



2025
Daily Hampshire Gazette Est. 1786
Gazettenet.com
COMMUNITY
IMPACT REPORT



Daily
Hampshire
Gazette

Est. 1786

g [azettenet.com](http://gazettenet.com)

TABLE OF CONTENTS

A Letter from the Publisher and Executive Editor	3
About the Gazette	4
Meet the team	5
Hampshire County	
Market Snapshot	10
Community	14
2025 photos of the year	16
Gazette audience	18
The many ways of support	20

STORIES THAT MATTER:

Breaking News	6
Housing	7
Local Government	8
Business	9
Arts & Culture	12
Sports	13

ABOUT US

The *Daily Hampshire Gazette* has been continuously published since Sept. 6, 1786. Originally published to inform the community about Shays' Rebellion, it is one of the earliest newspapers in the United States and the oldest daily newspaper in Massachusetts.

Based in Northampton, the *Gazette* covers 19 cities and towns in Hampshire County as well as select southern towns of Franklin County. The *Gazette* publishes six days a week in print, as well as online at gazettenet.com.

COMMUNITY IMPACT REPORT 2025



A LETTER FROM

the Publisher and Executive Editor

For more than two centuries, the *Daily Hampshire Gazette* has served as a trusted source of local news and public accountability for Hampshire County and the surrounding region. Founded in 1786 and the oldest newspaper in Massachusetts, the Gazette has chronicled the civic life of this community for generations — its town meetings and elections, its schools and colleges, its courts, businesses, and neighborhoods, and the people who shape daily life in the Pioneer Valley.

Local journalism is more than a record of events. It is a public service that helps communities understand themselves, engage with one another, and make informed decisions. In a region that includes cities, small towns, and rural communities, this role is essential. When local institutions go uncovered or complex public issues lack clear explanation, civic life is weakened. The *Daily Hampshire Gazette* exists to ensure that does not happen here.

Today, local journalism faces unprecedented economic pressures. The traditional business model that sustained community newspapers for generations has changed dramatically. While reader subscriptions and local advertising remain vital to our work, they alone cannot fully support the depth, consistency, and accountability reporting that Hampshire County deserves, particularly at



Shawn Palmer
Publisher
Daily Hampshire Gazette



Dan Crowley
Executive Editor
Daily Hampshire Gazette

a time when demands on local government, schools, housing, and public services continue to grow.

This Community Impact Report offers a closer look at how the *Daily Hampshire Gazette* serves the public good. Inside, you will find examples of how our reporting strengthens

local democracy, fills critical information gaps, and amplifies voices from across the communities we serve.

Philanthropic support plays an increasingly important role in sustaining this work. It enables us to maintain rigorous accountability journalism, invest in reporters who live in and understand this region, and ensure continued coverage of the institutions and issues that shape daily life in Hampshire County. Such support does not influence editorial decisions. It safeguards our independence and reinforces our commitment to serving the public interest.

The *Daily Hampshire Gazette* belongs to this community. Its future depends on the shared commitment of readers, donors, and civic leaders who believe that strong local journalism is essential to informed, engaged, and resilient communities.

We are grateful for your interest in our work and for considering how you might help sustain independent local journalism for Hampshire County today, and for generations to come.

THE MARKET

>>> Located in the Pioneer Valley of western Massachusetts, Hampshire County has a population of 162,500 living in 61,800 households. Situated north of Springfield and east of the Berkshires, Hampshire County is home to the Five College Consortium comprising University of Massachusetts, Amherst College, Smith College, Mount Holyoke College and Hampshire College. The *Daily Hampshire Gazette* is the dominant media outlet in the county with a daily audience of 20,000 print and digital readers plus 280,000 visitors generating 2.1 million page views per month on gazettenet.com.

MISSION STATEMENT

>>> The *Daily Hampshire Gazette* provides independent local journalism for Hampshire County, delivering accurate, fair reporting that reflects community life and supports informed civic engagement.

OUR VALUES

>>> The *Daily Hampshire Gazette* is guided by core values that ensure our journalism serves the public interest and earns the trust of the communities we cover throughout Hampshire County.

EDITORIAL INDEPENDENCE

>>> Our journalism is independent and guided solely by the public interest. Editorial decisions are made by our newsroom without influence from advertisers, donors, sponsors, or business partners. Financial support of any kind does not determine what we cover or how we report.

ACCURACY, FAIRNESS, AND ACCOUNTABILITY

>>> We are committed to accurate, fair, and rigorous reporting. We hold local institutions, elected officials, and community leaders accountable, and we hold ourselves to the highest professional standards. We will correct errors promptly and transparently.

CLEAR SEPARATION OF JOURNALISM AND ADVERTISING

>>> The *Daily Hampshire Gazette* maintains a strict separation between editorial content and advertising. Sponsored content is clearly identified and never influences news coverage. Our readers can trust that our reporting is independent and not for sale.

RESPONSIBLE COMMUNITY PARTNERSHIPS

>>> We engage with local businesses, nonprofits, educational institutions, and civic organizations as partners in supporting a healthy, informed community. These relationships strengthen local civic life and economic vitality while preserving a clear boundary between partnership and editorial decision-making.

SERVICE TO ALL COMMUNITIES

>>> We believe access to reliable local news is essential for everyone. We are committed to covering Hampshire County's cities, towns, college communities, and rural areas equitably, and to including voices and perspectives that are often underrepresented.

TRANSPARENCY AND STEWARDSHIP

>>> We are transparent about our mission, values, and sources of support. We are responsible stewards of both earned and philanthropic funding, using these resources to sustain independent local journalism that benefits the entire community.



MEET THE TEAM



PUBLISHER



Shawn Palmer
PUBLISHER

EDITORIAL



Dan Crowley
EXECUTIVE EDITOR



Chad Cain
MANAGING EDITOR



Emily Thurlow
ASSISTANT EDITOR



Carol Lollis
PHOTO EDITOR



**Daniel "DJ"
Jacobi II**
PHOTOGRAPHER



Carolyn Brown
REPORTER



**Anthony
Cammalleri**
REPORTER



Sam Ferland
REPORTER



Samuel Gelinas
REPORTER



Emilee Klein
REPORTER



**Scott
Merzbach**
REPORTER



Ryan Ames
SPORTS REPORTER/
ASSIGNMENT EDITOR



Mike Maynard
SPORTS REPORTER

ADVERTISING



**Stephanie T.
Hadley**
REGIONAL
ADVERTISING
DIRECTOR



**Michael
Templeton**
REGIONAL
ADVERTISING
MANAGER



**Audrey
Anderson**
MEDIA CONSULTANT



Zac Brittain
MEDIA CONSULTANT



Todd Lever
MEDIA CONSULTANT



**Bradley
Sherwood**
ADVERTISING
OPERATIONS
COORDINATOR



**Jennifer
Levesque**
SPECIAL SECTIONS
COORDINATOR



Pam Paquette
CUSTOMER SERVICE/
LEGAL NOTICES/
OBITUARIES

CIRCULATION



Mark Galat
REGIONAL
CIRCULATION
DIRECTOR



**Mike
Czerapowicz**
CUSTOMER SERVICE
REPRESENTATIVE



Chris Jayko
CUSTOMER SERVICE
REPRESENTATIVE



**Michelle
Pontbriant**
CUSTOMER SERVICE
REPRESENTATIVE

ADMINISTRATION



**Edwin
O'Connor**
REGIONAL
CONTROLLER



**Patti
Wasilewski**
BUSINESS OFFICE
MANAGER



**Bethany
Nowak**
HUMAN RESOURCES
MANAGER



**Zack
Remillard**
IT ADMIN

STORIES THAT MATTER



>>> BREAKING NEWS

Providing timely, accurate breaking news is one of the most critical services the Gazette offers, particularly during emergencies that directly affect public safety, housing stability, and community well-being. In late 2025, two devastating fires in Amherst and Holyoke demonstrated how breaking news functions not only as information, but as an essential public service during moments of crisis.

In both communities, fast-moving fires displaced dozens — and in Amherst, hundreds — of residents within hours. Staff reporters Scott Merzbach and Sam Gelinis and photographers Daniel Jacobi II and Carol Lollis helped residents understand the scope of the danger, where evacuations were taking place, and how emergency responses were unfolding. Information about shelter locations, road closures, water conservation requests, and ongoing fire conditions allowed people to make informed, time-sensitive decisions to protect themselves and their families. Without this real-time coverage, uncer-

tainty and misinformation could have increased risk and anxiety.

The Gazette's breaking news coverage also ensures transparency and accountability. By providing updates from fire officials, municipal leaders, and emergency agencies, our news team helped provide clarity about response strategies, resource use, and next steps. In Amherst, coverage explained the declaration of a state of emergency and the strain on the town's water supply. In Holyoke, reporting detailed coordinated efforts among fire departments, city officials, schools, and community organizations, reinforcing public confidence in the emergency response.

The news reporting also captured the human impact of crises, giving voice to displaced residents, students, and first responders. Personal accounts of evacuation, loss, relief, and gratitude help readers understand the gravity of these events and foster a sense of shared responsibility and empathy across the community.

By clearly communicating where and how to help, the Gazette helped connect affected residents with aid and channel public generosity toward trusted organizations. Information about emergency funds, shelters, and donation needs en-

sured that assistance reached those who needed it most.

These examples show that breaking news is not simply about speed. It is about delivering reliable information when it matters most, strengthening community response, and documenting how a community comes together in times of need.





>>> HOUSING

The affordable housing crisis was a major story in 2025 and the Gazette aggressively covered how it directly affects residents' stability, health, and quality of life. Through sustained, local coverage, our reporters showed how housing pressures touch every part of the community, from seniors on fixed incomes and working families to renters, students, and people experiencing homelessness.

These stories revealed the complexity of the crisis in ways that statistics alone cannot. Coverage of rising property taxes in senior and retirement communities illustrated how policies can unintentionally threaten long-term housing security for older residents. Reporting from homeless encampments in Northampton gave voice to people whose experiences are often unseen, humanizing homelessness while explaining the systemic forces behind it, including rising rents, limited housing supply, and stagnant wages.

These local reports also provided critical context by connecting personal experiences to broader trends and data. By documenting rent increases, eviction filings, shelter capacity, and income gaps, the Gazette helped readers understand how individual struggles reflect a regional and statewide housing shortage. This information equips residents to engage thoughtfully in public discussions and hold decision-makers accountable.

Affordable housing reporting also highlights solutions. Coverage of new housing developments in Amherst, Hadley and Easthampton demonstrate what is possible through collaboration among towns, nonprofits, and state agencies, while also explaining the long timelines and funding hurdles involved. Reporting on tenant organizing and public rallies in Easthampton, for example, as well as on proposed statewide legislation such as rent control give residents a clearer view of how policy decisions are made and how community voices can influence change.

By documenting both hardship and

progress, our aim is to help communities respond more effectively and collectively to a housing crisis that affects nearly everyone.

Daily Hampshire Gazette
 WEEKEND EDITION | Saturday, October 25, 2025

Homelessness crisis deepens
 Service organizations play catch-up as lack of affordable housing, rise in evictions cause spike in unsheltered people

Dems slam Trump for SNAP halt
 More than 2 million people in state will lose benefits Nov. 1

College secures \$155M bond
 President Friday also announced large administration 201 state

MAGICAL GATHERINGS
 Festivities draw thousands to downtown

STORIES THAT MATTER



>>> LOCAL GOVERNMENT

Across Hampshire County — from Easthampton and Northampton to Belchertown, Hadley and Cummington — headlines in 2025 revealed just how complex and consequential local government can be. Resignations, censures, budget overrides, school funding crises, housing authority investigations and police department reviews are not abstract political dramas; they directly shape public safety, education, taxes, housing stability and civil rights. Our role in documenting these developments is essential to a healthy democracy.

These stories show government in action: elected officials debating Proposition 2½ overrides that could raise or restrain property taxes; school committees grappling with multimillion-dollar shortfalls and potential staff cuts; city councils weighing censure resolutions and leadership transitions; housing authorities confronting whis-

tleblower allegations; and select boards responding to administrative failures in police departments. Each decision affects families, seniors, students, tenants and business owners in tangible ways.

Without consistent, in-depth local reporting, much of this would unfold out of public view. Gazette reporters attend late-night meetings, review budgets and legal filings, request public records, and press officials for answers. They explain how a mayoral resignation triggers a charter provision, what a censure legally means, how an override works, or what due process looks like in an internal investigation. Our reporters track not just the announcement of a controversy, but the follow-through: committee referrals, ballot votes, executive sessions, settlements and reforms.

Equally important, our stories give voice to residents — parents worried about class sizes, tenants raising concerns about governance, seniors anxious about taxes, or public employees responding to criticism. By presenting multiple perspectives and documenting the facts, our news team

seeks to reduce misinformation and build a shared understanding of community challenges.

This watchdog function strengthens accountability. Public officials know their decisions, statements and conduct will be scrutinized and that transparency can deter misconduct, clarify rumors and foster more thoughtful policymaking.

In the 19 cities and towns we cover where local government decisions can shift millions of dollars and shape daily life, a strong local news presence is not a luxury. It is civic infrastructure — informing voters, amplifying community voices and safeguarding the public interest.





>>> BUSINESS

Last summer, reporter Sam Ferland and photographer Daniel Jacobi II captured a simple but powerful scene on Cottage Street in Easthampton: neighbors sharing ice cream by Nashawannuck Pond, business owners recalling leaner years, and longtime residents marveling at a downtown that had transformed from pass-through to destination. Their front-page story documented more than storefronts. It preserved a living portrait of a community in motion — its risks, rewards, and growing pains.

That is one of the essential roles of the Gazette.

By chronicling the evolution of places like Cottage Street, or Florence Center, coverage illuminates how public investment, entrepreneurship and civic collaboration reshape a city's identity. When a company like Wemelco Industries in Easthampton expands manufacturing and creates nearly 30 jobs, readers gain insight into emerging industries and local economic diversification. When new mixed-use development reshapes Florence's village center, stories reveal both optimism and unease, giving voice to business owners

excited for foot traffic and residents worried about affordability.

These stories also humanize enterprise. The opening of a second Masa Mexicano location in Belchertown is not merely a business expansion; it is a narrative of family, immigration, mentorship and job creation. The transition of Fitzwilly's Restaurant in Northampton to new local owners becomes a reflection on legacy, stewardship and downtown resilience. The addition of an arcade at Canal Bowling Lanes in Southampton shows how multi-generational businesses adapt to remain viable. And the closing of BELA Vegetarian in downtown Northampton and a full-service Citgo station in Florence center mark the end of eras, honoring the relationships and traditions that defined them.

This reporting documents the full economic ecosystem: growth and displacement, innovation and regulation, continuity and change. It informs residents about zoning, rents, workforce trends and consumer shifts. It connects customers to small businesses and encourages local spending. It creates accountability by explaining the impact of state regulations or municipal projects, and it builds shared understanding.

The Gazette's news team does more than report transactions; it records the heartbeat of a community, telling stories with depth and care. One of our roles is to strengthen civic identity and ensure that the people behind the storefronts — and the communities they serve — are seen, heard and remembered.



HAMPSHIRE COUNTY — MARKET SNAPSHOT



Hampshire County has 162.5K residents across 61.8K households. It is a compact, engaged media market.

POPULATION & HOUSEHOLDS

Total population: **162,500 residents** (ACS estimate)

Households: **61,800 households**

Population density: **308 people per square mile**

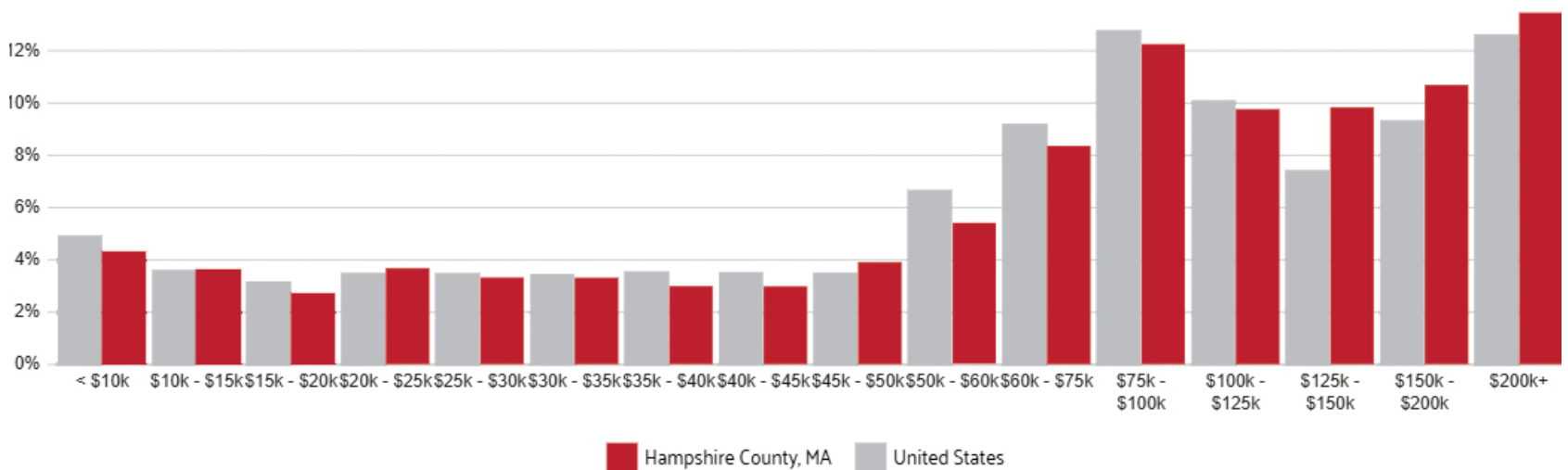
Source: Census Reporter ACS 1-year estimates

HOUSEHOLD INCOME DISTRIBUTION

The largest share of households falls in the **\$75,000–\$100,000** income bracket.

Strong middle-to-upper middle income base — **ideal for retail, services, and local brands.**

Source: Data USA (income bin chart)





TOP EMPLOYMENT SECTORS

- Educational Services (largest employer)
- Health Care & Social Assistance
- Retail Trade

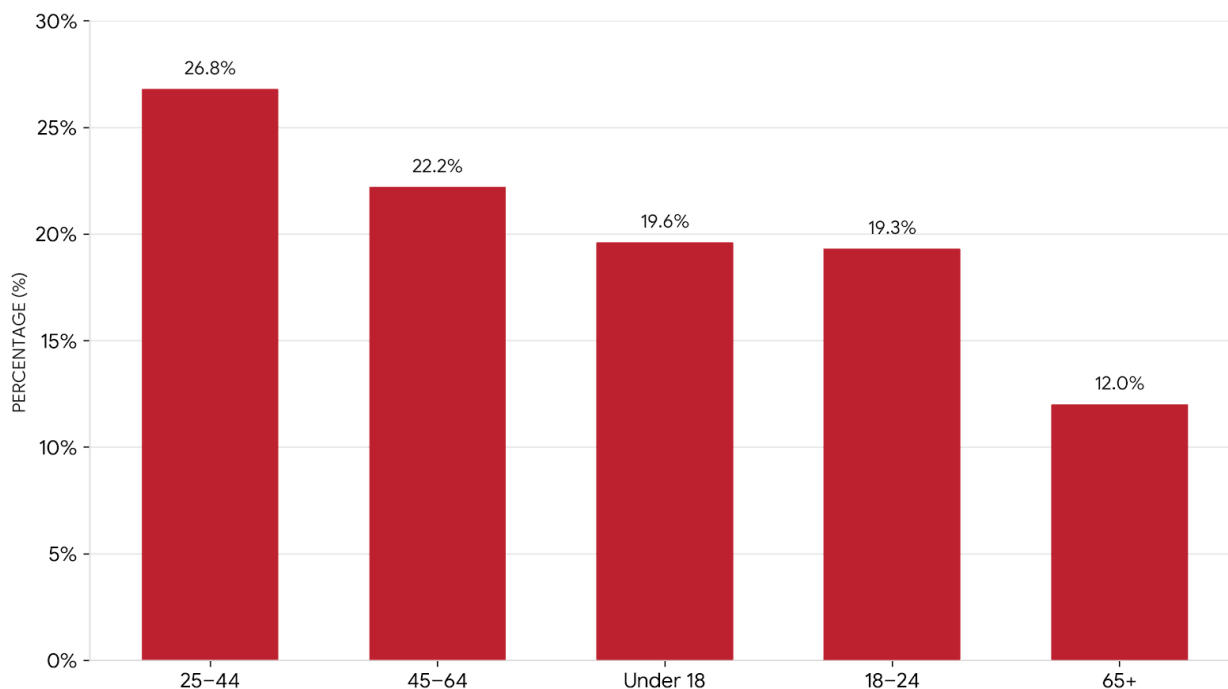
Employment anchored by education and health care **translates to stable, year-round income and predictable consumer patterns.**

Source: Data USA Hampshire County profile (employment categories) Data USA

AGE DISTRIBUTION HIGHLIGHTS

Strong 18–24 segment fueled by **the Five College Region*** — ideal for youth-focused targeting. Healthy working-age base (25–64) **for professional targeting.**

Source: Age distributions from Census and demographic datasets show a notable young adult cohort. Wikipedia+1



***Amherst College, Hampshire College, Mount Holyoke College, Smith College, and the University of Massachusetts Amherst**



Our unique 5 college region and vibrant youth population make this market unique for student and lifestyle brands.



>>> ARTS & CULTURE

The Gazette plays a vital role in documenting, connecting, and strengthening the communities of Hampshire County by telling the stories that define the region's cultural life. Through in-depth feature reporting on the arts, history, and local institutions, the Gazette provides readers with meaningful coverage that would otherwise go untold, helping residents understand and appreciate the creativity, traditions, and emerging voices that shape their communities.

One of the Gazette's most important contributions is highlighting the artists and cultural entrepreneurs who choose to build their lives and careers in the Pioneer Valley. Examples in 2025 included a feature on photographer David Heisler and model Crystal Truehart Heisler that tells the story of the couple leaving high-profile careers in Los Angeles and Austin to return to Southamptton. The article explores Heisler's vision for the Studio x DavidHeisler in Easthamptton — an accessible creative space designed for photography workshops, podcasts, yoga classes, and other artistic collaborations. By introducing readers to this new venture and the people behind it,

the story helps connect community members with local creative opportunities while documenting how artists contribute to the region's cultural economy.

The Gazette regularly brings attention to emerging arts scenes and grassroots events. Its coverage of the Easthamptton Film Festival highlights the work of local filmmakers and students, including young creators whose films are receiving their first public screenings. By reporting on the festival's growth and its mission to build a local filmmaking community, the coverage not only informs readers about upcoming events but also elevates the voices of regional artists.

The Gazette also plays a strong role in preserving and interpreting local history. A feature by reporter Carolyn Brown on a 1768 Southamptton farmhouse built by early settler Ichabod Strong connects readers with centuries of regional heritage, while her coverage of Historic Northamptton's exhibition "Slavery and Freedom in Northamptton, 1654–1783" brings attention to important research uncovering the lives of enslaved people who once lived in the city. This story translates archival scholarship into accessible storytelling and helps ensure that difficult but essential aspects of local history remain part of the community's understanding of itself.

Our reporting team also stays busy

documenting the breadth of cultural activity in the region — from art exhibitions at the University Museum of Contemporary Art at UMass Amherst to the return of the Amherst Area Gospel Choir after the pandemic.

By highlighting artists, preserving history, and promoting events and institutions, the Gazette strengthens civic identity and ensures that Hampshire County's diverse arts and cultural life is seen, valued, and shared.

ARTS & CULTURE

'Art in the Age of Human Impact'

New exhibition at UMass explores complex relationship between humans and nature

Family of late artist invites public to have works

More than 200 works by Vermont's Phyllis Julia are available at open house this weekend

Arts and education festival about racial and social justice

Colleges about Italian ancestors

Arts and education festival about racial and social justice

Family of late artist invites public to have works

Arts and education festival about racial and social justice



>>> SPORTS

Moments like the one when Belchertown field hockey senior Edith Audette blasted a shot into the cage to reach 100 career points capture the kind of stories that matter deeply to local communities. In that moment, teammates, coaches and family celebrated a milestone years in the making. The Gazette's story preserved not just the statistic, but the emotion behind it — the teamwork, the friendships and the dedication that helped Audette reach the mark.

The same is true for South Hadley basketball standout Jack Loughrey, whose 31-point performance pushed him past the 1,000-point milestone in a decisive win for the Tigers. Sports reporter Ryan Ames chronicled the journey behind that achievement: the confidence he built over his career, the anticipation from classmates and the relief and excitement when the moment finally arrived. Stories like these highlight the perseverance and growth of local

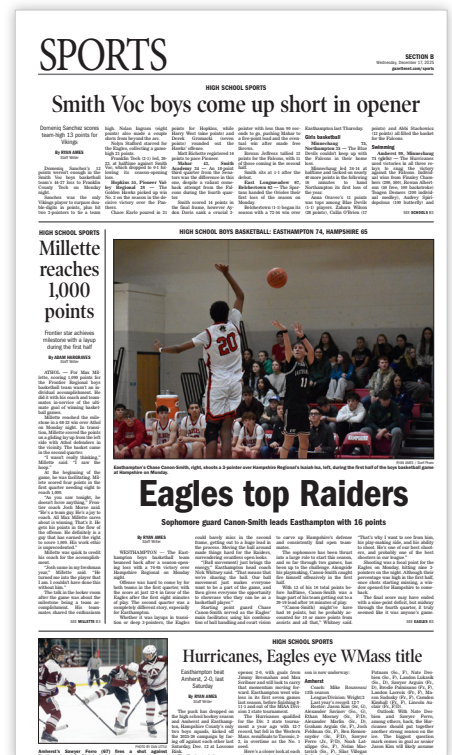
student-athletes while allowing readers to celebrate milestones alongside them.

Beyond individual achievements, the Gazette's sports team also captures the spirit of competition and community surrounding local teams. When the Smith Vocational girls volleyball team made a historic run to the state championship match — possibly the first state final appearance in any sport in the school's long history — coverage focused on the players' passion, teamwork and pride in representing their school. Even in defeat, their joy and sense of accomplishment illustrated the lasting value of the experience.

Similarly, the Gazette documented the excitement of the Granby girls basketball team's Western Massachusetts championship victory. Brenna Moreno's career-high 30 points powered the Rams to their first sectional title in nearly two decades, but the story emphasized more than the comeback win. It highlighted the chemistry among teammates who grew up playing together and the bond that turned a roster into a family.

Through stories like these, the Gazette's sports team provides comprehensive coverage of high school sports across Hampshire County — 13 high schools in all. It also connects readers to the broader collegiate sports landscape of the Five Colleges, spotlighting athletes and programs at institutions such as UMass Amherst, Smith College and Amherst College.

By documenting milestones, rivalries, playoff runs and unforgettable moments, the Gazette preserves the shared experiences that define local sports. For readers, families and communities, these stories recognize the achievements of young athletes and ensure their journeys become part of the region's collective history.



COMMUNITY

COMMUNITY REACH

>>> The *Daily Hampshire Gazette* serves Hampshire County, a vibrant and highly engaged local market of approximately 162,500 residents across nearly 61,800 households. Readers turn to the *Gazette* as the region's trusted source for in-depth local news, community coverage, and information that helps shape civic and personal decision-making.

Hampshire County's strong sense of place — anchored by colleges, local institutions, and active neighborhoods — creates meaningful visibility for advertisers. With loyal readership and consistent engagement across print and digital platforms, the *Gazette* delivers repeated exposure and lasting connections within the community.

COMMUNITY IMPACT

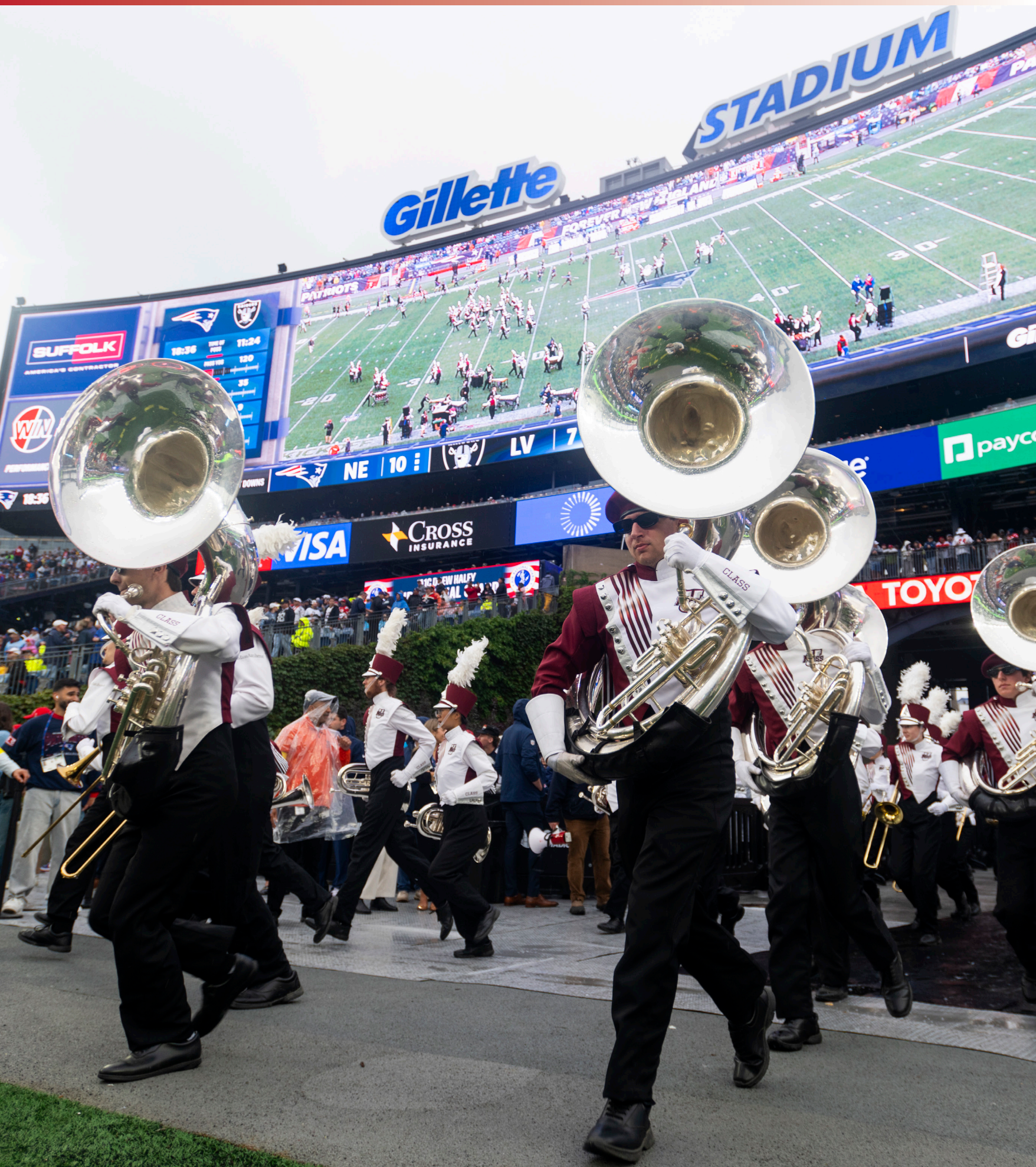
- The dominant local media outlet providing daily coverage of 20 cities and towns in Hampshire County with local journalists
 - Entirely local opinion page (letters, editorials and guest columns)
 - Full coverage of 13 high schools sports programs. Fall, winter & spring seasons. No other source provides this coverage of high school athletes or UMass and Five College athletics.

COMMUNITY SUPPORT

>>> Organizations we sponsor and support:

- **Gazette Person of the Year & Young Community Leader**
- **Sidney F. Smith Toy Fund**
- **Massachusetts Center for the Book**
- **United Way of the Franklin and Hampshire Region**
- **Cancer Connection**
- **Grow Food Northampton**
- **Northampton Arts Council**
- **Downtown Northampton Association**
- **Northampton Jazz Festival**
- **Community Action Pioneer Valley**
- **Eric Carle Museum**
- **Young @ Heart Chorus**
- **Big Brothers, Big Sisters of Hampshire County**
- **Friends of Children**
- **Northampton Neighbors**
- **Greater Northampton Chamber of Commerce**
- **The Chamber of Greater Easthampton**
- **Amherst Area Chamber of Commerce**





2025 PHOTOS OF THE YEAR

The photography team of Carol Lollis and Daniel Jacobi II plays a vital role in the work of the Gazette, capturing the people, places, and moments that define life across Hampshire County each day. Through their thoughtful and compelling images, they document everything from major community events and breaking news

to the quiet, everyday scenes that reflect the character of the region. Their photography not only informs readers but also helps deepen understanding of the stories that shape local life. By pairing visual storytelling with the Gazette's reporting, they bring immediacy, emotion, and context to the news. Their consistent excellence and the

high standard of journalism produced by the newspaper have earned them professional recognition and awards. The Gazette has a long history of strong photojournalism and Lollis' and Jacobi's work in 2025 ensured that the community's history, challenges, and celebrations were recorded and shared through powerful visual storytelling.





GAZETTE AUDIENCE

PAID AUDIENCE

The Daily Hampshire Gazette has a total audience of nearly 20,000 readers daily. With 5,800 home delivered customers plus an additional 4,000 digital-only subscribers. Our readers are primarily between 35-64 years old with an average household income of \$75,000 - \$100,000 per year.

NICHE PRODUCTS

We distribute 6,200 copies of the Amherst Bulletin weekly and 10,000 copies of the Valley Advocate are dropped bi-monthly at newsstands from Longmeadow, MA to Putney, VT. We also produce more than 40 niche sections annually that are delivered in print and with the e-paper on our newly updated website.

GAZETTENET.COM AND MOBILE APP

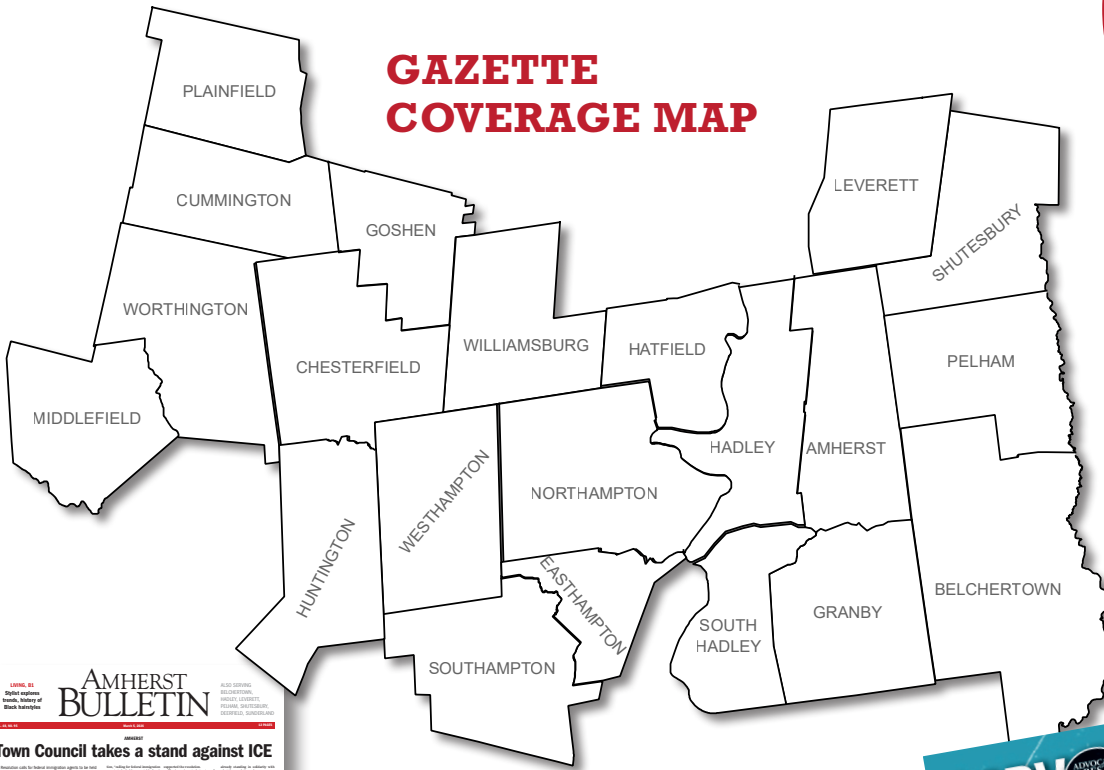
Our 12-month pageview average is approximately 2.1 million per month. The vast majority are local readers who subscribe as well as those who visit our site for the latest breaking news.

SOCIAL MEDIA

We're more social than ever and deliver content to over 16,000 followers on Facebook, nearly 6,000 Instagram followers and over 13,000 followers on X.

Digital subscriber growth since 2020 exceeds 30% with an average year over year growth of 3-5%

GAZETTE COVERAGE MAP



VALLEY ADVOCATE distributes **10,000** copies every other month and publishes a monthly email newsletter to over 6,500 readers. The *Advocate* has produced the annual *Best of the Valley* reader's poll and magazine for nearly 40 years!



AMHERST BULLETIN
DISTRIBUTES
6,200
COPIES WEEKLY





NEWSLETTER AUDIENCE

Over 16,500 readers choose to start their day with Gazette newsletters in their inbox. Six days per week we produce Morning Headlines and News Alerts, a quick essential round-up of the day's top stories, as well as an occasional breaking news update from the newsroom. In Memoriam, our daily obituary newsletter keeps readers informed of those who pass away with a connection

to the community. It's easy to sign up at gazettenet.com. Simply click "Newsletters" at the top of the page.

Our Daily Headline newsletter reaches a proprietary audience of 16,500+ each morning, Monday - Saturday

- **Less than 10%** are subscribers
- We maintain an active audience list and remove disengaged recipients to keep our **excellent open rates between 30 and 45%**

WAKE UP!

with the **Daily Hampshire Gazette** Est. 1786

Hampshire County's trusted news source since 1786



GAZETTE RECOGNITION

Recent recognition by the New England Newspaper & Press Association

Newspaper of the Year: 2024, 2017, 2015, 2013

Distinguished Newspaper: 2023, 2022, 2020



CAROL LOLLIS PHOTOS

THE MANY WAYS OF SUPPORT

A SUBSCRIPTION FOR YOURSELF

Whether you choose a print subscription with full digital access or become a digital-only subscriber, you'll have access to gazettenet.com as well as our mobile app to keep up with the latest news. Plus, our archives and popular editions are just a click away. Visit gazettenet.com, and click on subscribe at the top of the page.

A GIFT SUBSCRIPTION

Is there someone in your life that you think would benefit from a print or digital subscription? Subscribing is easy and makes a great gift.



NEWSPAPER OF THE YEAR:
2024, 2017,
2015, 2013
DISTINGUISHED
NEWSPAPER:
2023, 2022, 2020

CONSIDER A GIFT TO LOCAL NEWS

Many of the big decisions that impact your pocketbook, your family and your community get made in planning committees and school board meetings. Far too often, those decisions are made in front of empty rooms save for a lone local news reporter. National and cable news are not going to cover these decisions. You won't know about them without local news reporters.

Local journalism is a critical part of the civic infrastructure holding up democracy. Like solid roads and water pipes in your neighborhood, our local information systems need to be strong and sustainable.

Through the Community News Fund, you can donate to the *Daily Hampshire Gazette*. Your donation will directly support our news operation and strengthen the connections local news fosters in our com-

munities. To donate, visit gazettenet.com and click on "Donate - support local news." Thank you. We appreciate your generous support.

Daily Hampshire Gazette Est. 1786
gazettenet.com
23 Service Center Rd.
Northampton, MA 01060
413-584-5000