

Gannett Announces Formation of Gannett Digital Media Network

[Gannett Co., Inc.](#) has announced the formation of a groundbreaking network that will change the way advertisers reach their target customers. The Gannett Digital Media Network ties together more than 100 digital communities with a combined reach of approximately 25 million people.

Included in the network are Gannett's best-of-breed news and information sites, led by [USATODAY.com](#). It also includes the local sites for Gannett's network of newspaper and broadcast properties. On the whole, the consumers visiting these sites skew higher on metrics such as education and household income and, according to a recent Jupiter Research study, local sites rank highest for trust in advertising and attract consumers who spend more money online.

Beyond news and information, the Gannett Digital Media Network can also help marketers build relationships with influential audiences on a variety of growing niche sites, including:

- [MomsLikeMe.com](#), an innovative new local social network for moms in 80 markets across the country.
- [HighSchoolSports.net](#), which reaches teens, moms and dads.
- [Metromix.com](#), the local entertainment and nightlife guide reaching the young urban market.
- [BNQT.com](#), an action sports network online that attracts millennials and extreme sports enthusiasts.

"The Gannett Digital Media Network gives marketers access to diverse and attractive audience segments through our unparalleled combination of national and local media sites," said Josh Resnik, vice president and general manager of the Gannett Digital Media Network.

In addition, the newly launched Gannett Digital Media Network leverages innovative technologies to help advertisers establish meaningful connections. This includes Gannett's own top tier digital marketing solutions: PointRoll, which served more than 85 billion rich media ads in 2008 alone; ShopLocal, which offers a comprehensive suite of solutions used by the country's largest retailers to reach their customers online; and Ripple6, which combines social media tools for users and publishers with social marketing tools and embedded word of mouth analytics.

"We are fortunate to be so closely aligned with leaders in the digital marketing space. PointRoll, ShopLocal and Ripple6 offer marketers innovative ways to connect with their customers. Advertisers are seeking new ways to reach consumers online, and we have integrated those solutions in order to make it easy for marketers to engage with users on the Gannett Digital Media Network," said Resnik.

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