

flip page

ment to all readers of daily news of Northumberland County events, issues, people and places. We know thousands of people are tuning in, and the statistics on our website prove it — over 208,000 page views in December 2008; over 230,000 in January 2009. Over 30,000 hits were made by unique visitors last month!

Changes are being made to better serve our target market — you — and to ensure the continuing viability and vitality of our products.

It's almost unheard of today, that a person would be born in one small town, go to school there, get a job, marry, raise a family and die there. Today, even our "local" focus is broader than that.

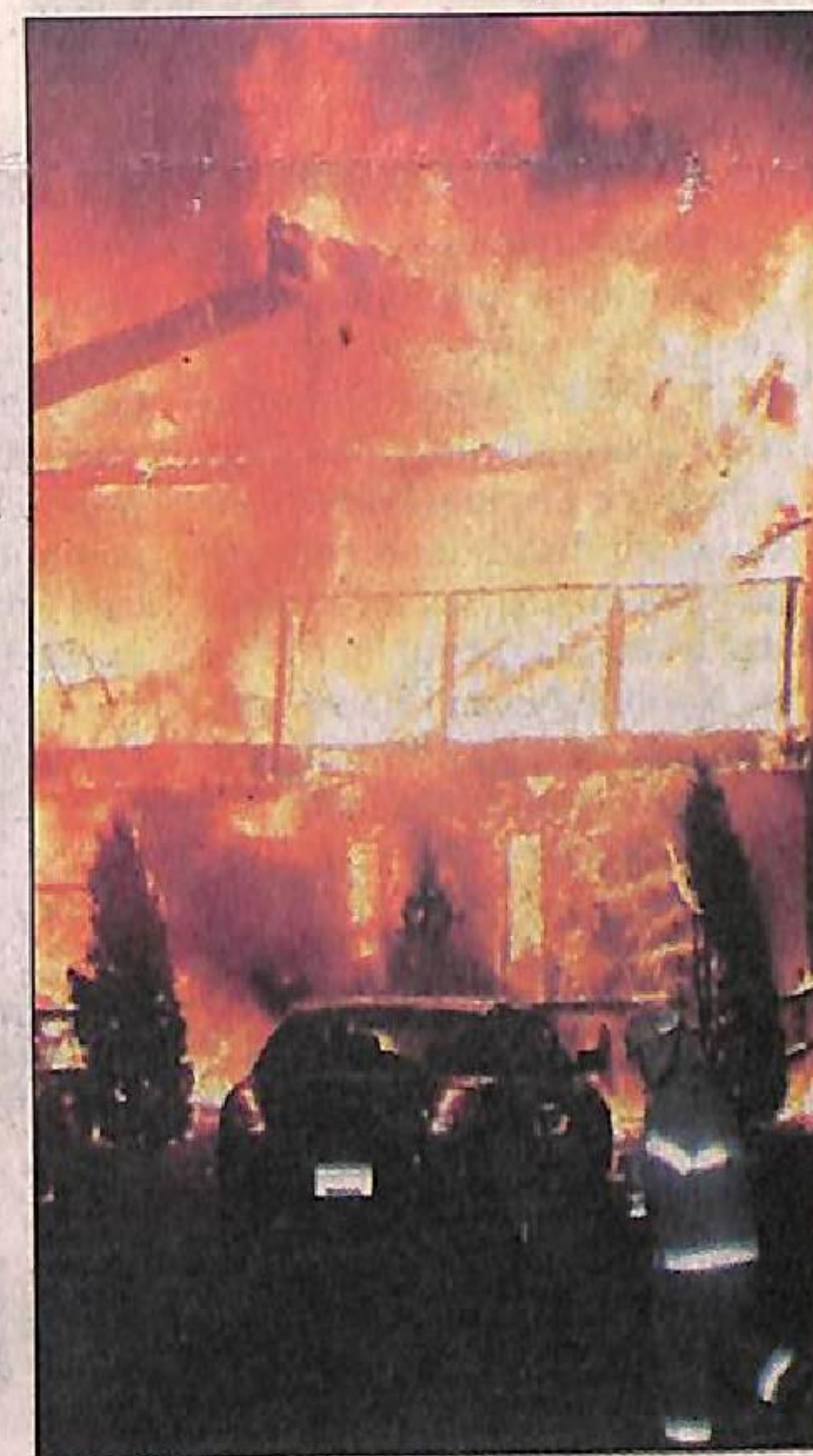
The world has grown smaller, so our neighbourhoods have grown larger.

Our readers need to know what's happening in the community-of-interest known as Northumberland County. Our advertisers need to reach consumers in an area larger than a few square miles.

changing, incorporating the immediacy of the Internet with the proud history of print media. We see this as an opportunity for all of Northumberland to reach out into the wider world and showcase its strength, its beauty, its diversified economy, its future.

Since 1831, the *Cobourg Star* has been a household name; since 1879, the *Port Hope Evening Guide* has been a daily newspaper; since 1959, the *Colborne Chronicle* (successor to the *Colborne Express* and the *Enterprise of East Northumberland*) has been a weekly fixture.

Now, all three urban markets — plus Grafton, Brighton, Warkworth and the rest of county, including rural readers and advertisers in between — will have a product they can call their own, one that incorporates the history and tradition of service of the former titles, and offers more news, more comment, more advertising to meet the needs of a new millennium.



This isn't just a job; it's a calling. **We rock.**

Since she started in the newspaper business 40 years ago as an eager, inexperienced teenager, Northumberland Publishers Editorial Director Mandy Martin has seen "incredible changes."



Mandy Martin

The launch of *Northumberland Today.com* that combines and expands on the daily newspapers, the *Cobourg Daily Star* and *Port Hope Evening Guide* and weekly *Colborne Chronicle*, is a positive innova-

tion that will "give strength," Ms. Martin says.

"It will be exciting to share the triumphs of individuals with a broader audience. We have so many wonderful people in this county; now, all our readers can celebrate them."

With the new publication, Northumberland's many residents and communities "will know one another better," she predicts.

"Northumberland Publish-

ers has a very strong, positive presence in our communities. Each community throughout Northumberland County is unique and each brings real assets to the county.

"With our new publication, we will be able to showcase those strengths on a more universal basis."

Readers will benefit, she explained, by being able to share different approaches to common problems or challenges, "for instance, where to put our resources, where tax dollars go."

Recalling when she first

came to Northumberland Publishers, "I worked in the basement of a mouldy Division Street building in Cobourg. We used molten lead type to produce a weekly newspaper."

In fact, at that time, the technological and philosophical aspects of newspaper production were similar to those of the industry's earliest days.

A lot has changed in that relatively short span of history.

Northumberland Publishers acquired offset presses, then computers and cell phones; teletypes were replaced by faxes and then by the Internet

and e-mail. The *Cobourg Star* went from a weekly, to twice weekly to daily publication. Northumberland Publishers acquired the *Port Hope Evening Guide* and *Colborne Chronicle*.

"The evolution has been unbelievable. Now, people have immediate, in-home access to news any time, day or night" with www.northumberlandtoday.com.

With that web presence, she notes, Northumberland Publishers has become more than a provider of county news or a county audience. It is now "an

ambassador for Northumberland to the rest of the world."

But, she says, one thing has remained constant throughout.

"Our mantra has always been 'people, people, people,' and intensely local coverage.

"That mantra remains," she says. "All of us here at Northumberland Publishers are passionate about what we do. This isn't just a job; it's a calling.

"We believe in this county, in its past and its future.

"And we rock."