



## **Marin Independent Journal**

The Marin Independent Journal has been serving Marin since 1861 and covers the important news, events and issues that affect Marin County. Today the Marin IJ delivers valuable localized content in print, online, tablet and mobile apps and offers a full suite of marketing products to serve the local business community in print and online. The IJ's print and online content reach up to 57% of the Marin County market with its past week plus monthly online audience.\*

The Marin IJ is owned by Digital First Media, the second largest newspaper group in the United States, which owns more than 800 multi-platform products reaching 66 million Americans each month across 18 states. In 2015, Digital First Media's digital agency, AdTaxi, expanded its Silicon Valley office to include a full-time staff at the Marin IJ. This partnership helps the newspaper's current and new business customers solve complex marketing challenges through data-driven ad campaigns that deliver results using custom-built solutions that include programmatic display, search, email and social media.

The Marin IJ also publishes niche magazines Healthy Living, Home & Garden and North Bay Woman along with the daily printed newspaper. While the news industry changes to meet the demands of today's digital news consumers, the Marin IJ is also evolving to find new ways of delivering quality local journalism.

New subscribers have access to the Marin IJ's content in print, e-edition, website, Good Morning Marin daily digital newsletter and mobile apps as well as digital access to all Bay Area News Group news through the All Access program. The goal is to continue to provide Marin with the best local coverage to audiences when they want it and how they want it delivered.

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