

THE WORLD MOVES FAST. WE'RE MOVING FASTER.

NOLA Media Group is an advanced digital media company with national reach, state-of-the art advertising technology and a vast reservoir of big data about consumers. You know your customers. We know how to reach them the precise moment they're in the market, whether across the street or across the nation.

Let us tell you how.



marketing
advertising
strategy
branding
content
display
search
video
social



RETHINK YOUR MARKETING

You'll be amazed at what we can do for your business.

NOLAMEDIAGROUP.COM | 826-3000



HOW DO YOU FIND **YOUR** IDEAL CUSTOMERS?



AGE: 45-64
INCOME: 75K+
INTERESTS: FISHING, HUNTING,
WATCHING SPORTS, AND OF
COURSE...TIGER FOOTBALL.

Tom's your ideal customer.



AGE: 25-34
INCOME: 35K+
INTERESTS: NOT WHAT
TOM IS INTERESTED IN.

Then why are you advertising to them...



...when you can reach more people like Tom?

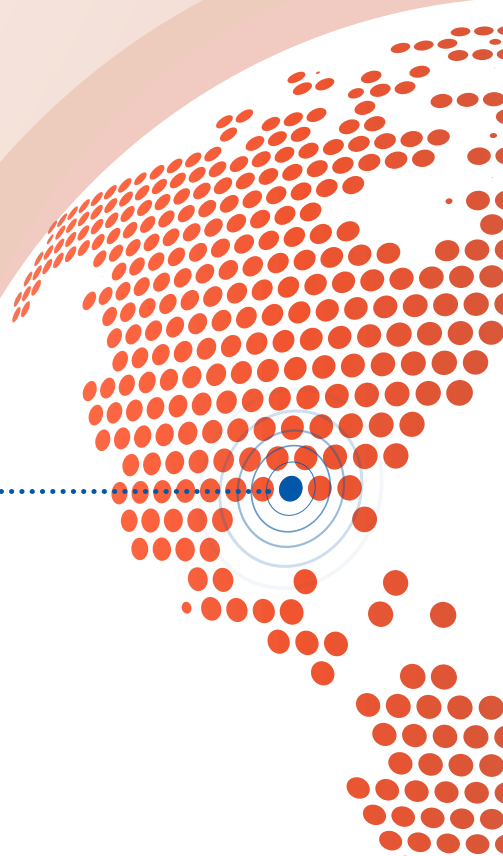
Take a long look at your marketing and advertising strategy. Are you maximizing the technology available to pinpoint your customers and then target them with strategic digital marketing that drives home your message? If it sounds like your digital strategy isn't quite hitting the target, it might be time to rethink your marketing.



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HOW DO YOU FIND **YOUR** IDEAL CUSTOMERS?

Gordon is your ideal customer.



So is Leslie.



And you think the only way to reach them is to reach *everyone*...

...when in fact we can help you reach customers and potential customers just like and **ONLY** like Gordon and Leslie...



...so you're not wasting your advertising dollars on customers who aren't interested in your product.

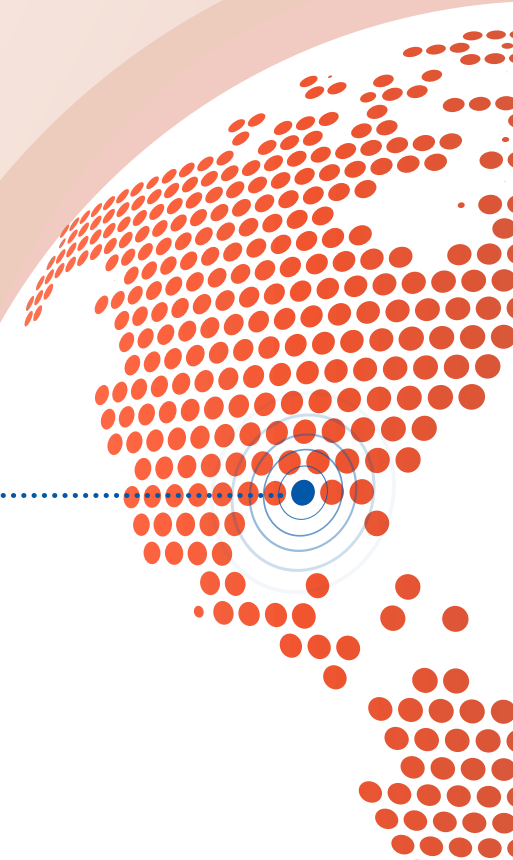
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HOW DO YOU FIND **YOUR** IDEAL CUSTOMERS?

AGE: 18-34
INCOME: 35K+
INTERESTS: YOUR BUSINESS

Jasmine is your ideal customer...



...and you know your core target audience is a younger demographic.



AGE: 35-54
INCOME: 55K+
INTERESTS: NOT YOUR BUSINESS

What we do is take what you know about your customers and make sure it isn't being delivered to the wrong audience...

...so your tailored digital advertising is delivered to an audience more like Jasmine.



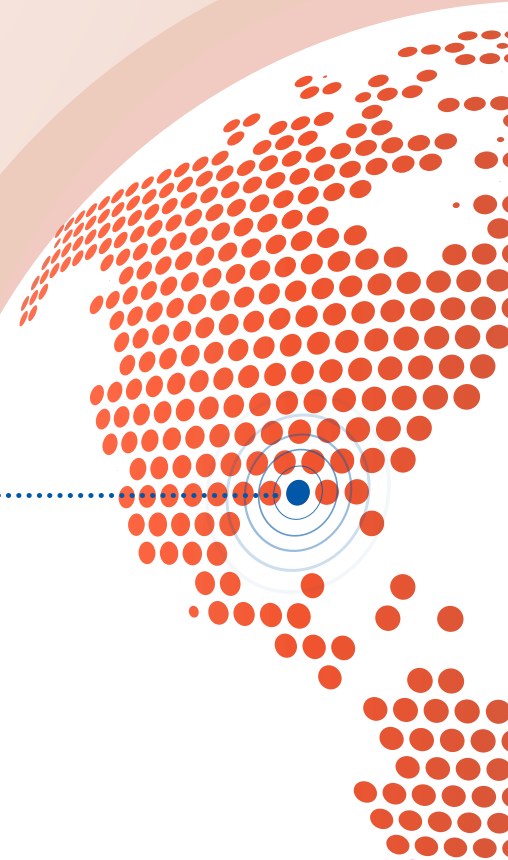
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HOW DO YOU FIND **YOUR** IDEAL CUSTOMERS?

AGE: 45-54
INCOME: 65K+
INTERESTS: YOUR BUSINESS



Patrick is your ideal customer...

...and you want to reach other consumers just like him.

But you also want to tell your company's story to a broader audience so you can increase overall awareness of your brand and attract new customers...



...and advertising in The Times-Picayune continues to be an extremely effective way to do just that...



...so you have the best of both worlds: a targeted digital campaign that reaches an audience just like Patrick PLUS a branding campaign using the power of The Times-Picayune.

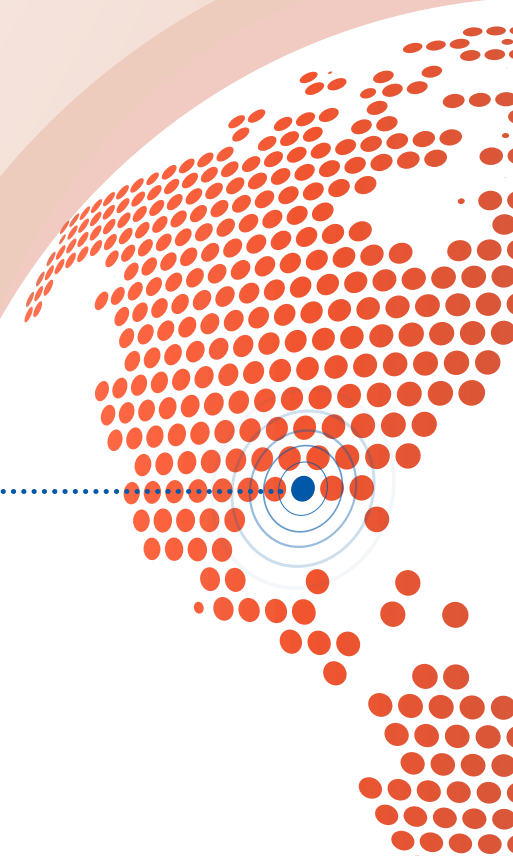
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HOW DO YOU FIND **YOUR** IDEAL CUSTOMERS?



To compete for Alan's business, you need a digital partner with creative muscle, unparalleled audience data and marketing technology. You have a story to tell. We can reach the people who want to hear it.



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