

1847

STUDIO

ABOUT STUDIO 1847

We are
Storytellers.
Strategists.
Collaborators.
Producers.
Partners.

We take your story
online, offline and
to the epicenter of
engagement.

We tell your story
through our
collaborative strategy
to reach audiences
where they want to
be found.

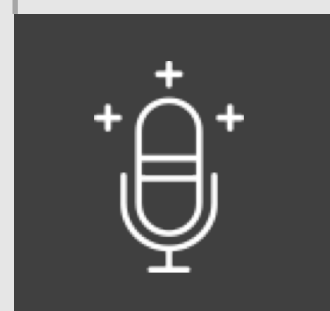
The equation is simple:
It's our heritage plus
your story. ***Together,***
we tell the most
powerful tale.

Meet
Studio 1847.

OUR UNIQUE POSITION

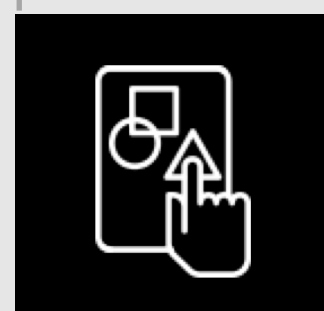
Credibility

Backed by the power of tronc, Inc., we've been providing news, influencing action and innovating content consumption since 1847.



Creativity

Our content creation is the best in the industry, receiving notable awards and recognition for our work.



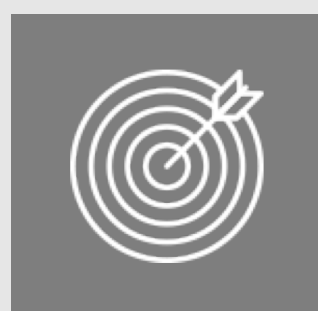
Audience

We're the voice of the most impactful markets across the U.S. We know our consumers best and how to speak to them best.



With 105 Pulitzer Prizes, we have a history of creating content rooted in groundbreaking storytelling — humanizing your brand to facilitate better connections with consumers.

Strategy



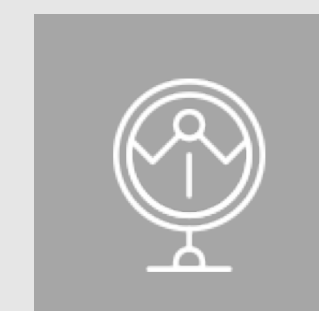
Dedicated departments deliver exceptional service from ideation to reporting for seamless execution.

Talent



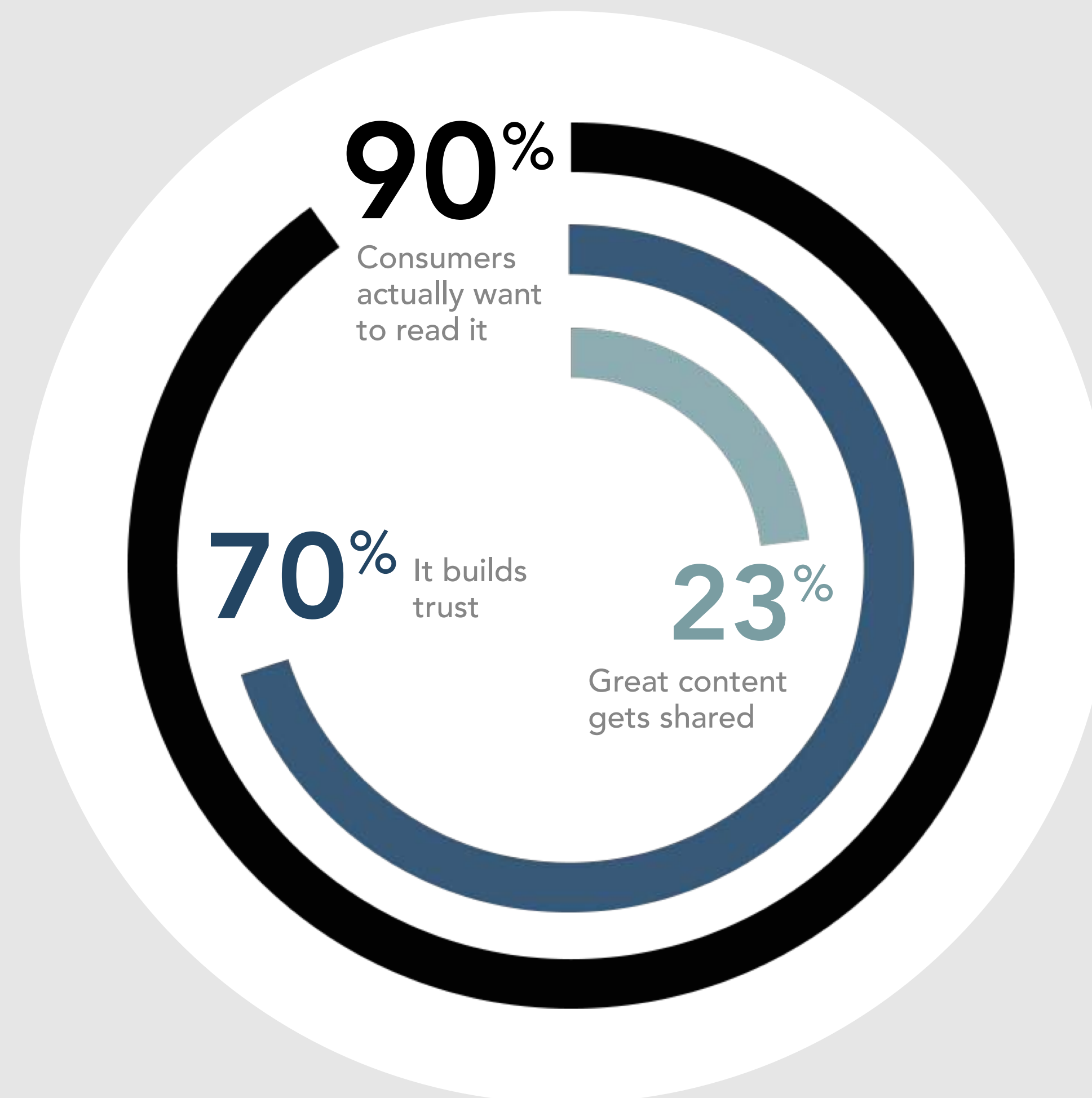
We provide access to millions of qualified consumers across the U.S., all in brand-safe environments — improving performance up to 5X.

Distribution



WHY BRANDED CONTENT

Branded content harvests and creates lasting connections with consumers **by fostering positive brand perception and loyalty**. When it comes to branded content:



- Nearly **90%** of global online consumers want brands to share content online.
- **70%** of consumers prefer getting to know a company via content marketing.
- **1 in 4 (23%)** of the 27 million messages sent over social media each day is branded content.

WHY US? WE DELIVER RESULTS

Studio 1847 creates content that is:

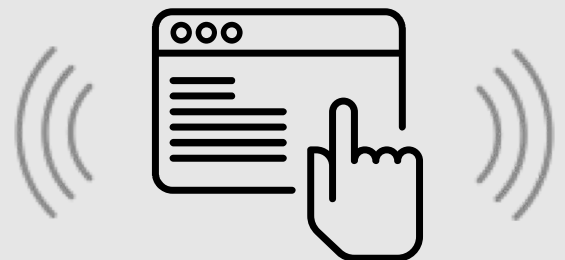
Our stories are shared*

2.6 million
times a month on social
channels which averages

88,000
shares per day.

ENGAGING

Readers spend an
average of

9.3 minutes 
engaged with our online content.

CAPTIVATING



6 time

The Telly Awards
winner

1 time INMA winner

4 time

The Content Council
winner

2 time Digiday Video Awards finalist

4 time

Communicator Awards
winner

AWARD-WINNING

*includes editorial content.

SATISFIED CLIENTS



OUR AWARD-WINNING WORK

**FX**

Snowfall

An interactive destination leveraging original sponsor content and LA Times archival stories related to the topic.

[View the page](#)



Produced informational content including a custom magazine targeted to a niche audience.



"Locally Grown" video series featuring small businesses in the Chicago area

[View sample video](#)



Good Food, Good Life

Created local-market specific written and video content promoting water brand.

[View sample video](#)

WE REACH QUALIFIED CONSUMERS

Ensure your content is seen by qualified consumers by leveraging our distribution network that reaches users in markets that matter most.

Over **65 million** unique visitors across **9 major US markets**

The Virginian-Pilot

Chicago Tribune

Orlando Sentinel

DAILY NEWS

SunSentinel

THE MORNING CALL

THE SUN

Daily Press

Hartford Courant

Why these publishing sites?

- Brand-safe environments.
- More adults 18-34 than self-proclaimed Millennial sites like Elite daily, Upworthy and Mashable.
- More affluent consumers (HHI \$100K+) than WSJ, BBC, MSNBC, ABC News and Time .coms.
- More sports fans than Bleacher Report, Sports Illustrated, Fox Sports and CBS Sports.
- More men than GQ, Esquire and Men's Fitness.
- More women than Refinery 29, Cosmopolitan, Elle, Glamour and Vogue.

Why these markets?

- 2 of the top 3 largest DMAs: New York City and Chicago.
- U.S. financial and business capital: New York City.
- 3 of the top 6 Hispanic/Latin American markets: New York City, Chicago and Miami.
- City with the most purchasing power in the U.S.: Miami.
- No. 1 tourism destination in America: Orlando.
- Insurance capital of America: Hartford.
- Top military markets: Newport News and Baltimore.

WE EMPOWER A PIECE OF CONTENT

The life of a content piece from our studio doesn't stop at initial creation.



Content



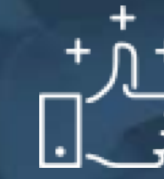
Native Advertising

Distribution across our owned and operated sites.



Content Amplification

Content syndication or traffic referrals on our premium publisher network.



Social Sharing

Facebook "handshakes" enable co-branded posts.



Additional Executions

Website, email, blog, etc.

NATIVE ADVERTISING

Our native platform

We excel where it makes
the most difference.

Quality placements

Publisher direct. Editorial alignment.
Viewable and brand-safe.
100% non-interruptive.



Real audiences

Actual, qualified consumers.
Audience reach at scale.



Most advanced technology

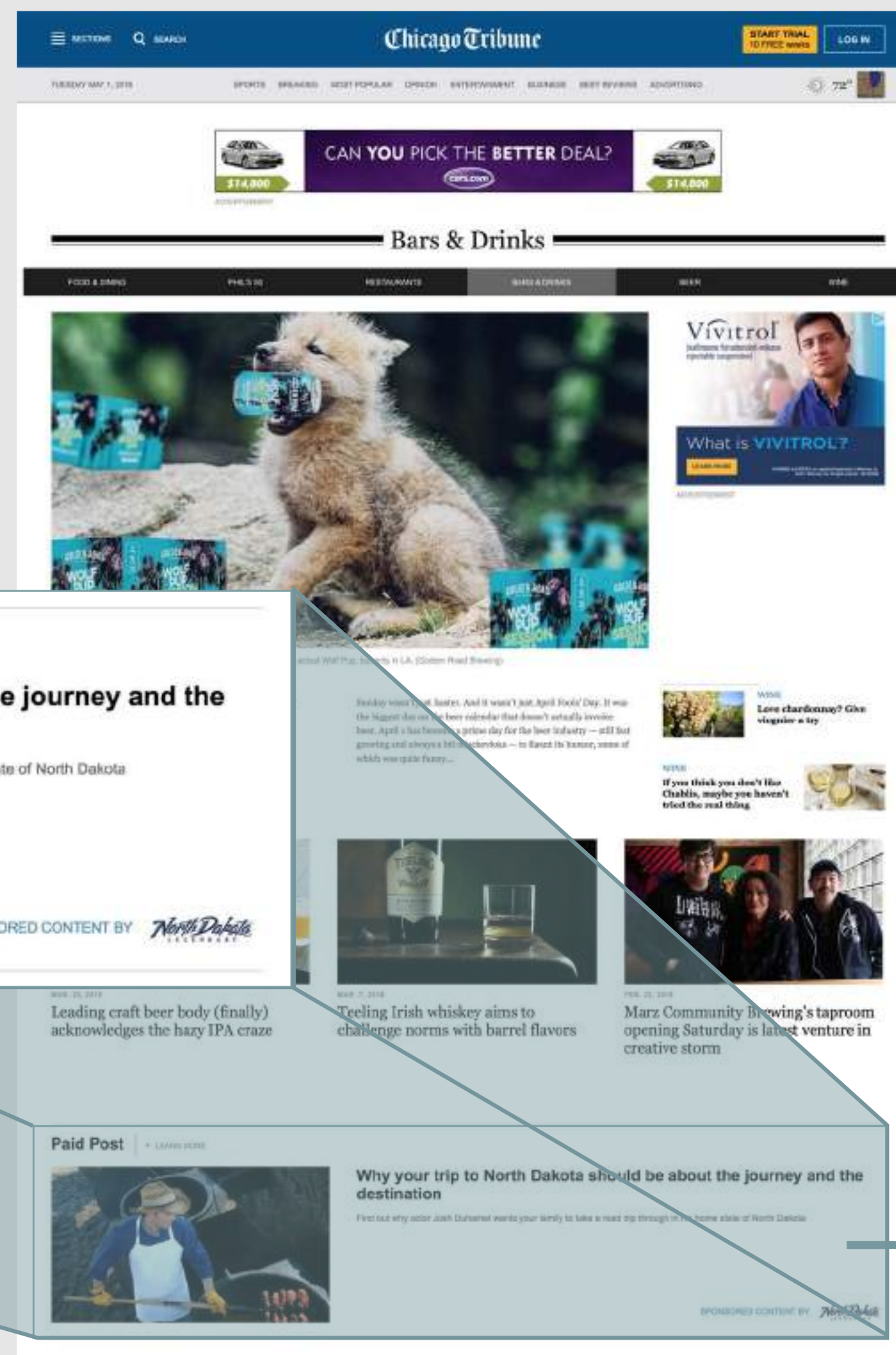
Content optimization. More
engagement and longer attention times.
Improves performance up to 5X.



HOW IT WORKS

Exclusive positioning of sponsored posts among editorial articles on home pages, section fronts and story level pages across our premium sites drives organic traffic to your content.

Targeting options available to reach your intended audience.



Traffic drivers click through to your content.

STANDARD CONTENT FEATURES

SPONSORED CONTENT LABEL

“Paid Post” label is used to clearly establish that the content is paid for by an advertiser.

FEATURED CONTENT

A variety of content types can be hosted within landing pages — including articles, infographics, listicles, slideshows and video.

The screenshot shows a Chicago Tribune article titled "Why your trip to North Dakota should be about the journey and the destination". The page features a "PAID POST" label at the top left. A banner at the top right promotes a "PLAN A LEGENDARY VACATION FREE TRAVEL GUIDE" with a "GET IT NOW" button. Below the title is a social media sharing bar with icons for Facebook, Twitter, LinkedIn, and Email. A "SPONSORED CONTENT BY North Dakota LEGENDARY" label is positioned above a video player showing a person on a motorcycle. To the right of the video is a smaller version of the travel guide banner. The article text describes North Dakota as a perfect getaway from Chicago, mentioning scenic byways and backroads. At the bottom, there is a section titled "Treasures along U.S. Highway 2" with a small image of a building.

CALL-TO-ACTION UNITS

Multiple ad units available to drive call-to-action messaging, delivering 100% share of voice surrounding the content.

SOCIAL MEDIA SHARING WIDGETS

Embedded widgets encourage consumers to share content via social media.

DUAL DISCLOSURE & ADVERTISER LOGO

Dual disclosure used for clear labeling of paid content. Advertisers also get additional branding with logo inclusion.

CONTENT AMPLIFICATION

TYPE

1

Content syndication

Content and traffic drivers live on publisher partner sites, functioning as they would on our owned and operated properties.

Boost campaign reach & increase performance

Extend the reach of your content beyond our owned and operated sites, without sacrificing brand safety, via native advertising on our premium publisher network. Studio 1847 offers two types of native content amplification.

TYPE

2

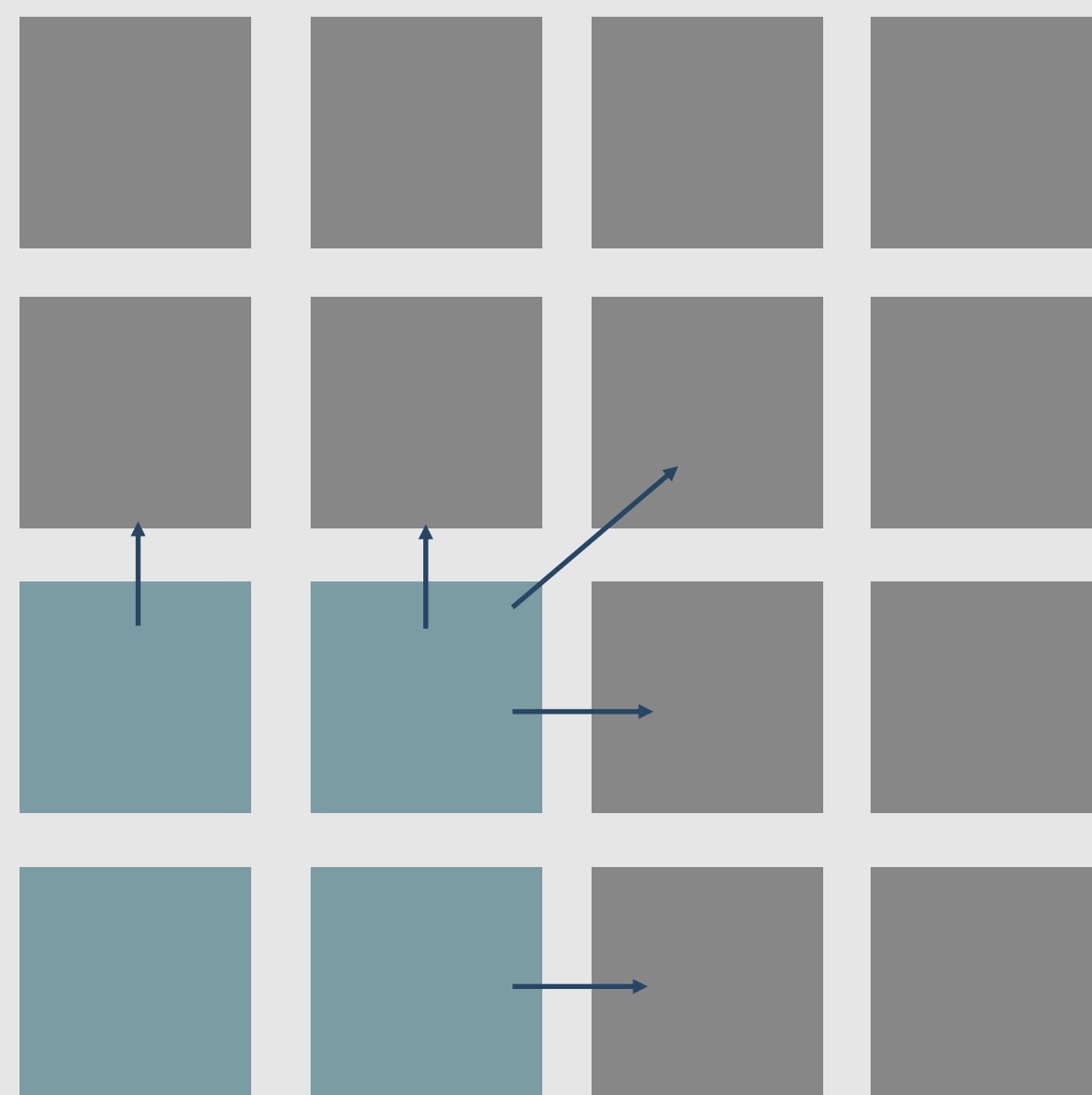
Traffic referral

Traffic drivers live on publisher partner sites and click out to your custom landing page or refer back to your content on our owned and operated sites.

CONTENT AMPLIFICATION EXPLAINED

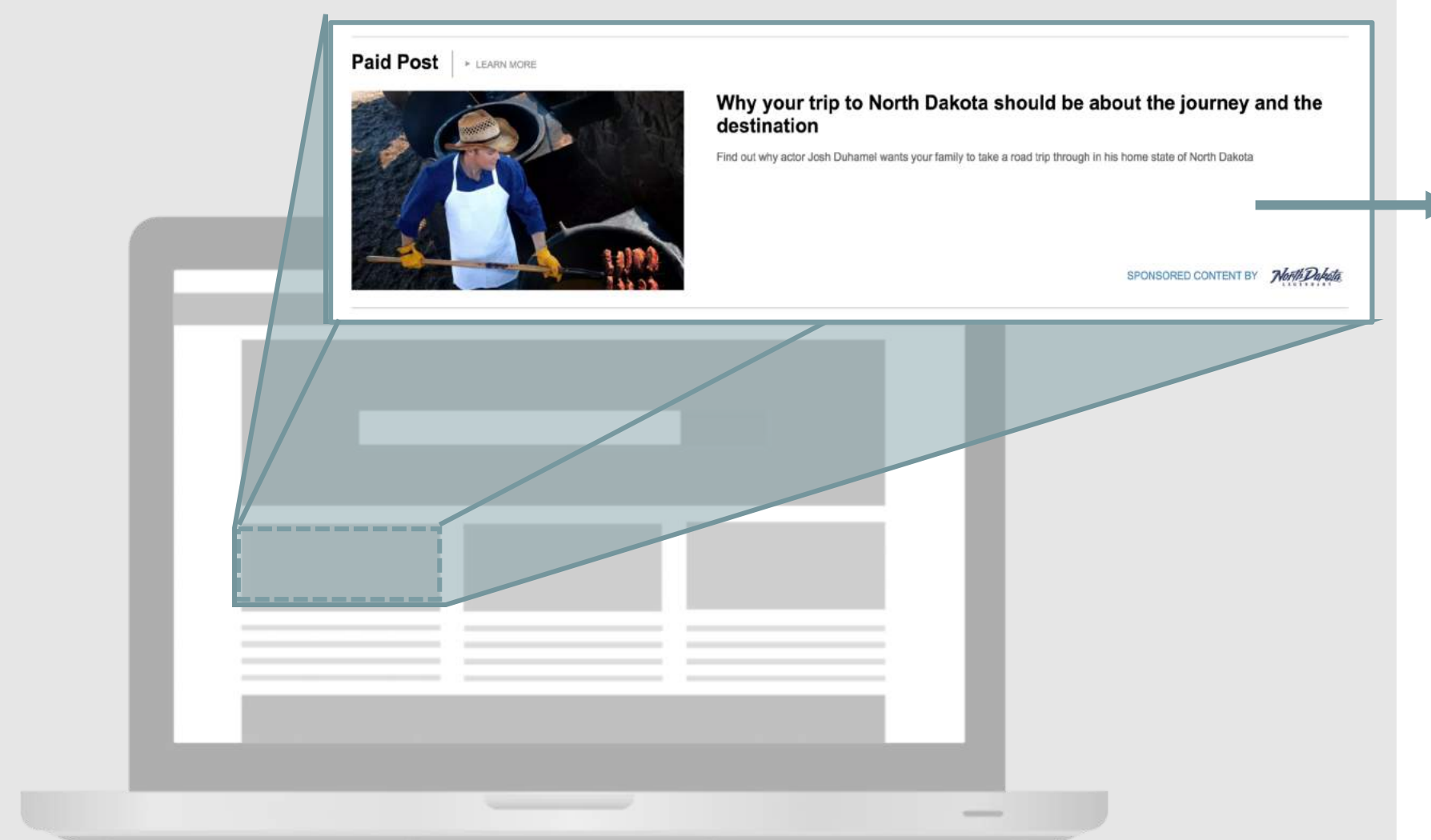
SYNDICATION

Publisher Partner
Sites



O&O
Properties

TRAFFIC REFERRAL



Publisher Partner Site

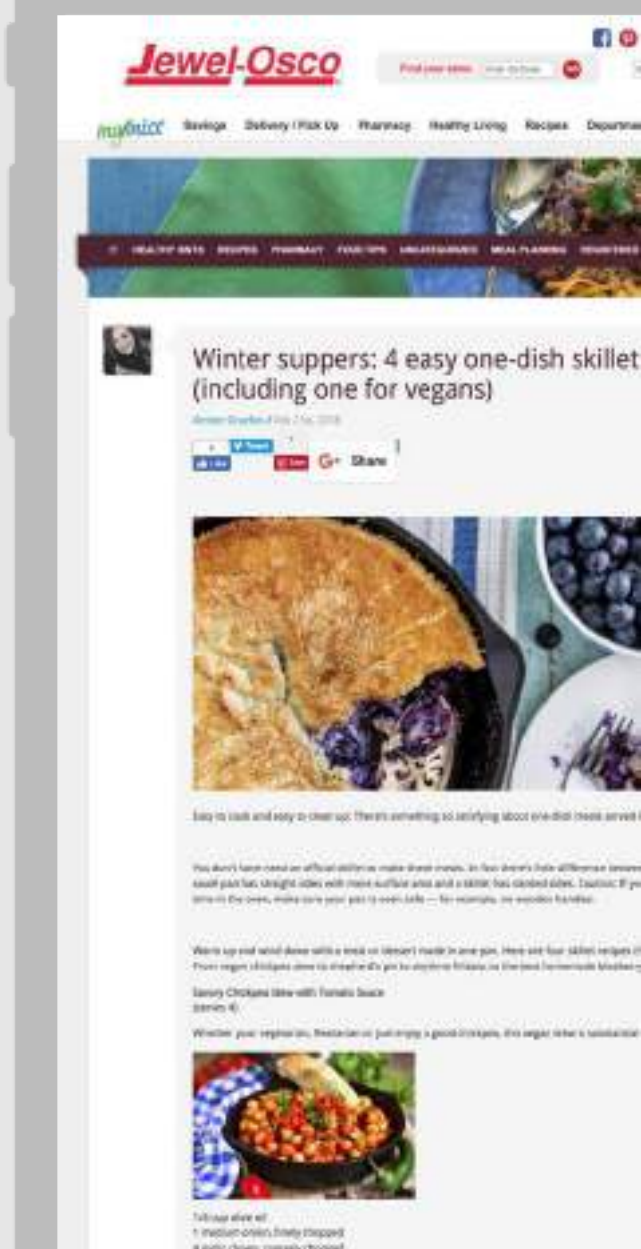


SOCIAL SHARING & ADDITIONAL EXECUTIONS

In addition to social sharing, there are multiple ways in which you can distribute content: your own or your client's channels, email, website, blog, print, etc.



Drive views to your content socially with co-branded Facebook Paid Posts. Posts show a partnership between your brand and one of our owned and operated sites.



**MEET
STUDIO 1847**

Credibility

Creativity

Talent

Distribution

Strategy

Audience

Best in class



THANK YOU

If you have any questions, please contact:

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