MARKETING GUIDE 2022

CLICK HERE
to see how KCCI can help your business.
70% own their own home.

44% have household incomes over $75K.

15% are new to their community within the past 1-2 years.

9% are new to their community within the past 3-4 years.

66% watch KCCI for weekday morning, evening or late news each week.

26% say television is the most influential medium.

49% would consider streaming a local newscast online.

33% say television ads trigger online searches.

77% watched television through a streaming service.

The average age of a Des Moines area adult is 46.

Source: Marshall Marketing, Survey 2021
Des Moines and Surrounding Areas Composition

**GENDER**
- 50% Women
- 50% Men

**AGE RANGE**
- 18 - 24: 15%
- 25 - 34: 18%
- 35 - 44: 14%
- 45 - 54: 19%
- 55 - 64: 16%
- 65+: 19%

**ETHNIC BACKGROUND**
- 85% Caucasian
- 6% Hispanic
- 4% African American
- 4% Asian
- 1% Native American

**OCCUPATIONS**
- 38% White Collar, Managerial, Professional
- 22% Retired
- 9% Blue Collar, Operative Worker
- 6% Homemaker
- 3% Student

**YEARS PRESENT IN COMMUNITY**
- 1 - 2 Years: 15%
- 3 - 4 Years: 9%
- 5 - 15 Years: 23%
- 16+ Years: 54%

**HOUSEHOLD INCOME**
- < $30 K: 24%
- $30 - 50 K: 19%
- $50 - 75 K: 19%
- $75 - 100 K: 14%
- $100 K: 24%

Source: Marshall Marketing Survey, 2021
### Local Categories

<table>
<thead>
<tr>
<th>Retail Category</th>
<th>AUTOMOTIVE</th>
<th>HEALTHCARE</th>
<th>HOME IMPROVEMENTS</th>
<th>GROCERY</th>
<th>FURNITURE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Intenders</strong></td>
<td>149,782 purchase automotive (new or used)</td>
<td>606,897 are healthcare decision makers</td>
<td>541,436 are home improvement decision makers</td>
<td>444,909 are primary grocery shoppers</td>
<td>266,280 are furniture buyers</td>
</tr>
</tbody>
</table>

#### TV Triggers

<table>
<thead>
<tr>
<th>Category</th>
<th>Online Search</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUTOMOTIVE</td>
<td>40%</td>
</tr>
<tr>
<td>HEALTHCARE</td>
<td>32%</td>
</tr>
<tr>
<td>HOME IMPROVEMENTS</td>
<td>32%</td>
</tr>
<tr>
<td>GROCERY</td>
<td>33%</td>
</tr>
<tr>
<td>FURNITURE</td>
<td>34%</td>
</tr>
</tbody>
</table>

#### Intenders who visit KCCI.com

<table>
<thead>
<tr>
<th>Category</th>
<th>Visit KCCI.com</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUTOMOTIVE</td>
<td>36%</td>
</tr>
<tr>
<td>HEALTHCARE</td>
<td>40%</td>
</tr>
<tr>
<td>HOME IMPROVEMENTS</td>
<td>41%</td>
</tr>
<tr>
<td>GROCERY</td>
<td>40%</td>
</tr>
<tr>
<td>FURNITURE</td>
<td>38%</td>
</tr>
</tbody>
</table>

#### Intenders who livesteam KCCI News

<table>
<thead>
<tr>
<th>Category</th>
<th>Livestream KCCI News</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUTOMOTIVE</td>
<td>16%</td>
</tr>
<tr>
<td>HEALTHCARE</td>
<td>15%</td>
</tr>
<tr>
<td>HOME IMPROVEMENTS</td>
<td>15%</td>
</tr>
<tr>
<td>GROCERY</td>
<td>14%</td>
</tr>
<tr>
<td>FURNITURE</td>
<td>17%</td>
</tr>
</tbody>
</table>

#### Intenders who watched KCCI in the past week

<table>
<thead>
<tr>
<th>Category</th>
<th>Watched KCCI in the past week</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUTOMOTIVE</td>
<td>59%</td>
</tr>
<tr>
<td>HEALTHCARE</td>
<td>67%</td>
</tr>
<tr>
<td>HOME IMPROVEMENTS</td>
<td>68%</td>
</tr>
<tr>
<td>GROCERY</td>
<td>67%</td>
</tr>
<tr>
<td>FURNITURE</td>
<td>70%</td>
</tr>
</tbody>
</table>

Source: Marshall Marketing Survey, 2021
Influential Media and Online Search

### Which of the following media types is most influential?

**Adults 18+ in Total Survey Area**

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td>26%</td>
</tr>
<tr>
<td>Social Media</td>
<td>26%</td>
</tr>
<tr>
<td>Internet Search</td>
<td>15%</td>
</tr>
<tr>
<td>Internet Ads</td>
<td>5%</td>
</tr>
<tr>
<td>Direct Mail</td>
<td>4%</td>
</tr>
<tr>
<td>Radio</td>
<td>3%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>2%</td>
</tr>
</tbody>
</table>

### Weekly Average Viewers

<table>
<thead>
<tr>
<th></th>
<th>KCCI3.COM</th>
<th>MeTV</th>
<th>myKCCI</th>
<th>KCCI8.COM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Viewers</td>
<td>643,376</td>
<td>266,285</td>
<td>204,311</td>
<td>536,000</td>
</tr>
</tbody>
</table>

### Monthly Average Users

<table>
<thead>
<tr>
<th></th>
<th>KCCI3.COM</th>
<th>KCCI8.COM</th>
<th>MeTV</th>
<th>myKCCI</th>
<th>Facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td>Users</td>
<td>2,530,000</td>
<td>206,000</td>
<td>547,225</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Which of the following triggers you to start an online search?

**Adults 18+ in Total Survey Area**

<table>
<thead>
<tr>
<th>Trigger Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television Ads</td>
<td>33%</td>
</tr>
<tr>
<td>Internet Ads</td>
<td>30%</td>
</tr>
<tr>
<td>Online Commercials or Videos</td>
<td>22%</td>
</tr>
<tr>
<td>Coupons</td>
<td>22%</td>
</tr>
<tr>
<td>Email Ads</td>
<td>14%</td>
</tr>
<tr>
<td>Direct Mail</td>
<td>12%</td>
</tr>
<tr>
<td>In store</td>
<td>11%</td>
</tr>
<tr>
<td>Magazine</td>
<td>10%</td>
</tr>
<tr>
<td>Radio</td>
<td>8%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>8%</td>
</tr>
</tbody>
</table>

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**KCCI has a Loyal Audience on TV, Multicast, Online, and Social!**

Take advantage of KCCI’s Audience Beyond Broadcast TV and expand your reach to all KCCI platforms.

Source: Marshall 2021
Nielsen Sept 2021 Average Cume P2+
Reach your audience anytime, anywhere, on Anyscreen.

NATIONWIDE REACH
Powering targeted local and national advertising campaigns in all 210 nationwide DMAs.

- **30K** Behavioral Audience Segments
- **3B** Unique Devices
- **100M** US Households
- **210** DMAs

Our Solutions

OVER THE TOP
A targeted OTT platform that provides a single, centralized access point to the streaming TV marketplace. With a unique focus on quality, Hearst Anyscreen delivers premium “living room experience” television that is served primarily on Connected TVs.

DISPLAY, VIDEO, SOCIAL
Audience-targeted, premium display, rich media, online video and social placements reach your target audience wherever they consume media.

HEARST AUDIENCE MARKETPLACE
The Hearst Audience Marketplace allows you to define the best audience for your unique campaign goals. Choose from our a-la-carte menu of Classic Audiences, our proprietary Hearst Audience Personas, or enlist our team of experts to build a customized targeting approach as unique as your business.

HEARST ANALYTICS
Insightful and transparent reporting dashboards provide visibility into real-time campaign performance and back our promise of brand-safe, quality content.
Which stations have you watched a livestream newscast of in the past seven days?

**AGE GROUP SURVEY**

**GENERATION Z**
(b. 1997 and later)

- KCCI-TV: 18% 17,752
- WHO-TV: 4% 4,438
- KDSM: 4% 4,438
- WOI: 2% 2,219

**MILLENIALS**
(b. 1981-1996)

- KCCI-TV: 23% 37,723
- WHO-TV: 7% 11,095
- KDSM: 3% 4,438
- WOI: 3% 4,438

**GENERATION X**
(b. 1965-1980)

- KCCI-TV: 13% 24,255
- WHO-TV: 8% 15,533
- KDSM: 1% 2,219
- WOI: 3% 5,547

**BABY BOOMERS**
(b. 1946-1964)

- KCCI-TV: 9% 14,424
- WHO-TV: 3% 4,438
- KDSM: 1% 2,219
- WOI: 0.6% 1,110

**SENIORS**
(b. before 1945)

- KCCI-TV: 13% 6,657
- WHO-TV: 2% 1,110
- KDSM: 2% 1,110
- WOI: 0%

Source: Marshall Marketing Survey, 2021
OUR VIEWERS

5:00 AM NEWS
92,619 VIEWERS
150% of Jack Trice Stadium filled

6:00 AM NEWS
125,387 VIEWERS
200% of Jack Trice Stadium filled

5:00 PM NEWS
135,882 VIEWERS
200% of Jack Trice Stadium & 80% of Wells Fargo Stadium filled

6:00 PM NEWS
170,898 VIEWERS
278% of Jack Trice Stadium filled

10:00 PM NEWS
193,055 VIEWERS
300% of Jack Trice Stadium & 53% of Wells Fargo Stadium filled

(Nielsen Sept 2021 P2+, Mon-Fri)
Jack Trice Stadium Seating Capacity: 61,500
Wells Fargo Arena Seating Capacity: 16,110
Which local TV station do you watch most often for the breaking news?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>KCCI-TV</th>
<th>WHO-TV</th>
<th>KDSM</th>
<th>WOI</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Generation Z</strong></td>
<td>17%</td>
<td>13%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>(b. 1997 and later)</td>
<td>16,642</td>
<td>13,314</td>
<td>2,219</td>
<td>3,328</td>
</tr>
<tr>
<td><strong>Millennials</strong></td>
<td>27%</td>
<td>20%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Generation X</strong></td>
<td>36%</td>
<td>25%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>(b. 1965 - 1980)</td>
<td>67,680</td>
<td>46,599</td>
<td>6,657</td>
<td>6,657</td>
</tr>
<tr>
<td><strong>Baby Boomers</strong></td>
<td>40%</td>
<td>24%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>(b. 1946-1964)</td>
<td>66,570</td>
<td>39,942</td>
<td>6,657</td>
<td>5,547</td>
</tr>
<tr>
<td><strong>Seniors</strong></td>
<td>38%</td>
<td>20%</td>
<td>9%</td>
<td>0%</td>
</tr>
<tr>
<td>(b. before 1945)</td>
<td>18,861</td>
<td>9,986</td>
<td>4,438</td>
<td>0%</td>
</tr>
</tbody>
</table>

Source: Marshall Marketing Survey, 2021
The “Money” Demo (A25 - 64)
Consider a New Target

Over the next 20 years, spending by people 50+ is expected to increase by 58%.

- 67% are married.
- 74% are employed.
- 78% own their own home.
- 35% have a college degree and 20% have a graduate degree.
- 53% have lived in their community for 16 or more years.
- 53% are empty nesters, while 47% still have children living in the home.
- 42,161 plan on purchasing a new home.
- 104,293 plan on buying a new or used vehicle.
- 44,380 have a roof over 16 years old.
- 57,694 will be making decisions for an elderly parent.
- 58,803 plan on purchasing new tires for their car or truck.
- 78,774 plan on purchasing furniture over $500.
- 144,235 have a household income of $100,000+
- 32,175 have a household income of $200,000+
- 149,782 will buy eyeglasses.
- 71,008 will make a charitable donation over $100 this year.
- 47,709 have an HVAC unit over 16 years old.
- 59,913 plan to continue their education.
- 35% have a college degree and 20% have a graduate degree.
- 53% have lived in their community for 16 or more years.
- 47% are empty nesters, while 47% still have children living in the home.
- 42,161 plan on purchasing a new home.
- 104,293 plan on buying a new or used vehicle.
- 44,380 have a roof over 16 years old.
- 57,694 will be making decisions for an elderly parent.
- 58,803 plan on purchasing new tires for their car or truck.
- 78,774 plan on purchasing furniture over $500.
- 144,235 have a household income of $100,000+
- 32,175 have a household income of $200,000+
- 149,782 will buy eyeglasses.
- 71,008 will make a charitable donation over $100 this year.

Source: Marshall Marketing Survey, 2021
Expanding the A25-54 demo just ten years to A25-64 results in a significant increase in consumers compared to our competition.

**KCCI 8 News This Morning**

M-F 5-7am

- +52% KCCI 8 News This Morning reaches 52% more consumers than the competition.

**KCCI 8 News at 5pm and 6pm**

M-F 5-7pm

- +22% KCCI 8 News at 5pm and 6pm reaches 22% more consumers than the competition.

**KCCI 8 News at 10pm**

M-F 10pm

- +26% KCCI 8 News at 10pm reaches 26% more consumers than the competition.

Source: Nielsen May 2021 (M-F) A25-64
Viewer Profile

THE AVERAGE VIEWER

AGE
45.6

INCOME
$81,100

41% White Collar, Managerial, Professional

19% Retired

31% Working Women

2% Student

TOP CATEGORIES FOR INTENT TO BUY

23% will buy eyeglasses

18% will buy new furniture

16% will invest in continuing education

17% will buy tires

15% will buy a used vehicle

TOP 4 PROGRAMS

1. Law & Order Criminal Intent
   83,212 viewers (18+)

2. House
   59,913 viewers (18+)

3. Monk
   49,928 viewers (18+)

4. Star Trek: The Next Generation
   47,709 viewers (18+)
Viewer Profile

THE AVERAGE VIEWER

AGE 49.5
INCOME $84,600

40% White Collar, Managerial, Professional
24% Working Women
27% Retired
1% Student

9PM NEWS VIEWERS

AGE 54.3
INCOME $59,300

30% Working Women

TOP 6 PROGRAMS

1 9pm News
94,308 viewers (18+)

2 M.A.S.H.
77,665 viewers (18+)

3 Twilight Zone
72,117 viewers (18+)

4 Andy Griffith
59,913 viewers (18+)

5 Gilligan's Island
51,037 viewers (18+)

6 Star Trek
44,380 viewers (18+)

TOP CATEGORIES FOR INTENT TO BUY

31% will buy eyeglasses
24% will make a charitable contribution
19% will visit a casino
18% will buy furniture
17% will invest in continuing education
PRIMARY ELECTION NIGHT
JUNE 7, 2022
BUYING WINDOW:
April 23, 2022 – June 7, 2022

GENERAL ELECTION
NOVEMBER 8, 2022
BUYING WINDOW:
September 10, 2022 – November 8, 2022

KCCI Testimonials

"We would like to thank KCCI for assembling an amazing staff!
From our initial meeting with our account rep, we thought, "hey this is different". Thank you for taking the time to listen. The production crew was amazing, creative and very professional. Since this commercial has aired it has improved our overall call volume in the hours we are promoting.

Thank you again for thinking outside the box."
— Roy Connett

"I would like to express how much the commercial KCCI produced and aired has improved my retail business.
Your team is amazing in producing commercials and making it fun as well. This is truly the best advertising money I have spent in the three years of running my business. Thank you and your group for doing such a great job in making my business successful."
— Julia Prendergast
Veteran journalist Soledad O’Brian, whose resume includes time at NBC and CNN, hosts this weekly newsmagazine that focuses on political and socioeconomic issues affecting America. “Matter of Fact” promises to provide balanced coverage of issues that will impact the future and discuss what’s really going on in the country’s political scene. The program includes interviews with decision makers and people who influence policy and can help institute changes. O’Brien says her goal with the show is “to expand the conversation around the issues that truly matter with those who are most directly able to impact our everyday lives.”

Nationally, Matter of Fact delivers nearly a million HHs, in aggregate across US metered market stations on broadcast airings and the FYI cable network.

KCCI 8 News Close Up is a half hour news interview program. In political seasons, KCCI Commitment coverage will extend to KCCI 8 News Close Up, providing in-depth conversations with candidates.
Stay-in-the-know on entertainment’s brightest stars when you watch the Grammys, the Tonys, the Kennedy Center Honors, and the CMT Music awards on KCCI.

Year-round coverage of your favorite sports, including SEC and NFL Football, NCAA Basketball, and Pro Golf.
Hearst moved toward impression-based selling in 2021. This reflects a major industry shift and offers many advantages.

**WHAT ARE IMPRESSIONS?**
Impressions represent the total number of times a program was viewed, regardless of the type of screen. This includes cable, ADS (satellite), over-the-air, and broadband-only households.

**HOW ARE THEY DIFFERENT FROM RATINGS?**
Ratings represent the audience of a program expressed as a percent of the population, whereas impressions represent the total number of views expressed in an actual number.

Impressions give a more accurate representation of KCCI’s reach. Consumers can choose from multiple platforms, fragmenting audiences and creating many universes to analyze. This ensures that all viewers, on all screens, are counted.

**WHAT IT MEANS:**

- **Apples to Apples Evaluation**
  Impression-based buying simplifies the way media is evaluated across various platforms.

- **Multiple Platforms**
  This approach enables all media, including OTT, to be factored into multi-channel planning.

- **Comprehensive Data**
  KCCI is empowered to capture all of its audiences, no matter where they consume content.

- **Strategy**
  It adds precision to audience-targeted advertising, and shows the full range and value of the viewership.

**BROADBAND-ONLY HOUSES (BBO)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Households Counted</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>372,040</td>
</tr>
<tr>
<td>2021</td>
<td>457,400</td>
</tr>
</tbody>
</table>

*+23%*

Impressions paint a more accurate portrait of KCCI’s viewership.

With the addition of BBO households, we will be including all households in the market.
INCLUSION
KCCI embraces inclusion by creating opportunities for everyone.

Veterans hiring initiatives  Support and outreach for diverse employees  Establishing partnerships with diverse suppliers

COMMUNITY OUTREACH
KCCI serves Central Iowans through important community outreach directed to mental health, food insecurity, and childhood development.