



Beacon-News, Aurora's Award-Winning Newspaper, Relunched in a Convenient, Easy-to-Read Format

- ***Readers Continue to Get the Region's Best Local Coverage Seven Days a Week***
 - ***Advertisers Get Exciting New Opportunities With New Design***
 - ***'Easy To Hold, Hard To Put Down'***

AURORA, Ill., Sep 14, 2009 (BUSINESS WIRE) -- The Beacon-News, the award-winning paper of record for Aurora and surrounding communities, today introduced its exciting new tabloid format with the same great offerings of local news, spirited opinion and local features readers expect seven days a week.

"We are excited to provide our readers and advertisers with a new and enhanced Beacon-News, while continuing our strong tradition of in-depth news for our readers and superior customer service to our advertisers," said Fred Lebolt, President and Publisher of The Beacon-News. "The new, portable format is perfect for people on the go who don't want to miss a bit of local news."

The Beacon-News' Web site, www.beaconnewsonline.com, has been enhanced to place a greater emphasis on up-to-the-minute local news. Readers can receive breaking news as it happens in DeKalb, DuPage, Kane, Kendall and Will counties, and also can sign up for text updates. To receive e-mail or text updates, sign up at beaconnewsonline.com. Subscribers can also manage their subscriptions online.

"The Beacon-News will continue our long, proud tradition of covering the Fox Valley area in print and online better than anyone else, and as well as putting a new emphasis on hard-nosed, investigative reporting," said Rick Nagel, Vice President, Editorial, for The Beacon-News. "We look forward to introducing the improved newspaper and online news to our readers and getting their feedback."

"Our advertisers have shown tremendous enthusiasm for the enhancements we've made, and we are delighted to continue to work with them to reach their target customers," said Robert Wall, Vice President, Advertising, West Region, for the Sun-Times News Group. "Our advertisers will have many exciting choices, from increased advertising possibilities to premium placement opportunities. And the new tabloid design helps to increase the impact their ads will have on a page,

The Beacon-News recently learned it will receive 32 journalism awards in the Illinois Press Association's 2009 Excellence in News Contest, 17 awards in the 2009 Illinois Associated Press Editors Association Excellence and the 2009 Illinois Associated Press Photo Excellence contests.

In addition to the exciting changes, The Beacon-News will launch a new ad campaign titled, "Easy to hold. Hard to put down." The integrated marketing campaign will consist of print, online, outdoor and other forms of advertising with a modern look. "We're excited to let our readers know that the important and relevant news in Kane, Kendall, Will and DuPage counties is now more accessible, more portable and easier to handle," said Willie Wilkov, Vice President of Marketing, Sun-Times News Group. Sun-Times News Group is the operating subsidiary of Sun-Times Media Group, Inc., owner of The Beacon-News.

About The Beacon-News

The Beacon-News was first published in 1846. It covers Aurora and the surrounding communities, including: Batavia, Big Rock, Elburn, Hinckley, Geneva, Kaneville, Maple Park, Montgomery, Mooseheart, Newark, North Aurora, Oswego, Plano, Sandwich, Somonauk, St. Charles, Sugar Grove and Yorkville.

About Sun-Times Media Group

Sun-Times Media Group, Inc. is dedicated to being the premier source of local news and information for the greater Chicago area. Its media properties include the Chicago Sun-Times and Suntimes.com as well as newspapers and websites serving more than 300 communities across Chicago and Northwest Indiana. Further information can be found at www.thesuntimesgroup.com.

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