

Local Media Group

BACKGROUND

Founded in 1936. A subsidiary of Dow Jones & Company, the [Dow Jones Local Media Group Inc.](#) was founded by **James H. Ottaway Sr.** when he purchased the Endicott (N.Y.) Bulletin, a semiweekly paper he converted to a daily within a year.

DEMOGRAPHICS

All Ottaway Markets:

- *Median Age:* 46.6 years
- *Median Household Income:* \$56,300
- *Education:* 62% college graduate or some college
- *Marital Status:* 59% married/partnered; 19% single/never married
- *Children:* 35.4% of children under 18 years of age in household
- *Home Ownership:* 77.9%
- *Average Readers per copy:* 2.3 daily and Sunday
- *Internet Accessibility:* 68%

OTHER INFORMATION

Each day, more people get their news from Dow Jones Local Media Group newspapers and Web sites than from any other media source in their markets. The award-winning newspapers that comprise Dow Jones Local Media Group reach more than seven out of every 10 adults through the varied and unique markets across the U.S. Dow Jones Local Media Group newspapers carry a respected brand because of their respected news operations, leadership in the community and involvement by both the newspaper and its workers.

In addition to local and state awards, several Dow Jones Local Media Group newspapers have received regional and national recognition for their editorial efforts. The [Cape Cod Times](#) has been a repeat winner of newspaper of the year for the [New England Newspaper Association](#). The [Times Herald-Record](#) in Middletown, N.Y., has been the New York paper of distinction three out of the past four years. The [Pocono Record](#) in Pennsylvania was one of two papers to win national recognition from a national group of investigative reporters, [IRE](#).

National recognition for advertising and marketing efforts have been received by the Times Herald-Record (New York), Cape Cod Times (Massachusetts), and **Seacoast Newspapers** (New Hampshire/Maine).

INTERNET

Each Dow Jones Local Media Group daily newspaper operates a companion Web site that consists of an online edition of the newspaper and a destination guide to the region. Each site offers comprehensive coverage of local, regional, national and international news, along with advertising and links to local organizations and advertisers.

DIRECT MARKETING

Along with the core newspaper products, all Dow Jones Local Media Group newspapers offer direct-marketing services including direct mail that can reach targeted households and consumers at every location. Extensive household-level consumer data is centrally maintained for nearly 2 million households, comprising all Dow Jones Local Media Group markets. This information provides the opportunity to profile both newspaper readers and consumers in each market