







Reaching Both a Broad National Audience and Local Business Owners with McClatchy

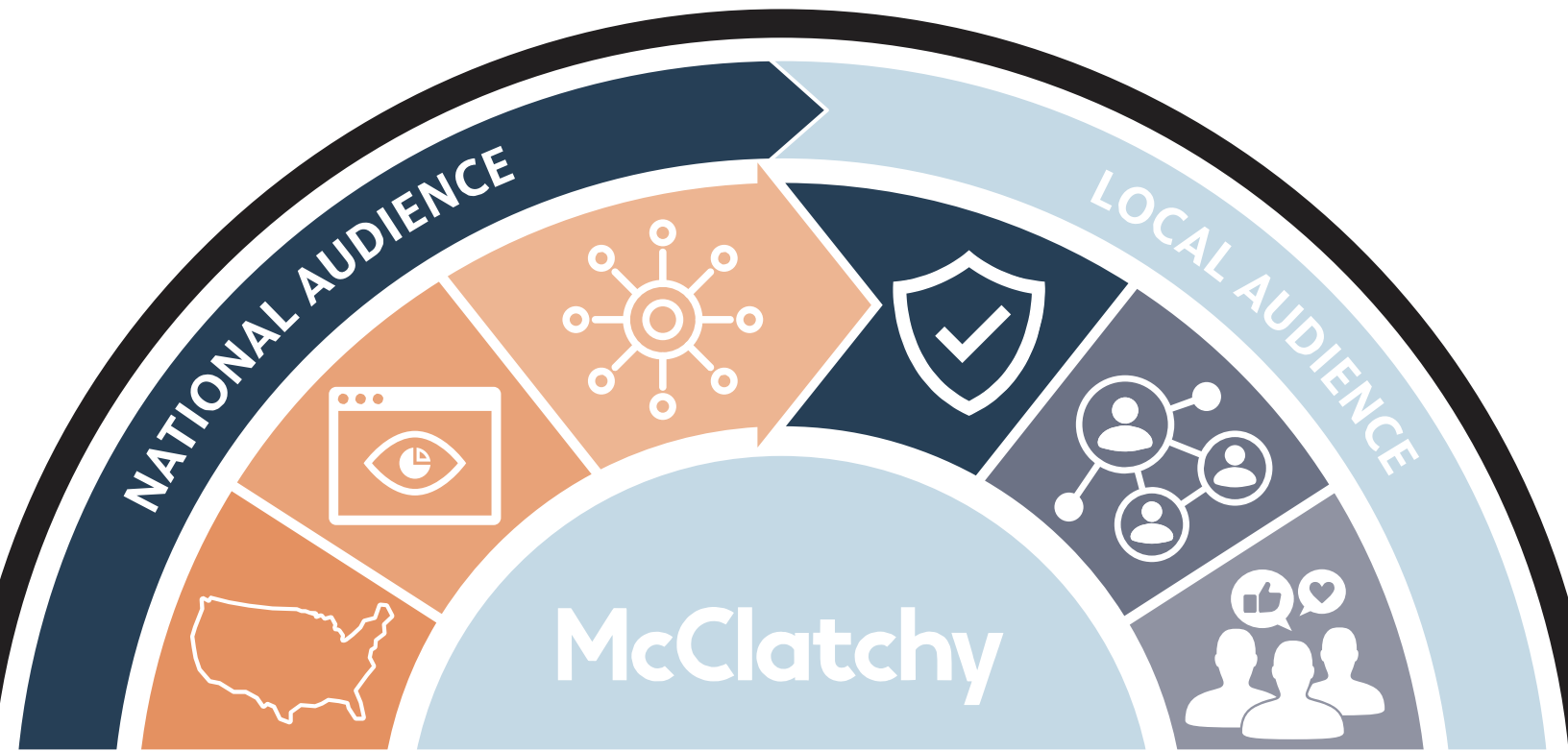
An ideal marketing strategy means reaching an audience at a national level while having a local influence that resonates at a local level. **When you partner with McClatchy, you get access to both.**

Reach a National Audience with Ease

-  Get coast-to-coast engagement
-  Draw millions of impressions across all platforms
 - With a broad digital reach
 - 75+ million unique digital visitors
 - 10+ million video views
 - 7 million combined social media followers
-  Access to omnichannel touchpoints that reach local communities nationwide
 - Digital and print solutions for every brand

Local Media with a National Audience

-  30+ locally recognized and trusted markets
-  Your content connects with national audiences, too
-  You will reach audiences at scale – connect with both local and national-level decision-makers
 - Increase brand visibility
 - Consistent brand messaging across all channels



Results-Driven, Audience-Focused Campaigns with McClatchy

Your next campaign with McClatchy means reaching audiences with a multi-media approach – on every platform your customers are. More than just digital solutions, your brand gets access to McClatchy's audiences of millions – locally and nationally.