NUCLEUS.

Nucleus proves that TRUST and SCALE are not mutually exclusive. Trusted publishers and the 145+MM people who love them.

the illusion

the illusion

data + targeting + cheap = just as good



NATIONWIDE ACCESS. LOCAL COVERAGE. HOMETOWN APPEAL.

Star-Ledger Newsday



Hartford Courant



Detroit Free Press

The Hallas Morning News

THE ARIZONA REPUBLIC

THE BALTIMORE SUN





The Oregonian NDYSTAR THE DENVER POST Chicago Tribune DAILY NEWS HOUSTON CHRONICLE

ST. LOUIS POST-DISPATCH



The News&Observer

The Modesto Bee



THE TENNESSEAN

THE PLAIN DEALER

The San Diego Union-Tribune

Hiami Herald

The Charlotte Observer

San Francisco Chronicle

The Seattle Times

THE SACRAMENTO BEE

Tampa Bay Times

Star-Telegram

Los Angeles Times THE NEWSTRIBUNE Pittsburgh Post-Gazette. ... and many more.



ROI machine

aetna























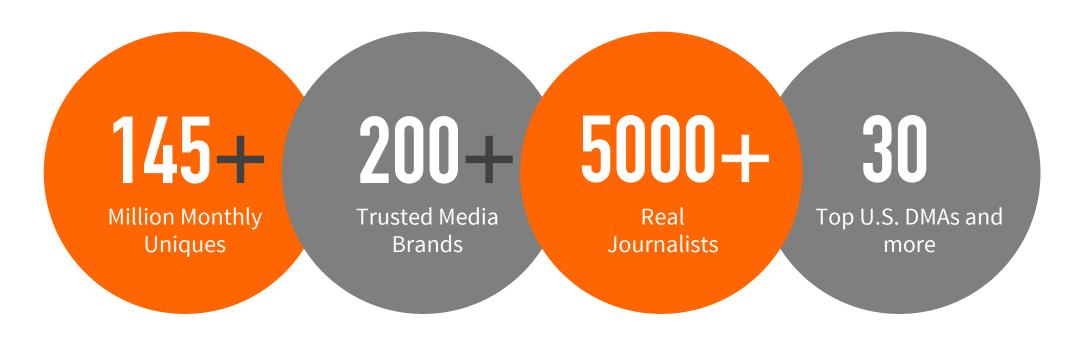








NATIONAL INFLUENCE, TRUST & SCALE IN ONE SIMPLE BUY



Brand-safe & trusted environments National scale with local resonance

Proven high-ROI audiences

Multi-channel
Automated & scalable
marketing solutions





MORE ADULTS

than Buzzfeed, New York Times, CNN.com (145 M)

MORE WOMEN

than Refinery29, Huffington Post, SheKnows, and Meredith (78M)

MORE MEN

than New York Times, Fox Sports Digital and the NFL Internet Group (67M)

MORE MILLENNIALS

Nucleus reaches 64% of all millennials online in the U.S.... that's more than Buzzfeed, Netflix and Huffington Post. (47M)

MORE AFFLUENCE

Providing access to over 70% of Affluent Adults with an HHI of 100K+, that's more than The Washington Post and more than double the reach of Forbes and Dow Jones & Company (66M)

Source: comScore March 2017

REACHING THE LARGEST AUDIENCE OF AFFLUENTS

Target: Total Internet HHI \$100,000 or more	Target Reach (000)	(%) Reach
Nucleus Marketing Solutions	66,462	72%
2 Yahoo-ABC News Network	56,050	
3 USA TODAY Network	54,404	
4 New York Times Digital	45,350	
5 WASHINGTONPOST.COM	45,033	
6 BUZZFEED.COM	31,130	
7 HUFFINGTONPOST.COM	26,758	
8 Wall Street Journal Digital Network	25,284	
9 Forbes Digital	22,036	
10 Mashable	9,059	

Source: comScore, Media Metrix, March 2017

REACHING MORE LUXURY AUTO OWNERS

Target: Luxury sports utility (Vehicle Type Own)	Target Reach (000)	(%) Reach
1 Nucleus Marketing Solutions	1,631	53%
2 Yahoo-ABC News Network	1,444	
3 USA TODAY Network	1,190	
4 New York Times Digital	767	
5 HUFFINGTONPOST.COM	762	
6 WASHINGTONPOST.COM	754	
7 Wall Street Journal Digital Network	490	
8 Forbes Digital	378	
9 BUZZFEED.COM	257	
10 Mashable	126	

Source: comScore, Media Metrix, March 2017

REACHING MORE LUXURY AUTO BUYERS

Target: \$30,000 - \$34,000 (Auto/Purchase price)	Target Reach (000)	(%) Reach
Nucleus Marketing Solutions	584	33%
2 Yahoo-ABC News Network	497	
3 USA TODAY Network	425	
4 New York Times Digital	311	
5 HUFFINGTONPOST.COM	198	
6 WASHINGTONPOST.COM	261	
7 Wall Street Journal Digital Network	179	
8 Forbes Digital	147	
9 BUZZFEED.COM	85	
10 Mashable	59	

Source: comScore, Media Metrix, March 2017

REACHING MORE BUSINESS DECISION MAKERS

Target: BDMs w/annual purchasing budget 1MM+	Target Reach (000)	(%) Reach
Nucleus Marketing Solutions	8,386	37%
2 Yahoo-ABC News Network	6,496	
3 USA TODAY Network	5,814	
4 New York Times Digital	3,687	
5 WASHINGTONPOST.COM	3,280	
6 HUFFINGTONPOST.COM	2,999	
7 Wall Street Journal Digital Network	2,188	
8 Forbes Digital	1,828	
9 BUZZFEED.COM	1,371	
10 Mashable	735	

Source: comScore, Plan Metrix, March 2017

earn it every day

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