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Publishing Company Launches Fourth Newspaper in Four Years

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Mt. Kisco, NY — July 13, 2011 — Examiner Media, one of the fastest growing independently-owned newspaper publishing companies in the nation, has announced that next month it is debuting a new title, The White Plains Examiner.

Set for an Aug. 23 launch, The White Plains Examiner will join the company's existing roster of New York-based free weekly newspapers: The Examiner, The Northern Westchester Examiner and The Putnam Examiner.

Despite the famous struggles of the industry in recent years, Examiner Media continues to grow at a rapid clip. In Sept. of 2007, the company started The Examiner, which at the time circulated just 2,000 copies.

Less than four years later, with The White Plains Examiner, the combined circulation of the four newspapers will be 23,000, and poised for further expansion.

"With a focus on producing good quality local content, we've been able to capture a loyal audience and the subsequent advertisers who want to reach that audience," said Adam Stone, the Mt. Kisco-based company's owner and publisher. "With a proven formula, we're confident readers living and working in the City of White Plains and the surrounding area will embrace our product with as much zest our readers elsewhere in Westchester and Putnam counties."

The newspaper will also be distributed in the surrounding towns of Greenburgh and Harrison, and will feature from the start light editorial coverage of the neighboring communities as well.

Covering White Plains also raises the company's profile. The county seat in Westchester, home to state and federal courts, White Plains was named one of the fastest growing cities in the United States by Business Week Magazine last year. As an urban center, White Plains will present the new publication with unique challenges and opportunities, said Andrew Vitelli, who will serve as editor for The White Plains Examiner.

"White Plains has been one of the fastest-growing cities in the country in recent years, with its culture, demographics, business climate and political direction being shaped on an everyday basis," said Vitelli, who is currently editor of The Putnam Examiner.

"In one of the most important periods of the city's more than 300-year history, White Plains citizens deserve a newspaper that lets them know what's happening down the block, at their city hall, at their local pizzeria and at their childrens' schools. A vibrant local newspaper is vital to a community, and The White Plains Examiner will fill that current void."

With its motto of SMALL NEWS IS BIG NEWS, Examiner Media has been embraced by the communities it serves.

Patricia Casey, former publisher of White Plains Times, which recently stopped publishing, will be working with Examiner Media to help facilitate its expansion into the White Plains market.

"I am happy to see a news organization of such quality coming into White Plains and I look forward to helping ensure the success of The White Plains Examiner," Casey said. Casey plans to launch a newsmagazine this fall to address local and regional issues relating to sustainability and creativity in community problem-solving and affairs. The White Plains Examiner and Casey's yet-to-be-titled magazine will be cross-promoting one another.

"There are a lot of people out here at the local level working through tough financial times to bring our communities to the next level," she said. "They need an advocate who will promote their efforts and spotlight success stories where new approaches and creativity show the way." Examiner Media also operates a local news website - [TheExaminerNews.com](#) - and enjoys a significant social media presence, most notably with its popular [@examinerstone](#) Twitter feed.

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