



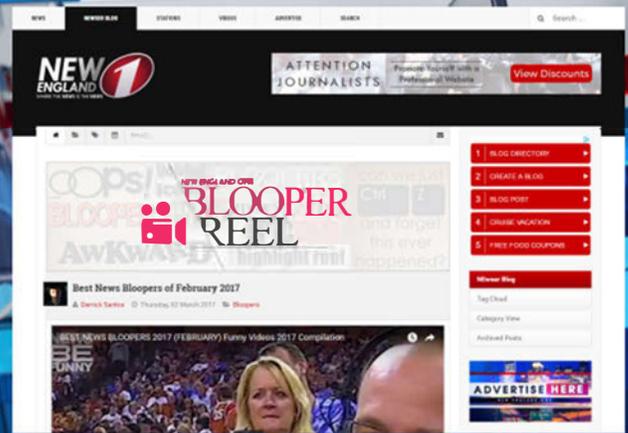
ADVERTISING MEDIA KIT

Who We Are

New England One is a website dedicated to the broadcast news industry with an emphasis on the television markets in New England.

Started in 2014, New England One has grown substantially, and we continue to grow our audience every month.

Our stories are constantly being linked to on other top industry websites, and we have been out front with our reporting on WHDH-TV vs. NBC with exclusive story after exclusive story.



www.NewEnglandOne.com/advertise

1 OUR AUDIENCE

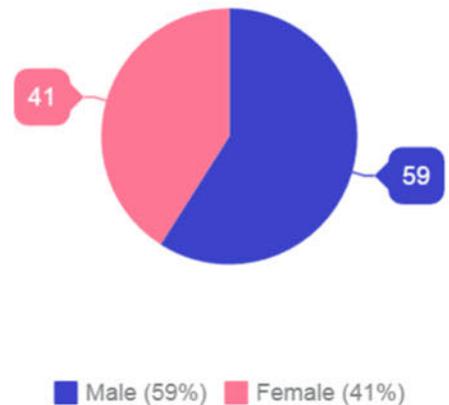
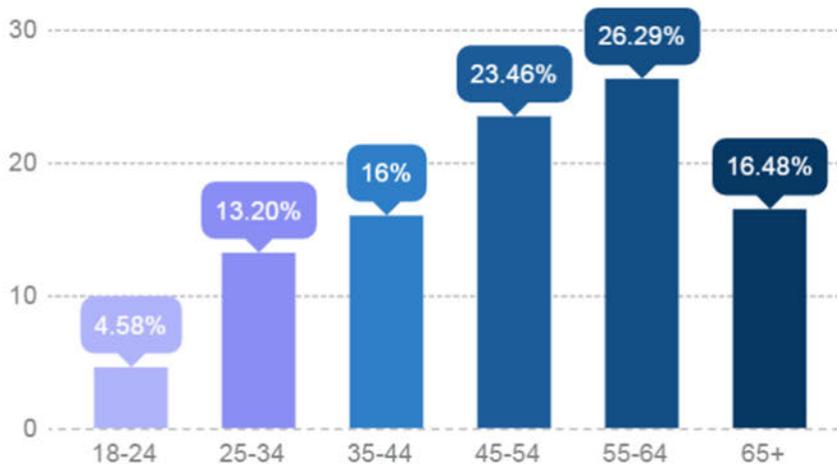
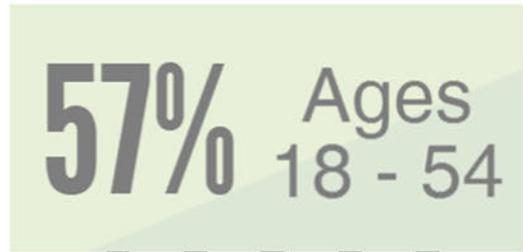
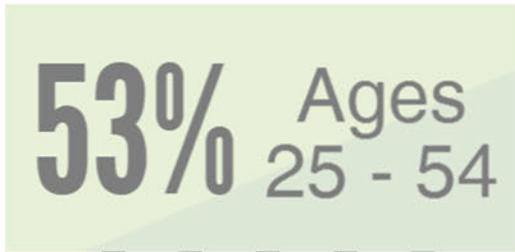


for January 2016 (Google Analytics)



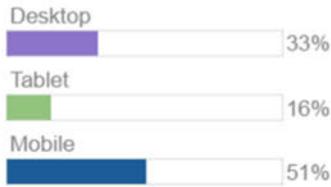
for the first quarter of 2017 (Google Analytics)

2 DEMOGRAPHICS

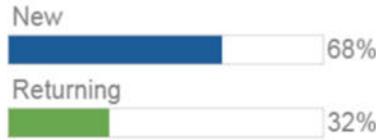


3 WHO OUR READERS ARE

Viewing Platform



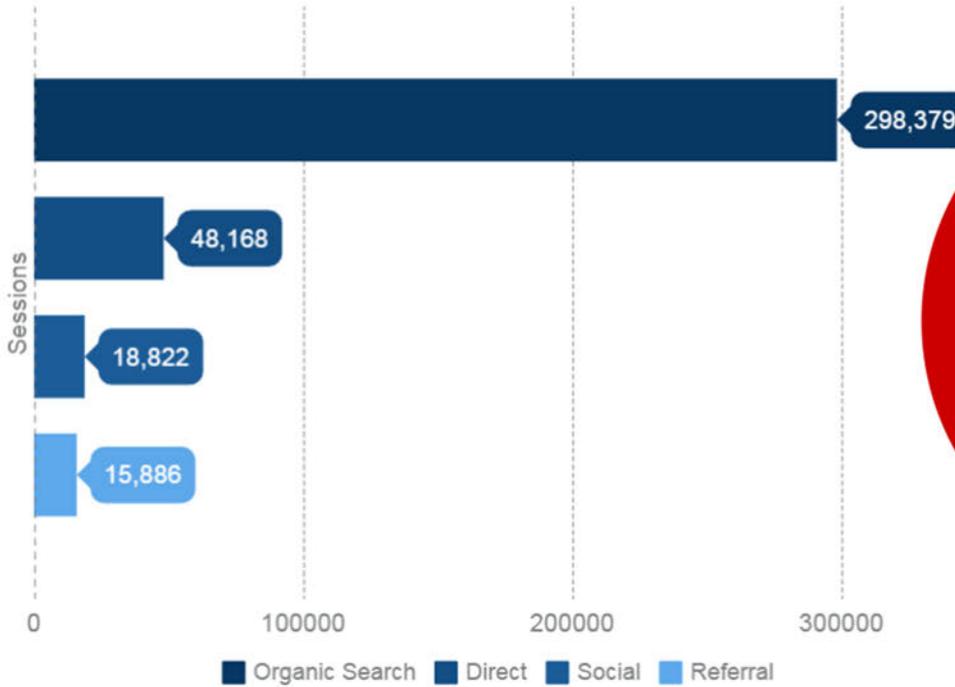
New & Returning Visits



Visitor Country



Visitor Acquisition



91%
Organic Search & Direct Visitors

Affinity Category (reach)

67.89% of total sessions

3.51%	News Junkies/Entertainment & Celebrity News Junkies
3.33%	Movie Lovers
2.92%	News Junkies/Political News Junkies
2.86%	Sports Fans/American Football Fans
2.70%	Travel Buffs
2.64%	Shoppers/Shopaholics
2.55%	TV Lovers
2.53%	Home Decor Enthusiasts
2.44%	Music Lovers
2.34%	Technophiles

3 NewEnglandOne.com Quick Stats

1,500+

News articles,
features, and
stories

500+

"NEwser Blog"
blog posts

896k+

Number of
views our top
article has



TOP 5 ARTICLES



4 SOCIAL MEDIA INFLUENCE



2,428+ Followers
8,251+ Tweets



1,332+ Likes
27,000+ Post Likes



2,863+ Subscribers
1,462,420+ video views

YouTube First Quarter 2017:

368,862 minutes watched
183,874 video views
432 video shares
547 videos in other users playlists

5 OPPORTUNITIES

New England One brings you a diverse audience of people in and interested in the broadcasting industry.

If your brand seeks to reach real power players in the broadcasting industry, responsible for finding real solutions to everyday challenges, then you have come to the right place.

These readers are busy, and do not have the time or patience to shop around for the perfect product. They want the perfect product without hassle - so why not bring it directly to them! They are brand-loyal, share information with other colleagues, and become your best advocates.

All sponsorship opportunities include social media amplification across all of our social media platforms. Several messages are shared throughout the day to ensure total coverage over an array of busy schedules.

For more information on the opportunities we have to share your brand with our readers, please visit our website at:

www.NewEnglandOne.com/advertise.



6 LET'S WORK TOGETHER!



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