



Marin Independent Journal

The Marin Independent Journal has been serving Marin County since 1861 and covers the important news, events and issues that affect Marin residents and businesses. 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 reaches up to 57 percent of the Marin County market with its past week plus monthly online audience.* The IJ's audience has never been larger.

The Marin IJ is owned by Digital First Media, the second largest newspaper group in the United States, aligning it with more than 800 multi-platform products reaching 66 million Americans each month across 18 states.

In 2015, Digital First Media's digital agency partner, Adtaxi, expanded its Silicon Valley office to include a full-time staff at the Marin IJ. Adtaxi helps advertisers solve complex digital marketing challenges with custom, performance-driven digital solutions. Its data-driven ad campaigns deliver results using custom-built solutions that include programmatic display, search, email and social media.

The Independent Journal also publishes niche magazines such as Marin IJ Readers' Choice, Healthy Living, Outdoor Living, Summer Camps, Gift Guides, 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 constantly evolving to find 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 (visit newsletters.marinij.com/mij/mijreg.action) and mobile apps as well as digital access to all Bay Area News Group content 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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