



NUCLEUS.

REAL.

RESULTS.

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



THE POWER AND FAITH OF TRUST.
THE CUTTING EDGE OF DIGITAL EVOLUTION.

**NATIONWIDE ACCESS.
LOCAL COVERAGE.
HOMETOWN APPEAL.**

Star-Ledger **Newsday**  The Atlanta Journal-Constitution Hartford Courant

Orlando Sentinel Detroit Free Press The Dallas Morning News

THE ARIZONA REPUBLIC THE BALTIMORE SUN SunSentinel **AP** |

The Oregonian **INDYSTAR** THE DENVER POST Chicago Tribune DAILY NEWS HOUSTON STAR CHRONICLE

ST. LOUIS POST-DISPATCH PHILADELPHIA MEDIA NETWORK **The Inquirer** DAILY NEWS philly.com The News&Observer The Modesto Bee  **StarTribune**

THE TENNESSEAN THE PLAIN DEALER The San Diego Union-Tribune Miami Herald The Charlotte Observer

San Francisco Chronicle The Seattle Times THE SACRAMENTO BEE Tampa Bay Times Star-Telegram

Los Angeles Times THE NEWS TRIBUNE Pittsburgh Post-Gazette ...and many more.  **NUCLEUS**

ROI machine

aetnaSM



NEWS AMERICA
MARKETING.
News Corp

SPOT-ON

QUALCOMM[®]

CapitalOne Bank



ESCADA



JAMAICA
TOURIST BOARD

NATIONAL INFLUENCE, TRUST & SCALE IN ONE SIMPLE BUY

145+

Million Monthly
Uniques

200+

Trusted Media
Brands

5000+

Real
Journalists

30

Top U.S. DMAs and
more

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)

**MASSIVE REACH TO
CRITICAL SEGMENTS**

REACHING THE LARGEST AUDIENCE OF AFFLUENTS

Target: Total Internet HHI \$100,000 or more

Target Reach (000)

(%) Reach

	Target Reach (000)	(%) Reach
1 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	

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
1	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
1	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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