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**ALWAYS NEWSPAPER —**

**ITM NEWSPAPER MEDIA BUYING SERVICES’ KIM AIELLO DELIVERS THE ART, NUMBERS AND TRUST THAT FUEL NEWSPAPER MEDIA BUYS**

Parsippany, New Jersey — May 8, 2018 — In today’s world of media planning and buying, where digital advertising is commonly propped up as the default strategy, Kim Aiello stands out as a modern-day champion of newspaper as the most trusted form of advertising. With a cascade of statistics, such as the 24.66 billion-USD projected 2018 expenditure in print advertising spending ©Statista 2018 and the power of print B2C, she refutes any suggestion that digital outlets have put the newspaper business on the decline.

In fact, Ms. Aiello proudly serves as the newspaper industry’s most passionate ambassador and steward. To her fiercely loyal clients, she asserts the market- penetrating clout of newspaper buying and its ever-broadening, multi-media platforms. To prospects — whether corporations or agencies who might have cast off newspaper solely for ads on screens — she inspires them to reconsider newspaper as a billion- dollar mainstay business with timeless credibility.

Aiello’s professional validation: the billions of dollars’ worth of newspaper advertising campaigns that she has personally negotiated and overseen to date. According to Aiello, “Demand has far from dwindled, and in fact, in an age of unreliable online news content, print-based journalism has the greatest equity with discerning consumers.”

In 2017, Aiello joined ITM as Executive Vice President to lead the company’s newly expanded division of multi-platform newspaper — print, digital and mobile — and to service a broad category of businesses as the entrusted conduit between agencies/clients and the newspaper sector. With almost 20 years’ experience in advertising agency and newspaper/media buying, Aiello oversees a seasoned team at ITM Newspaper Media Buying Service, specializing in newspaper products and services, leveraging proficiency in research and targeting to maximize market penetration and results.

“Kim is unrivaled in providing advertisers with the best rates and positioning,” said Jody Merl, President and founder of ITM. “With her masterful negotiating skills, insight and seamless service, she works tirelessly and creatively to deliver the greatest value. In turn, she delivers consistent business to over 2,000 newspapers around the country, so she is an extraordinary asset to the newspaper industry.”

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Publisher Jay Curran of the San Francisco Media Group recognizes Kim as “the rare gem who makes things happen for both her clients and their partners. Her attention to detail is bar none and her tenacity to get things done is exemplary. I would have to say she is the top-tier in her industry.”

Kim received her Master of Business Administration from Dowling College.

For more information on ITM Newspaper Media Buying Services, contact Kim Aiello, Executive Vice President, at (973) 331-8171, ext. 11, or [kim@itmmediabuyingservices.com](mailto:kim@itmmediabuyingservices.com)

Editor’s Note: Photo of Kim Aiello — high-res image available upon request

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