

Who is McClatchy?

McClatchy is the second largest local media company in the United States. Our company is results-driven, with custom digital solutions, access to unique audiences, and 30 local markets across the country. We provide direct access to the desired audience and lead performance across many effective marketing tactics.

Who We Are

We are a significant part of the local community, equipped with talented staff in our local media companies that work hard to be an essential part of their communities. And although we are locally trusted and well-known, we are not confined to the area. We are also nationally recognized. Our content and strategies reach tens of millions — many of which are well beyond our core markets — and throughout major metropolitan areas across the country.

We take an audience-targeting approach, building lasting relationships and prioritizing success by combining print and online tactics to reach and resonate with consumers. By putting your audience first and approaching them at every touchpoint with messaging and relevant interactions, McClatchy always gets your brand front and center of consumer minds.

Our Industry Expertise

Although our expertise is far from limited to the following industries, some notable markets have benefited from our strategic marketing approach and unique audiences:



HEALTHCARE



SENIOR LIVING



TRAVEL



HOME SERVICES



CANNABIS



POLITICAL



LEGAL

Our Reach and Audience

McClatchy's reach is unmatched by other partners, connecting clients to tens of millions of national impressions across all of our platforms. With more than 30 news sites, our teams effectively deliver your message to the most desirable audience segments. This means connecting with millions of social followers, video viewers, and digital visitors while building relationships with digital readership across the country in several major cities.

More specifically, **McClatchy reaches:**

75+ million
unique digital visitors

10+ million
views on monthly videos

7 million
combined social media followers

Who We Serve

At McClatchy, our strategic, experienced, and skilled teams of professionals serve:

- Small to mid-sized local businesses
- Large national brands
- Brands of all sizes
- Non-profits






Our Solutions

Likewise, these industries and many more have succeeded through our advertising solutions. Our top talent can serve your brand needs in every way possible to help you reach and resonate with your ideal consumers. That said, McClatchy is known for specializing in these top solutions:

-  **SEARCH ENGINE MARKETING (SEM)**
Gain visibility and more leads through a strategic approach to paid advertising on major search engines like Google.
-  **SEARCH ENGINE OPTIMIZATION (SEO)**
Rank higher on search engines and get found by your target audience when you optimize your website content with the latest techniques in organic search.
-  **PROGRAMMATIC ADVERTISING**
Reach a narrowed target audience where they are across a broader web scape and in real-time.
-  **DIGITAL AUDIO**
Connect with audiences on radio, streaming audio, and podcasts to build relationships with growing viewership.
-  **SOCIAL MEDIA**
Grow your online presence and engage users on the most active platforms.
-  **EMAIL MARKETING**
Establish, build, and maintain relationships with your prospects with ongoing email announcements, tips, and other product/service-related information.
-  **VIDEO PRE-ROLL**
Capture your audience's attention with the most-preferred method of consuming content.

Win with McClatchy

McClatchy is a full-service multimedia partner focused on getting results and improving ROI. When you **partner with McClatchy**, you align with one of the most trusted brands locally, and across the U.S. You also gain access to the top solutions and teams of experts with extensive knowledge, experience, and expertise in both your industries and the solutions your brand leverages.

-  **OTT & CTV ADVERTISING**
Get unmatched targeting capabilities that allow you to reach specific audiences with your personalized messaging.
-  **REPUTATION MANAGEMENT**
Perfect your brand's online reputation to gain the trust your consumers need to purchase from you and become loyal advocates.
-  **WEBSITE DEVELOPMENT**
Increase positive performance to help users find and connect with you online.
-  **NATIVE & BRANDED CONTENT**
Build trust with quality content that reaches an audience relevant to your brand.
-  **STAFFING**
Find the right talent for your team to ensure your company is adequately prepared for your upcoming growth and success.

Our Campaign Performance

When partnered with McClatchy, brands achieve — and more often than not, exceed — their original objectives with campaign performances that:

- ✓ Effectively deliver messages to your ideal, defined audiences locally and nationally
- ✓ Increase your brand visibility and brand recognition
- ✓ Attract more customers to you
- ✓ Engage your audience across multiple platforms
- ✓ Leverages targeted marketing that reaches and resonates
- ✓ Efficiently builds tailored multimedia strategies that boost ROI