections of the market.

ABC Network Programming



Award-winning and popular series to reach a variety of audiences.

Local Programming



My West Michigan is a locally produced news, lifestyle and entertainment show that airs on WZZM 13 weekdays between 9-10am. My West Michigan is hosted by two of West Michigan's most-liked news personalities, Lauren Stanton and Jennifer Pascua, and features all of the morning's top news headlines-- plus the weather, entertainment, home projects, and much more!



WZZM 13 brings you live action of 13 area high school football games each week beginning in late August for 12 consecutive weeks. WZZM 13 Weather Football Forecast and Sports personalities appear live from featured games each week. Watch your favorite team, player, cheerleading squad and marching band give their best performance on WZZM 13 On Your Sidelines every Friday in the fall at 11:15pm!



Showcase your business during “The Exchange,” the sales-friendly segment of My West Michigan!

- 20,000 adults 18+ watch My West Michigan daily
- 70% of the My West Michigan audience is the “Family Decision Maker” – Women 25-64
- 3-4 minute appearance allows you more time to discuss your business, products, and services

“We were on your show and 45 minutes after the segment ran a man walked in and purchased the tent he said he saw on TV.”

Joel, John, and Paul - Owners, Go Gear

WZZM 13 features some of the most tenured, respected and watched team of anchors, meteorologists and reporters in West Michigan.

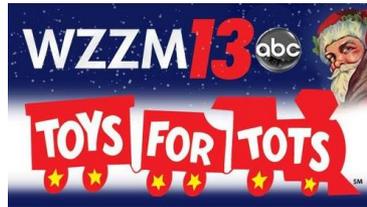
Each week WZZM 13 produces 34½ hours of news content, making it convenient for West Michigan to stay up-to-date on the important stories that impact their lives.



(L to R) Morning and Noon News Anchors **Lauren Stanton & Dan Harland**; Evening and Late News Anchors **Juliet Dragos & Nick LaFave**; Weekend Anchor **Amir Abbas & Meredith TerHaar**; 13 On Target Meteorologists **Aaron Ofseyer, Alana Nehring, Laura Hartman & George Lessens**; Sports Director **Jamal Spencer**

WZZM 13 On Your Side

WZZM 13 is committed to serving the community. We work here, live here, and raise our families here, which is why we strive to keep West Michigan a great place to live. It is WZZM 13's mission to listen to the community and identify unique ways to address the most important needs. Key partners help to make these community initiatives successful. WZZM 13 enables these partners to be recognized for their mutual commitment in serving the West Michigan community.



Toys For Tots is a signature campaign of the United States Marine Corps designed to provide children in need with toys during the holidays. Every year WZZM supports this project with considerable resources on-air and on-line. The station's commitment enabled dramatic increases in the number of toys donated in West Michigan. WZZM regularly collects more than 300,000 toys annually.



USA WEEKEND
MAKE A DIFFERENCE DAY

Organized by Gannett, WZZM 13's parent company, **Make a Difference Day** has grown to become the nation's largest day of volunteering and community service. Each year the WZZM 13 team and families partner with an area organization to give their time in helping to do good in the community.



WZZM 13 Healthy You

WZZM 13 has a long standing commitment to providing the latest, in-depth medical information. Boasting the market's only dedicated health reporter, Val Lego, WZZM 13 prides itself on its partnerships with area health organizations to bring our viewers the best medical information available. Val's "Healthy You" stories can be seen nightly during WZZM 13 News at Five.

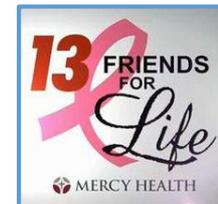


Val Lego



Love Your Heart is a year-long awareness campaign designed to educate viewers of the risks of heart disease. The program focuses on different health heart issues and preventative measures.

13 Friends for Life is a program designed to help women protect themselves from breast cancer. On the 13th of each month, we ask that a call be made to your "friend for life" to remind her to do a breast exam.



WZZM13.com is an extension of the WZZM 13 news brand. Every month over 650,000 unique visitors come to WZZM13.com for news, weather and local information. The traffic growth on WZZM13.com has been exponential, demonstrating the consumer's shift in media consumption. Nearly 3/4 of visits to WZZM13.com come from a mobile device.

Digital Advertising Opportunities

- Banner Ads
- Page Sponsorships / Takeovers
- Pre-roll Video
- E-Mail Marketing
- Contesting
- Targeting
- ...and more!



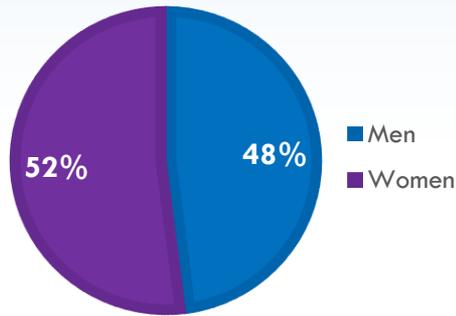
2015 Monthly Digital Statistics

Unique Visitors	650,000 Desktop / 800,000 Mobile
Page Views	4,700,000 Desktop / 7,900,000 Mobile
Visits	1,300,000 Desktop / 3,000,000 Mobile
Avg. Time Spent	4 Minutes
Mobile Visits (%)	68%

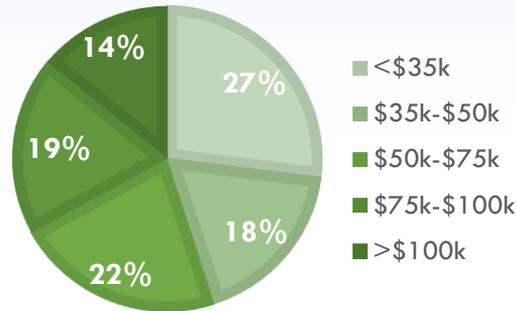
WZZM13.com VISITOR PROFILE



SEX

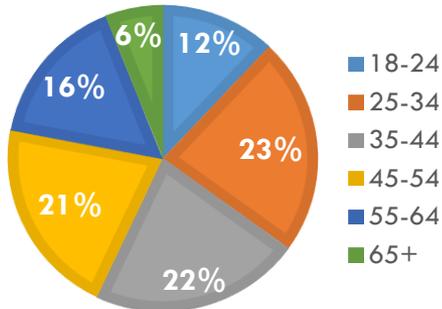


HH INCOME

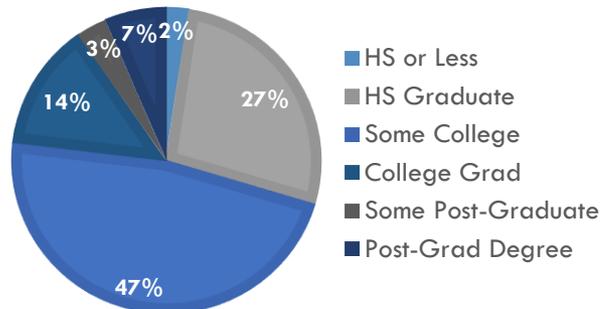


Mean HH Income:
\$64,100

AGE



EDUCATION



Mean Home Value:
\$142,320



WZZM 13 iPhone & Android App offers WZZM 13 news, video, weather and sports on iOS and Android products. Free download available at Apple or Google Play stores.



WZZM 13 WEATHER iPhone & Android App offers detailed weather information including maps in motion, 10-day forecast, hourly forecasts and current weather alerts. Free for iOS and Android products.

m.WZZM13.com is accessible on all web-enabled phones!



The G/O Digital premise is simple: Whether you're a big brand marketer or local business owner, we deliver a simple suite of digital marketing solutions to connect with consumers locally in a meaningful, personal way that drives measurable results.

Search Engine Optimization

Designed to boost your rankings on search engine results pages, G/O Digital will assist in gaining qualified traffic and conversions for your business.

Search Engine Marketing (PPC)

SEM, Pay Per Click, is considered to be one of the top two ROI producing advertising channels. Direct highly qualified traffic to your website for optimal performance, and conversions.

Social Media

Our team of Social Experts work with you to develop proven campaigns and solutions that connect your brand with the consumer on these social platforms.

Maps

We claim your business location on multiple listings, syndicate your business's information to the appropriate sites, and use citations intended to fortify your Google Maps listing.

Reputation Monitoring

Bring your company's reputation to the forefront. Gannett provides you with the tools to easily stay on top of your business's digital reputation.

Retargeting

Retargeting means putting expertly crafted display ads in front of your lost prospects in order to re-engage them. It is one of the most effective forms of online advertising available.

Sound decisions are contingent on sound research. When it comes to making decisions that will best position your company for growth, the best research tools can help to focus and identify the most effective strategies. WZZM 13 retains some of the most comprehensive research tools available.



Nielsen Media Research WZZM 13 subscribes to Nielsen's quantitative ratings and audience data. Nielsen Local TV View is an online tool that allows creation of custom trade areas to analyze a target audience, as well as sub-sample their audience by a variety of characteristics.

Kantar Media's MarketAdvisor and DirectHEAT tools allow for tracking creative occurrences, expenditure, and executions to provide WZZM 13 with valuable insights to help grow an advertiser's business. Kantar Media also provides data on advertising trends and consumer behavior in order to be the best partner for your marketing solution.



Scarborough is a third party research company which provides qualitative audience data to WZZM 13. Scarborough uses a 2-part survey to measure shopping patterns, media usage, and lifestyle trends among adults. These insights can be used to generate new business, conduct market-competitive analyses, increase product sales, and create a smarter and more informed marketing solution.

AdMall is the leader in local and digital media sales intelligence, and helps WZZM 13 to stand apart from the competition by providing industry-specific and local market research from independent, trusted sources. Sales opportunities, audience psychographics and consumer trends in AdMall's databases make it easy for WZZM 13 to bring value to the advertiser.



SALES MANAGEMENT

Kim Krause

VP Sales and Marketing

616.559.1392

kkrause@wzzm13.com

Chris Legg

Local Sales Manager

616.559.1384

clegg@wzzm13.com

Alex Gezon

Digital Sales Manager

616.559.1367

agezon@wzzm13.com

Paul Mack

Regional Account Manager

616.559.1387

pmack@wzzm13.com

Mitch Rasmussen

Regional Account Manager

616.559.1390

mrasmussen@wzzm13.com

SALES SERVICE

Tom Charno

Research Analyst

616.559.1358

tcharno@wzzm13.com

Odene Pringle

Digital Sales Specialist

616.559.1357

opringle@wzzm13.com

Denise Carpenter

National Sales Assistant

616.559.1368

dcarpent@wzzm13.com

Rachel Charno

Executive Sales Assistant

616.559.1381

rcharno@wzzm13.com

TRAFFIC

Deb Hudelson

Traffic Manager

616.559.1391

dhudelson@wzzm13.com

GENERAL MANAGEMENT

Janet Mason

President/General Manager

616.559.1350

jmason@wzzm13.com

PRODUCTION

Dan Wetterman

Senior Sales/Projects Producer

616.559.1386

dwetterm@wzzm13.com

Rob Martin

Sales Project Producer

616.559.1509

rmartin@wzzm13.com

GENERAL INQUIRIES

Phone 616.785.1313

Fax 616.785.1301

Sales Email

sales@wzzm13.com

Traffic Email

wzzm-traffic@wzzm13.com