



# The Queens Ledger

# Brooklyn Star

established 1873

Weekly Community Newspaper Group



- The Queens Ledger
- Glendale REGISTER
- Leader/Observer of Woodhaven
- Queens EXAMINER
- Forest Hills TIMES
- Jackson Heights/Astoria/LIC JOURNAL
- Greenpoint STAR Williamsburg/Greenpoint
- Brooklyn Downtown STAR

# 8 Weekly Newspapers

## Serving Neighborhoods Since 1873

# Now Available at more than 700 outlet locations

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Main Office: 69-60 Grand Avenue - Maspeth 11378 • Conference Office: 86-16 Queens Blvd., Elmhurst 11373

E-Mail: ads@queensledger.com / www.queensledger.com - www.greenpointstar.com Fax: (718) 429-1234



**You Can Reach All of Queens & Brooklyn**

With the  
**Queens Ledger** **Star** Brooklyn  
Weekly Newspaper Group

# **MEDIA KIT**

This Kit Includes Information on:

- \* Rates
- \* Circulation
- \* Readership
- \* Major Client List
- \* Advertising Specifications
- \* Demographics
- \* Distribution Maps
- \* Zip Code Coverage



**718-639-7000**

**Eight Weekly Newspapers Covering all of Queens County, Downtown Brooklyn and North Brooklyn**

- **QUEENS LEDGER** established 1873 •
- LEADER/OBSERVER** of Woodhaven & Richmond Hill established 1909 •
- **Glendale REGISTER** established 1935 •
- **LIC/Astoria/Jackson Heights JOURNAL** established 1986 •
- **Forest Hills/Rego Park TIMES** established 1995 •
- **Queens EXAMINER** established 1999 •
- **Greenpoint STAR & Brooklyn Northside News** originally established 1898 •
- **Brooklyn Downtown STAR** originally established 1841, re-established 2004 •

[www.queensledger.com](http://www.queensledger.com)

Published by Queens Ledger / Greenpoint Star Inc.

**main offices:** 69-60 Grand Avenue, Maspeth, NY 11378

Member:  
New York Press Association

**Phone:** (718) 639-7000 • **FAX:** (718) 429-1234 • **email:** [ads@queensledger.com](mailto:ads@queensledger.com)

**Conference Studio & Corporate Sales office:** 86-16 Queens Blvd., Elmhurst, NY 11373

# Circulation by Zip Codes



## **Queens Ledger 30,000** (established 1873)

11378, Masepth 5200  
11379, Middle Village 4600  
11377, Woodside 3200  
11373, Elmhurst 3400  
11385, Ridgewood/Glendale 2700  
11355, Flushing 4200  
Rest of Queens 6700

## **Glendale Register 8,000** (established 1935)

11385, Glendale 4800  
Rest of Queens 3200

## **LIC, Astoria, Jackson Heights Journal 23,000**

11101, Long Island City 3800 (established 1986)  
11102, Astoria 3100  
11103, Astoria 2300  
11104, Sunnyside 1800  
11105, Astoria, Woodside 1900  
11106, Astoria 1200  
11368, Corona 2100  
11372, Jackson Heights 3300  
11369, East Elmhurst 1500  
11373, Elmhurst 2000

## **Forest Hills/Rego Park Times 18,000**

11375, Forest Hills 8000 (established 1995)  
11374, Rego Park 5000  
11415, Kew Gardens 3500  
Rest of Queens 1500

## **Leader Observer of Woodhaven &**

## **Richmond Hill 25,000** (established 1909)

11421, Woodhaven 6,000  
11414, Howard Beach 3700  
11417, Ozone Park 3500  
11418, Richmond Hill 3200  
11415, Kew Gardens 1000  
11420, South Ozone Park 2300  
11432, Jamaica 3300  
Rest of Queens 2000

## **Queens Examiner 16,000** (established 1999)

11355, Flushing 4700  
11356, College Point 1800  
11357, Whitestone 1900  
11361, Bayside 1300  
11363, Little Neck 1600  
11365, Fresh Meadows 1200  
Rest of Queens 3500

## **Greenpoint STAR & Brooklyn Northside NEWS 15,000**

11211, Williamsburg's Northside 5,000  
11222, Greenpoint 6,000 (originally established 1898)  
11206, Williamsburg 3,000  
11378, Maspeth 1,000

## **Brooklyn Downtown STAR 15,000** (re-established 2004)

11206, Williamsburg East & Bushwick 3,000  
11205, Navy Yard, Clinton Hill, Fort Greene 4,000  
11217, Downtown Brooklyn, Boerum Hill 4,000  
11201, Brooklyn Heights, Park Slope, Downtown 4,000

## **Eight Weekly Newspapers Covering all of Queens County, Downtown Brooklyn and North Brooklyn**

- **The Queens LEDGER** [www.queensledger.com](http://www.queensledger.com)
- **The Queens EXAMINER** of Eastern Queens [www.queensexaminer.com](http://www.queensexaminer.com)
- **The Forest Hills/Rego Park TIMES** [www.foresthillstimes.com](http://www.foresthillstimes.com)
- **The Glendale REGISTER** [www.glendaleregister.com](http://www.glendaleregister.com)
- **The LEADER/OBSERVER** of Woodhaven, Richmond Hill & Howard Beach [www.leaderobserver.com](http://www.leaderobserver.com)
- **The Long Island City/Astoria/Jackson Heights JOURNAL** [www.LICJournal.com](http://www.LICJournal.com)
- **The Greenpoint STAR & Brooklyn Northside NEWS** [www.greenpointstar.com](http://www.greenpointstar.com)
- **The Brooklyn Downtown STAR** [www.BrooklynDowntownstar.com](http://www.BrooklynDowntownstar.com)

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main office • 69-60 Grand Avenue, Maspeth, NY 11378 • (718) 426-7200 • (fax) 718-429-1234 • [ads@queensledger.com](mailto:ads@queensledger.com)

• **Conference Studio & Corporate Sales Office** • 86-16 Queens Boulevard, Elmhurst, NY 11373

# Demographics & Numbers You Should Know



## About Our Newspapers & Demographics

We currently publish eight weekly newspapers in Queens County and Brooklyn, with a combined total circulation of 150,000. Our circulation is entirely paid (combination newsstand and mailed by subscription) and available at more than 700 newsstands. Our readership is made up of community residents who need weekly information which shapes their local lives.

From local environmental issues, to our school boards to local youth and adult sports reporting, the Queens Ledger / Greenpoint Star Community Newspaper Group is serious about informing our readers about; 1. **what is happening on their block**, 2. **what is happening in their neighborhood**, and 3. **what is going on in the boroughs of Queens and Brooklyn which affects their lives**. Our readership is heavily made up of civic members, families with children in schools, people who attend religious services and people involved in community sports. We have subscription programs for organizations in our communities, because those people are the ones who are active. They are the ones with the purchasing power who support our merchants.

Queens County is made up of a series of towns broken into THREE distinct areas. **Established in 1873**, the Newtown Register (from which we evolved) covered the local news for the Western Queens community. Today four of our newspapers cover this diverse area. They are the Queens Ledger, the Glendale Register, the Forest Hills/Rego Park TIMES and the Astoria/Long Island City/Jackson Heights JOURNAL

**Established in 1909**, the Observer weekly newspaper of Richmond Hill published weekly for that town in South Queens. In 1912, the Leader weekly newspaper of Woodhaven combined with the Observer newspaper and the LEADER/OBSERVER newspaper of South-Queens was formed. Today this newspaper is the premier paid weekly community newspaper in South Queens covering Woodhaven, Richmond Hill, Ozone Park, Jamaica and Howard Beach.

In Eastern Queens we publish the Queens Examiner. Our motto; **"we not only cover the news, but we are part of the communities we serve"** sets us apart from any news agency which touches the area. Our rich history and passionate positive coverage allows us to be part of everything which happens in the towns we cover. We are the best advertising medium you could possibly choose.

In Brooklyn the Greenpoint STAR and Brooklyn Northside NEWS covers those great neighborhoods in Brooklyn which are vibrant and growing. The Brooklyn Downtown STAR covers central Brooklyn like a glove.

## Our readership survey shows

- 68% have 3 or more people in the household
- 86% of households have an automobile
- 42% of households have 2 or more automobiles
- 72% own their own home
- 82% have lived in the same town for more than 5 years
- 78% have school aged children living at home
- 72% have a household income level above \$50,000

## Some numbers you should be aware of

**312...** That's the number of **letters to the editor** we published last year. Letters signify that readers are involved with our newspapers. Some agree with us, some disagree, but they care enough to write.

**2,761...** That's how many **pictures** we published throughout our 8 newspapers between June 2006 and May 2007. Local people, places and events are what our local papers are all about. We don't subscribe to a *national* wire service because we know our readers pay for *local news, local action* and neighborhood activities.

**9,665...** That's how many **Real Estate listings** we published in our newspapers in the last 12 months. We believe a real community newspaper has the ear of the Real Estate industry. We take the lead in the eyes of Real Estate agents. SIX pages of listings each week.

**3,126..** That's how many **news stories** we published in our newspapers in the last 12 months. Stories on issues from local news, investigative stories, sports coverage, profiles, reviews and local events are what make our papers the most reader friendly source of news available.

**109..** That's how many **eyesores** of the week we published in our newspapers last year. Eyesores of the week are pictures taken by our staff and our readers. They are pictures of places which have been neglected, contain graffiti or are dirtied. The pictures produce action.

**28,122...** That's how many **advertisements** appeared in our newspapers from March 2007 through March 2008. These advertisers put their faith in our paper and received response to their marketing efforts. From classified advertisements to our dining and entertainment guide, our ads work. Just ask our 8,000 advertisers. We are proud to be the #1 news and advertising source for all of Queens County and Brooklyn.

**655,733...** That's how many **hits** our web site got in December 2007. Now THAT'S EXCITING!

# Star

Weekly Newspapers

## Brooklyn

also called Kings County

To Manhattan

To Queens

## Greenpoint Star & News of the Northside

With a circulation of 15,000, the Greenpoint Star and News of Williamsburg's Northside is a staple in Greenpoint and Williamsburg. We are available at more than 100 stores and news boxes throughout the area and we primarily serve zip codes 11222, 11211 and 11206.

[www.Greenpointstar.com](http://www.Greenpointstar.com)



## Brooklyn Downtown Star

The Brooklyn Downtown STAR has a circulation of 15,000, The STAR is available at more than 150 locations in Downtown, Fort Greene, Cobble Hill, Boerum Hill, Clinton Hill, Brooklyn Heights, Park Slope and Bushwick. We are circulated primarily in zip codes 11205, 11217, 11238 and 11201. The Brooklyn Downtown STAR also covers news important to the entire borough of Brooklyn like no other weekly newspaper.

[www.brooklyndowntownstar.com](http://www.brooklyndowntownstar.com)



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Queens Ledger / Greenpoint Star Inc.  
69-60 Grand Avenue, Maspeth, NY 11378  
Phone: (718) 426-7200 • FAX: (718) 429-1234

Check out  
our exciting  
web sites!

The more than 71 square miles in Brooklyn are home to more than 2.5 million people. Together with its size and population, Brooklyn is the fourth largest city in the U.S.A. Downtown Brooklyn is a short 10 minute drive and train ride to Manhattan and there are nearly 40,000 companies within the Borough. Brooklyn has a wonderful mix of residential, industrial and commercial properties which make it a great place to live and work. There are a multitude of activities ranging from street fairs to recreational activities, to parks and cultural centers, which are available every day. Our papers cover events, meetings and news which shape the quality of life throughout Brooklyn.



**LIC / Astoria JOURNAL**  
 The Long Island City/Astoria Journal covers LIC, Astoria, Jackson Heights, Sunnyside, Corona, Ditmars and Woodside with a circulation of 23,000. It serves zip codes 11102, 11105, 11105, 11106, 11372, 11373 and 11368.  
[www.LICJournal.com](http://www.LICJournal.com)

**Queens EXAMINER**  
 The Queens Examiner covers the affluent areas of Eastern Queens including Bayside, Flushing, Douglaston, College Point, Fresh Meadows Bay Terrace, as well as the diversified areas of Jamaica and South Queens. It has a circulation of 16,000 and goes to zip codes 11355, 11354, 11356, 11357, 11358, 11360, 11361, 11362, 11363, 11364 and 11365.  
[www.queensexaminer.com](http://www.queensexaminer.com)

**Queens Ledger**

Established in 1873, the Queens Ledger is our flagship paper with a circulation of 30,000. The Ledger is sold at more than 160 newsstands and newsboxes in the Queens communities of Maspeth, Middle Village, Woodside, Elmhurst and Ridgewood. It primarily serves zip codes 11378, 11379, 11373, 11385, 11377, and is mailed throughout all the Queens zip codes. It is also the official "legal" newspaper of Queens, carrying more legal advertisements than any other in the Borough.

[www.queensledger.com](http://www.queensledger.com)  
**Glendale Register**

The Glendale Register was established in 1935. It is sold at 50 newsstands and news boxes throughout the neighborhoods of Glendale, Ridgewood and Liberty Park. It serves zip code 11385 and has a circulation of 8,000.  
[www.glendaleregister.com](http://www.glendaleregister.com)



**LEADER/OBSERVER**

The oldest newspaper in South Queens, The Leader Observer has a circulation of 25,000 per week. The Leader is sold on more than 50 newsstands and news boxes in communities of Woodhaven, Richmond Hill, Ozone Park, Howard Beach and Jamaica. Its extensive mailing lists reaches paid subscribers throughout Queens as well. We primarily serve zip codes 11414, 11416, 11418, 11419, 11420 and 11421.

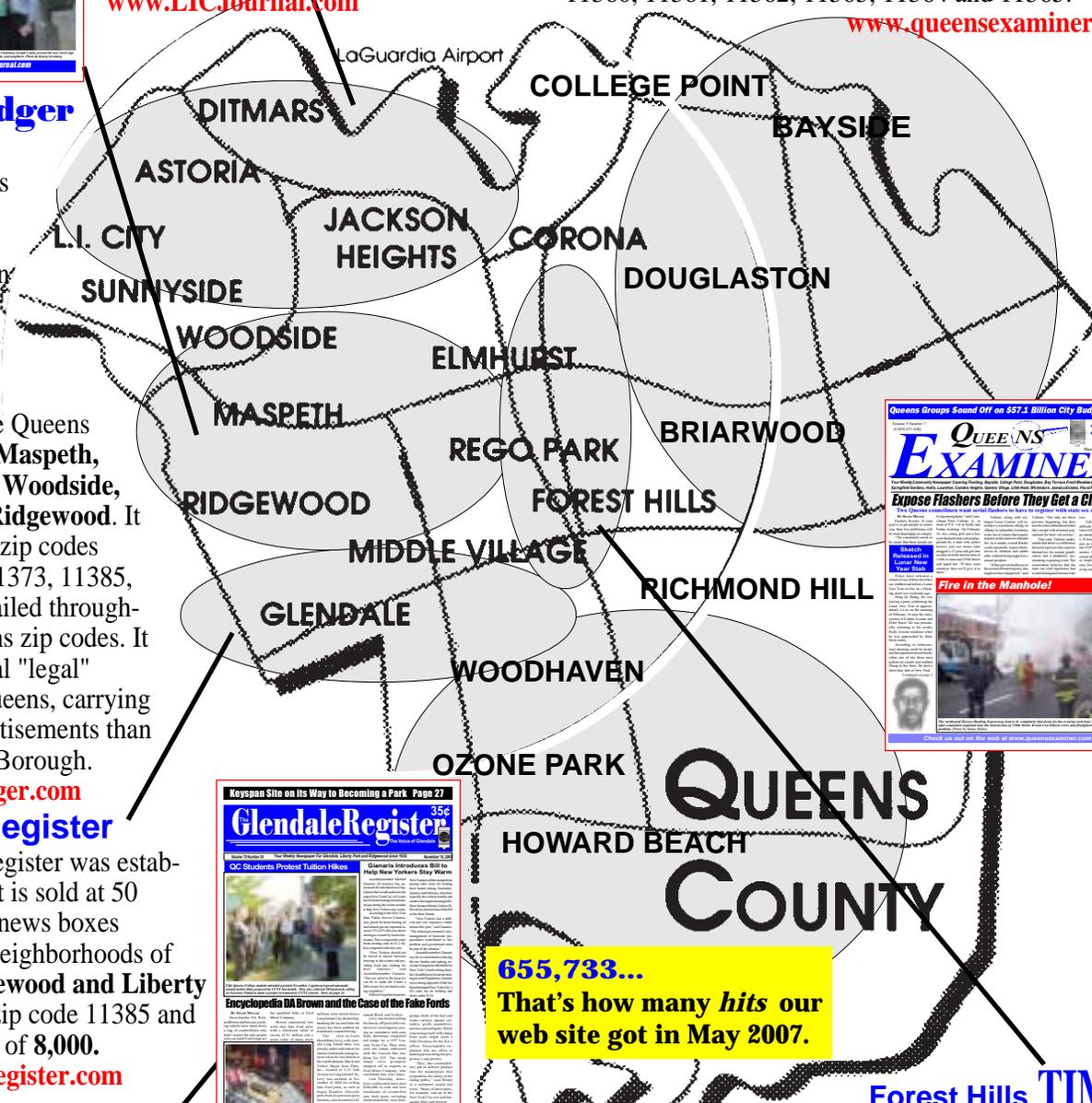
[www.leaderobserver.com](http://www.leaderobserver.com)



**Forest Hills TIMES**

The Forest Hills Times serves zip code 11374, 11375 and 11367 in Forest Hills, Rego Park and Kew Gardens. It is available at more than 60 locations and has a circulation of 18,000 every week.

[www.foresthillstimes.com](http://www.foresthillstimes.com)



**655,733...**  
**That's how many hits our web site got in May 2007.**

**Check out our exciting web sites!**

# CLASSIFIED & SPECIALIZED ADVERTISING SPECIFICATIONS

## • **Classified Ads Appear in All Eight Community Weekly Newspapers**

5 columns per page, 1 7/8" per colum. **\$22. per column inch (up to 25 words per inch). Half price for each additional consecutive week.** Ads to be paid by Visa/MC or American Express in advance of publication. Number of week run should be ordered at first week.

## • **Classified Advertisement Deadlines**

Classified orders must be received by Tuesdays 12 noon. If customer is supplying artwork it is needed by Mondays 5PM.

## • **Legal Advertisement Specifications**

5 Columns per page 200 agate lines per column. Cost is **\$1.29** per agate line. Name changes cost **\$65**.

## • **Inserts (Customer Supplied)**

\$65 per thousand inserts (8 1/2 X 11"). Minimum of 5,000 inserts required. For 4 page insert \$80 per thousand.(We can direct your inserts to mailed copies, neighborhood targets, zip codes or newsstands.

## • **Multiple Insertion Display Rates**

See our rate card page inside this Media Kit for display ads and discount schedules on multiple insertions and pre-pay plans.

## • **Display Advertisement Specifications**

4 Columns per page, 10 inches wide, 2 3/8 " per column. Each column is 14 " high (deep). For agate measurements, 200 lines per column, 4 columns per page.

## • **Special Needs**

Color is available: 1 spot color **\$75**, 2 colors **\$200**, 3 colors **\$400**, 4 color process **\$500**.

## • **Special Editions**

Every other week we publish *special sections* which may interest you as an advertiser. We have an Auto Issue, Education & Careers, Dining & Entertainment, Health & Medical, Bridal, Banking & Finance Summer Camps, Top Area Colleges Issue and more. These are special issues which turn our 150,000 weekly readers on to businesses providing these services.

## Other Deadlines

All publications carry a Thursday dateline. They arrive on the newsstands Wednesday morning and arrive in the mail Thursday. Newsbox circulation is done on Wednesday and Thursday with additional circulation and refills on Friday. Deadline for news releases: Friday noon. Deadline for display advertising orders: Friday 5 p.m. - for ad copy is Tuesdays @ 12 noon. Deadline for Classified Advertising: Tuesday 12 noon.

## Readership Statistics

Have children who attend Private School 52%

Have children in an organized sport 88%

Active in a Parish or Congregation 68%

Belong to a senior or fraternal club 32%

Own more than 3 credit cards 83%

Have Health Insurance 72%

Homeowner 66%

## Newspaper Sections For Your Advertising Needs

Eyesore of the Week • Holiday and Special Events • TV Grid listings & section • Inquiring Photographer • Calendar of Events-Where to go & what to do when you get there • People & Places • Children's Stories, Games, Puzzles, etc . • Health & Fitness • Careers • Book Reviews from publishers • Video Reviews • Toy Reviews • Music Reviews • Weekly Car Reviews • Local Sports•Computer • Multicultural Stories • Contests • What's Cool & What's Not!

Queens Ledger Weekly Newspapers • PO Box 376 • Maspeth, NY 11378 718-426-7200 fax: 718-429-1234

Weekly Newspapers we publish - Queens Ledger • Glendale Register • LIC/Astoria JOURNAL • Forest Hills Times • Leader/Observer • Queens Examiner • Greenpoint STAR & Northside NEWS • Brooklyn Downtown STAR •

# Some of our Regional and National Advertising Clients

State Farm  
All State  
Jackson Hewitt  
GHI • HIP  
Affinity Health Plan  
Health Plus  
New York Hospital  
St. John's Hospital  
Con Edison  
Power Authority  
Keyspan  
JFK Airport • AirTran  
Chase Bank  
Citibank • State Bank  
Commerce Bank  
Washington Mutual  
Banco Popular • HSBC  
Time Warner  
Holiday Inns  
Marriot Hotels  
Howard Johnson  
Major Auto Group  
Century 21  
Coldwell Banker  
DY Realty  
Yellow Book  
Ambassador Yellow Pages

West Side Tennis Club  
DeStefano's "Dee Brooklyn Steakhouse"  
Madison Square Garden  
Radio City Music Hall  
Jacob Javitz Convention Center  
Long Island University  
St. John's University  
St. Joseph's College  
Brooklyn College  
St. Francis College  
Queens College  
J&R Music  
ebay • Home Depot  
YMCA • Chili's  
Boy Scouts of America  
Ikea • McDonald's  
Weisman Discount Home Center  
Marshalls  
Outback Steakhouse  
Discovery Zone Diet  
Curves • Cold Stone Creamery  
UPS • Comfort Inn  
Federal Express  
Petland Discounts  
Port Authority of NY & NJ  
World Famous Junior's Cheesecakes  
NYC Police & Fire Recruiting Services

Check out  
our exciting  
web sites!

- **The Queens LEDGER** [www.queensledger.com](http://www.queensledger.com)
- **The Queens EXAMINER** of Eastern Queens [www.queensexaminer.com](http://www.queensexaminer.com)
- **The Forest Hills/Rego Park TIMES** [www.foresthillstimes.com](http://www.foresthillstimes.com)
- **The Glendale REGISTER** [www.glendaleregister.com](http://www.glendaleregister.com)
- **The LEADER/OBSERVER** of Woodhaven, Richmond Hill & Howard Beach [www.leaderobserver.com](http://www.leaderobserver.com)
- **The Long Island City/Astoria/Jackson Heights JOURNAL** [www.LICJournal.com](http://www.LICJournal.com)
- **The Greenpoint STAR & Brooklyn Northside NEWS** [www.greenpointstar.com](http://www.greenpointstar.com)
- **The Brooklyn Downtown STAR** [www.BrooklynDowntownstar.com](http://www.BrooklynDowntownstar.com)



## 8 Weekly Community Papers For Your Advertising Needs

Member of  
The New York Press Association

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69-60 Grand Avenue, Maspeth, NY 11378

Phone: (718) 426-7200 • FAX: (718) 429-1234 • email: [news@queensledger.com](mailto:news@queensledger.com)

as of 4/1/2008

# Display Advertising Rates

...at prices you can afford

- Rates specified are per paper, but discount package rates are available for multi-paper buys.
- Agencies: Rates are in gross figures.
- Payment is due upon publication. Discounts for prepayment.
- Deadline for order is Fridays 5PM, artwork deadline Tuesdays 1PM.
- If customized sizes are needed use column inch rates: \$12.66 per col. inch for one paper. \$18.91 for 2 papers, \$37.76 for 4, \$44.17 for 6, \$48.19 for 8 papers gross. 4 column page by 14 inches high.
- 4 color ads - add \$400 to the gross price to the price of the b/w ad.

One Paper	Open	6weeks	13weeks	26weeks
Full page	\$709	\$510	\$456	\$435
1/2 page	362	261	252	228
1/4 page	202	148	130	119
1/8 page	104	75	68	65
<i>Contract Rates</i>				
Ask about custom sizes, custom contracts and package rates				

Rates For Ads in Multiple Papers						Frequency discounts to be taken upon signing a contract: 6 weeks = 25% 13 weeks = 35% 26 weeks = 40% 52 weeks = 50%
# of papers	1 paper	2 papers	4 papers	6papers <small>Queens papers only</small>	8papers	
Full page	\$709	1059	2115	2474	2699	
1/2 page	362	571	1079	1248	1413	
1/4 page	202	304	622	719	862	
1/8 page	104	163	327	381	476	

## Advertising Size Specifications

Custom sizes always available • Unless specified, There is no charge for artwork/production • Flyers Available

**Quarter Pg.**  
5" x 7"

**Column Inch**  
2 3/8" x 1"  
(4 columns per page)

**Eighth Pg.**  
5" x 3 1/2"

**Half Page**  
10" x 7"

718 - 426-7200

**Full Page**  
9 3/4" x 13 7/8"

4 columns per page, 14" high.

Full pg. = 56 col. "  
Half pg. = 28 col. "  
1/4 pg. = 14 col. "  
1/8 pg. = 7 col. "

- Columns are 2 3/8 " wide
- Full page width is 10"

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Phone: (718) 426-7200 • FAX: (718) 426-7200

**Award Winning Member of The New York Press Association**