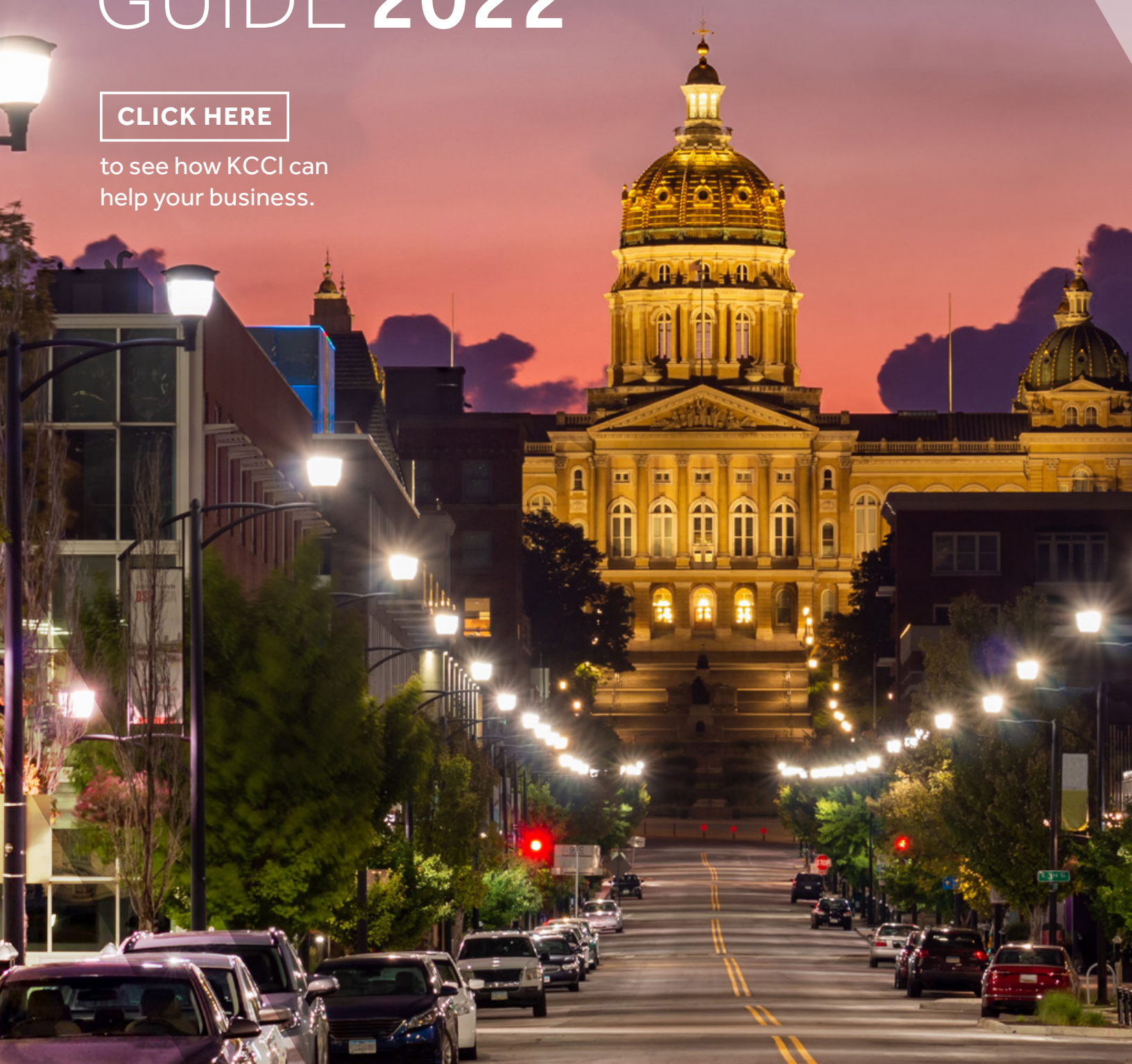




MARKETING GUIDE 2022

[CLICK HERE](#)

to see how KCCI can
help your business.



Des Moines Area Adults Fast Facts



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**.



The average
age of a Des Moines
area adult is

46



66%

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

26%

say television is the most
influential medium.

33%

say television ads trigger
online searches.

49%

would consider streaming
a local newscast online.

77%

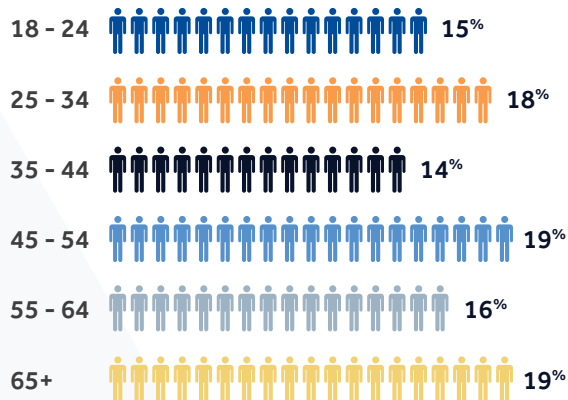
watched television through
a streaming service.

Des Moines and Surrounding Areas Composition

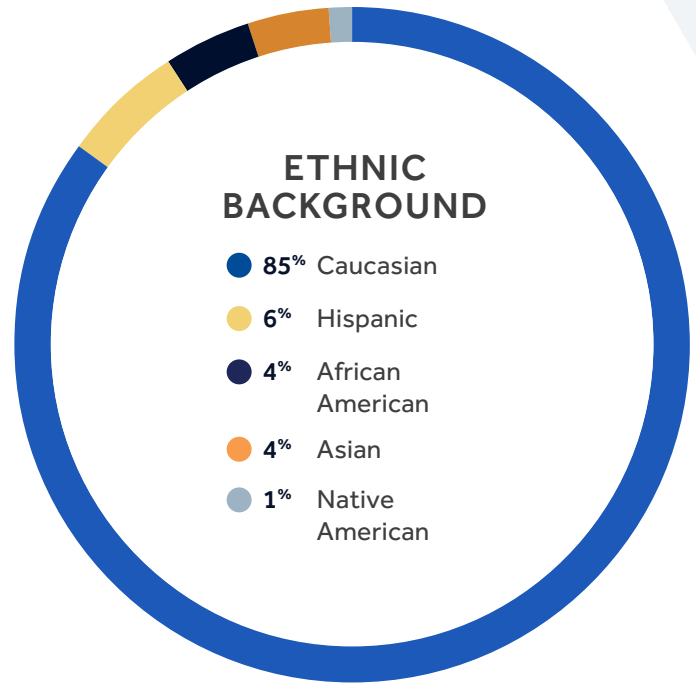
GENDER



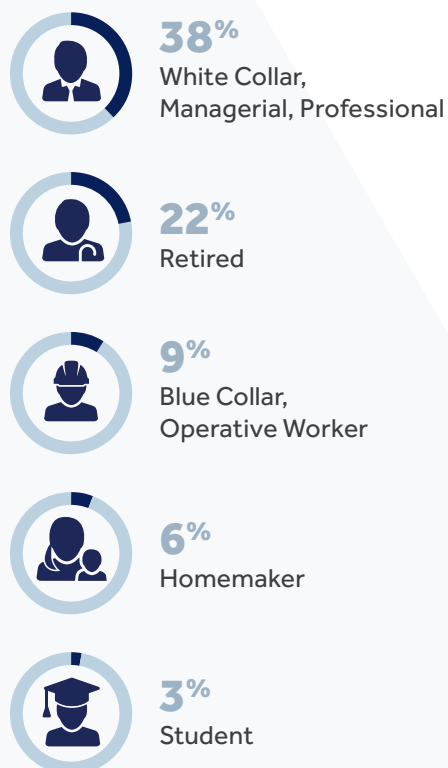
AGE RANGE



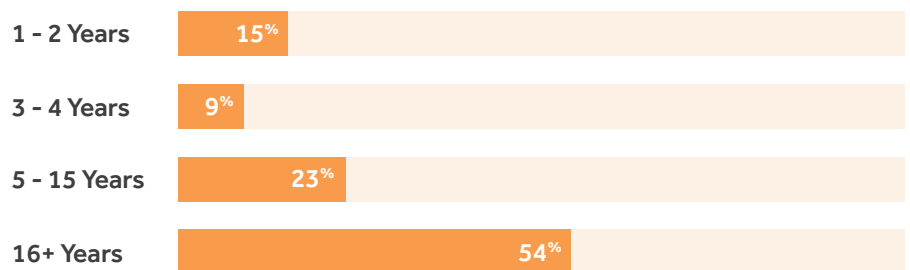
ETHNIC BACKGROUND



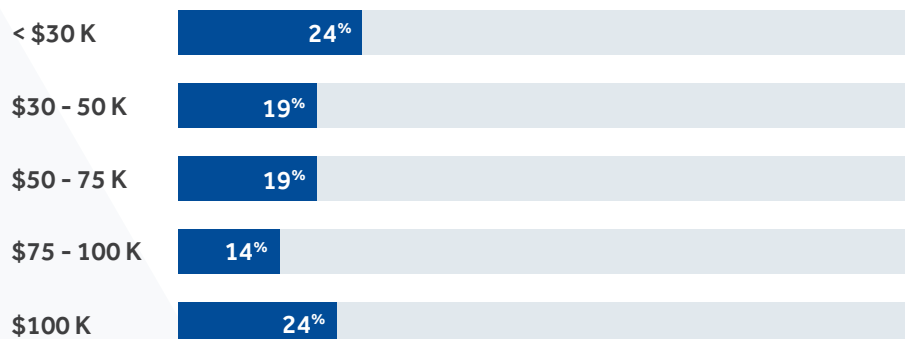
OCCUPATIONS



YEARS PRESENT IN COMMUNITY

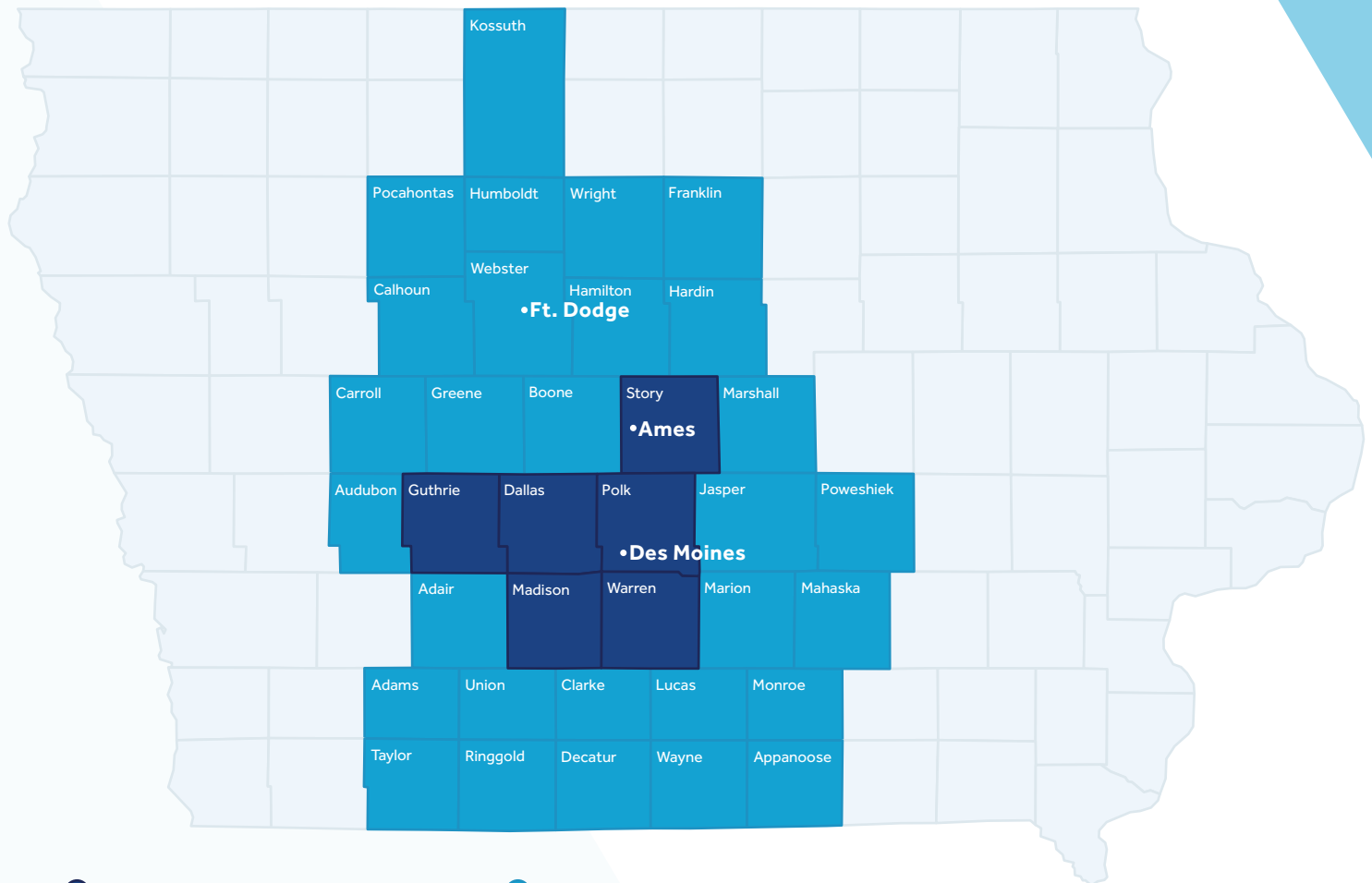


HOUSEHOLD INCOME



DES MOINES - AMES

Broadcast Coverage Map



Metro Area

314,060 TV Households






598,024 Adults 18+

Designated Market Area

457,040 TV Households

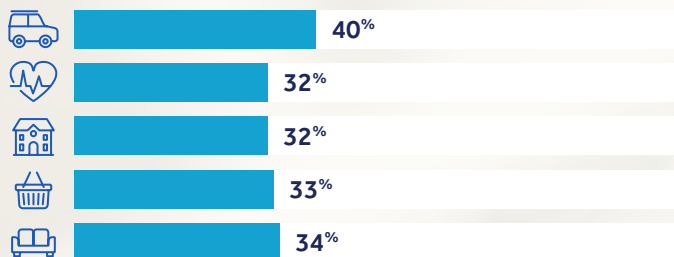
859,144 Adults 18+

KCCI 8 FUELS PROFITS FOR LOCAL CATEGORIES

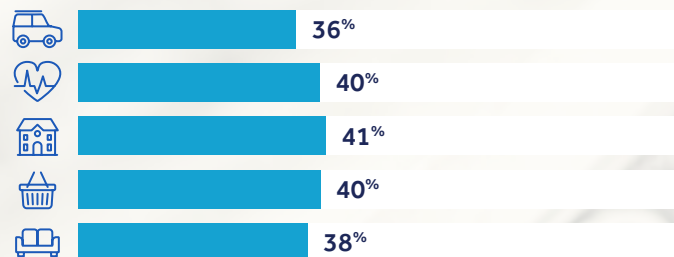
Retail Category	 AUTOMOTIVE	 HEALTHCARE	 HOME IMPROVEMENTS	 GROCERY	 FURNITURE
Total Intenders	149,782 purchase automotive (new or used)	606,897 are healthcare decision makers	541,436 are home improvement decision makers	444,909 are primary grocery shoppers	266,280 are furniture buyers



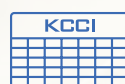
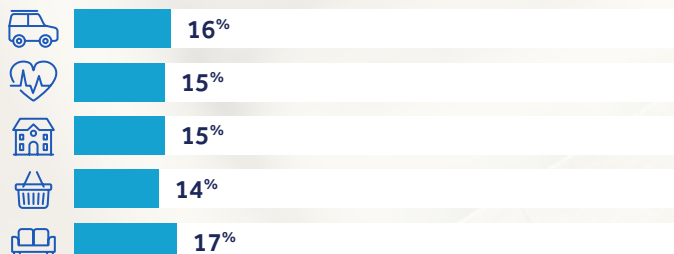
TV Triggers Online Search



Intenders who visit KCCI.com



Intenders who livestream KCCI News



Intenders who watched KCCI in the past week



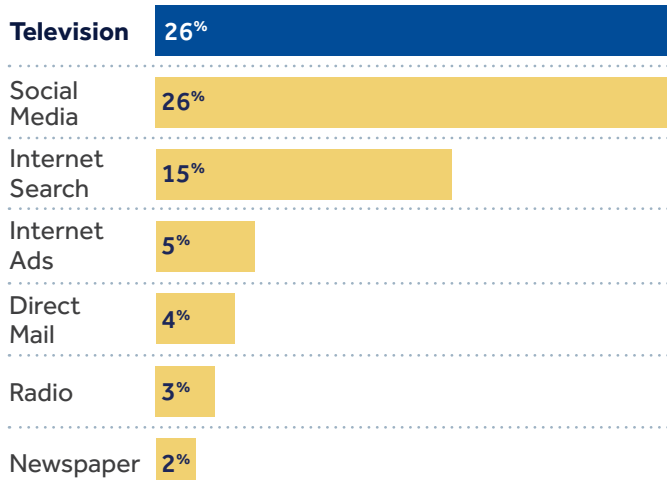
Source: Marshall Marketing Survey, 2021

Influential Media and Online Search



Which of the following media types is most influential?

Adults 18+ in Total Survey Area



Weekly Average Viewers



643,376



266,285



204,311



536,000

Monthly Average Users



2,530,000



206,000

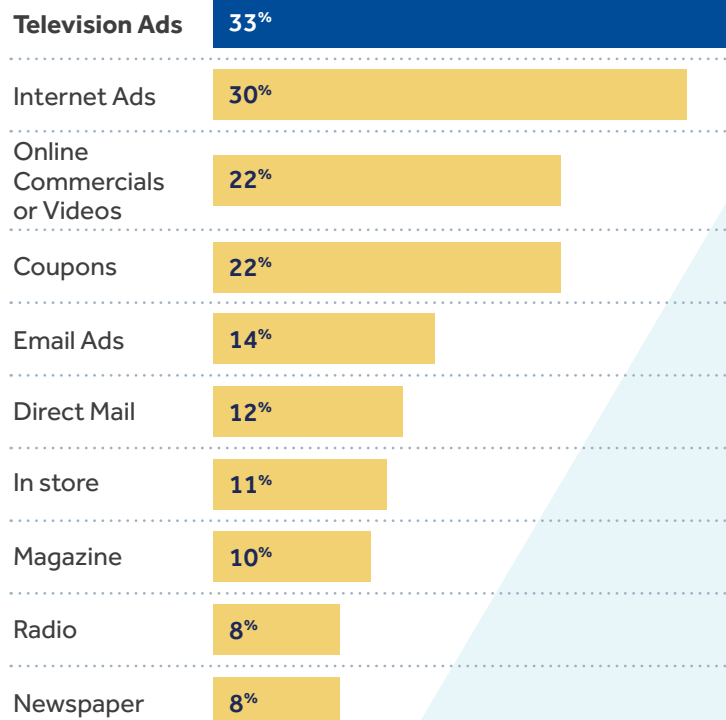


547,225



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

Adults 18+ in Total Survey Area



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.



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

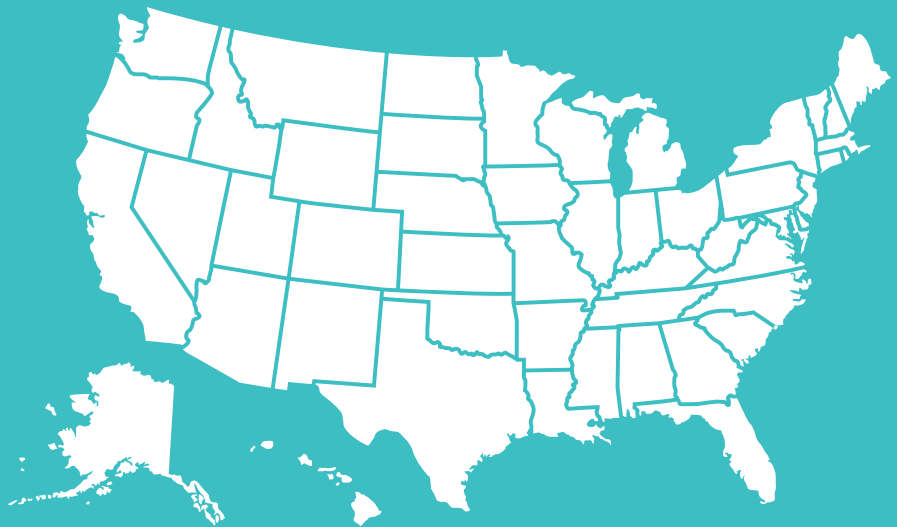
Unique Devices

100M

US Households

210

DMAs



[FIND OUT MORE](#)

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.

[EXPLORE SOLUTION](#)

DISPLAY, VIDEO, SOCIAL

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

[EXPLORE SOLUTION](#)

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.

[EXPLORE SOLUTION](#)

HEARST ANALYTICS

Insightful and transparent reporting dashboards provide visibility into real-time campaign performance and back our promise of brand-safe, quality content.

[EXPLORE SOLUTION](#)



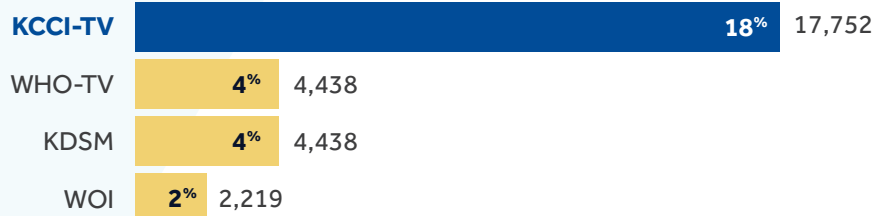
AGE GROUP SURVEY

Which stations have you watched a **livestream newscast** of in the past seven days?



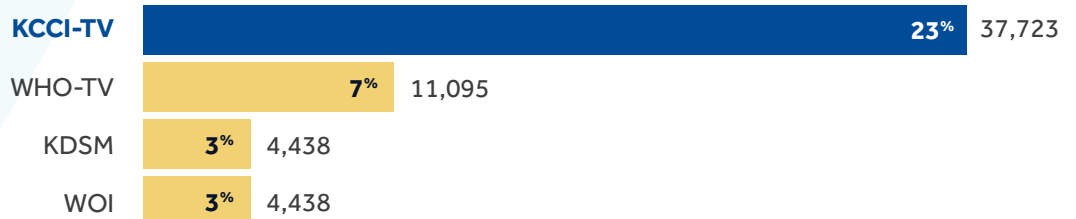
GENERATION Z

(b. 1997 and later)



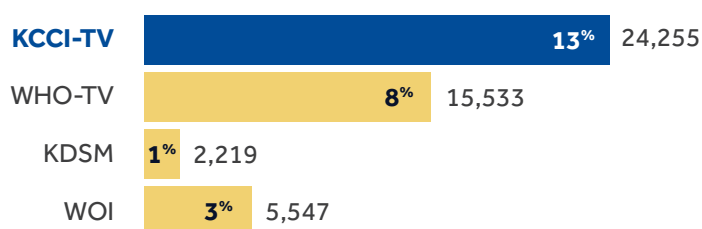
MILLENNIALS

(b. 1981 - 1996)



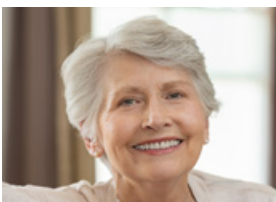
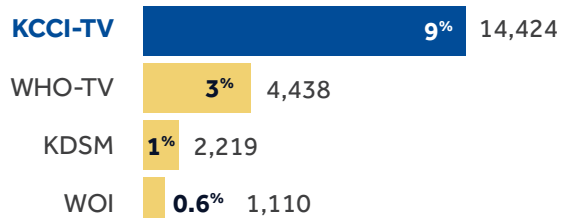
GENERATION X

(b. 1965 - 1980)



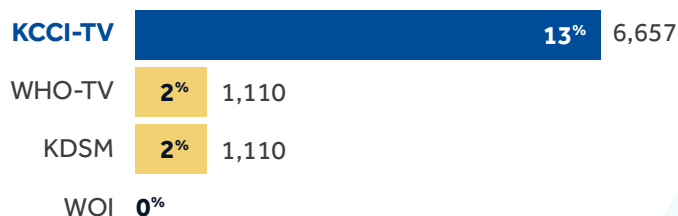
BABY BOOMERS

(b. 1946-1964)



SENIORS

(b. before 1945)



OUR VIEWERS

5:00 AM NEWS

92,619
VIEWERS

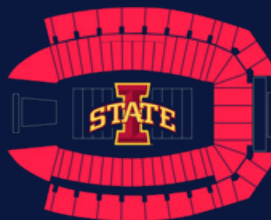
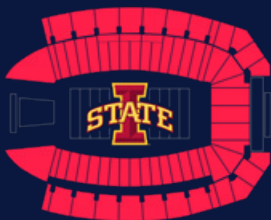
150%
of Jack Trice
Stadium filled



6:00 AM NEWS

125,387
VIEWERS

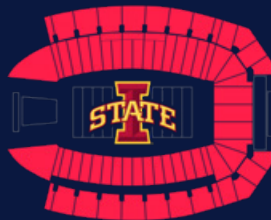
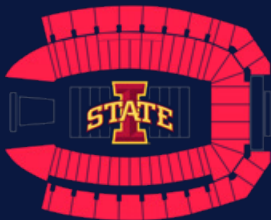
200%
of Jack Trice
Stadium filled



5:00 PM NEWS

135,882
VIEWERS

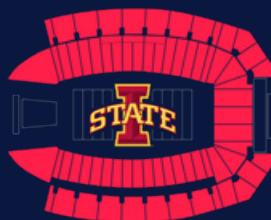
200% of Jack
Trice Stadium
&
80% of Wells Fargo
Stadium filled



6:00 PM NEWS

170,898
VIEWERS

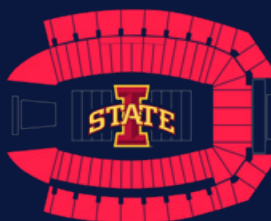
278%
of Jack Trice
Stadium filled



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



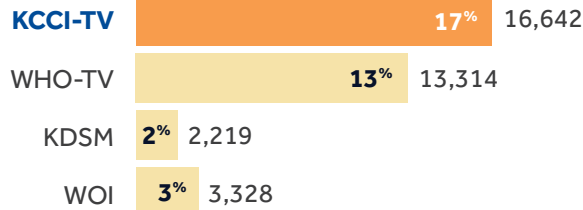
AGE GROUP SURVEY

Which local TV station do you watch most often for the **breaking news**?



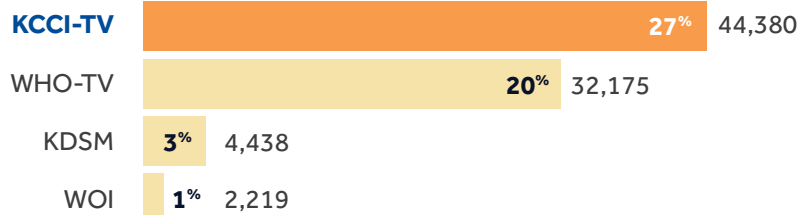
GENERATION Z

(b. 1997 and later)



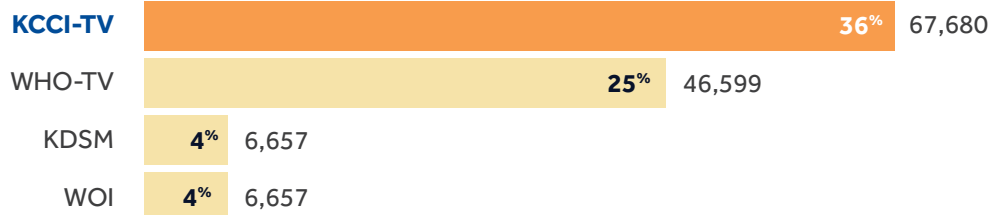
MILLENNIALS

(b. 1981 - 1996)



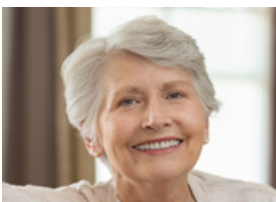
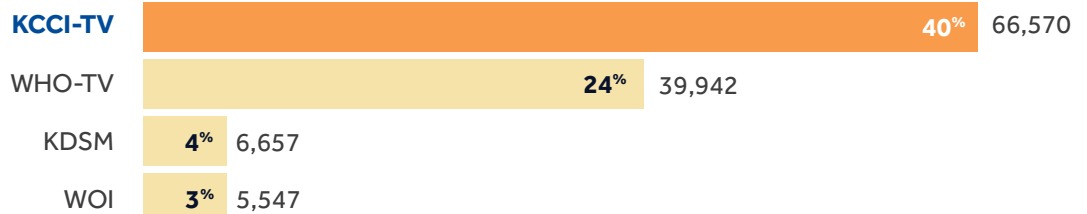
GENERATION X

(b. 1965 - 1980)



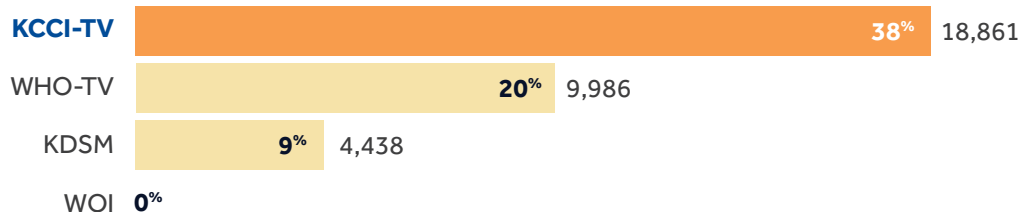
BABY BOOMERS

(b. 1946-1964)



SENIORS

(b. before 1945)



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+**



74,337
plan on buying
energy efficient
windows or doors
for their home.



59,913
plan to **continue**
their education



47,709
have an **HVAC unit**
over 16 years old.



57,694
plan on purchasing
a **new mattress**.

32,175

have a household
income of **\$200,000+**



149,782
will buy **eyeglasses**.

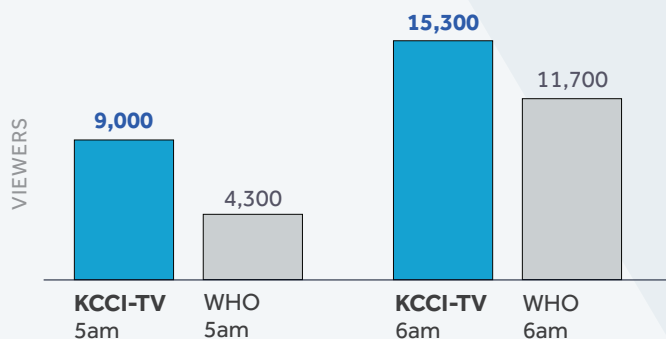


71,008
will make a **charitable**
donation over \$100
this year.

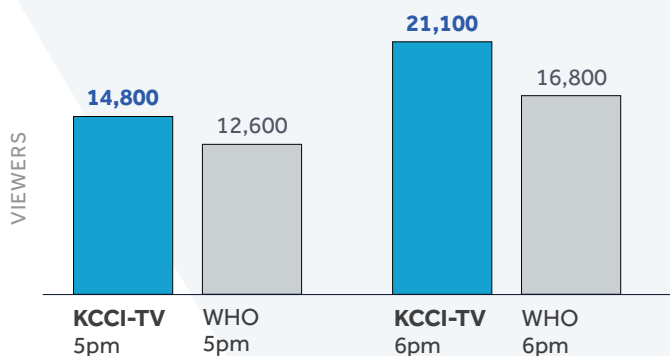
Expanding the A25-54 demo just ten years to A25-64 results in a significant increase in consumers compared to our competition.



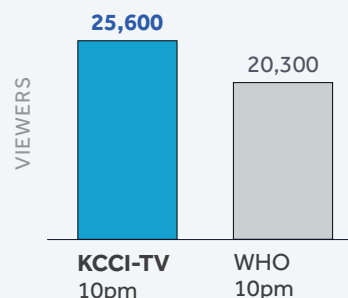
+52% KCCI 8 News This Morning reaches 52% more consumers than the competition.



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



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





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+)



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

COMMITMENT 2022

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



MATTER of FACT

SOLEDAD O'BRIEN

Veteran journalist Soledad O'Brien, 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
NEWS 8

CLOSE UP

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.





CBS Sports & Specials



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.



Impressions

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)

Households Counted

2020

372,040

2021

+23%

457,400

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.



