



multimedia
news
providers.





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The newspaper industry, like all media, finds itself in a time of dramatic change and transformation. All media – from long-established to those just emerging – are creating a new place in a new media mix. Each has its own value proposition. But newspapers have an advantage that can't be duplicated at any price: the ability to speak to a community as part of the community.

The key to the future of newspapers is the effort to build a broad portfolio of products

around the core product, the traditional newspaper, and connect with both general and targeted audiences. Newspapers across the country have established their presence on the Web and are aggressively developing additional online products. They are launching niche publications and reaching out to new audiences, particularly minorities. It's all part of a critical transformation: from newspaper companies to multimedia news providers.

expanding reach in unprecedented ways.

On average, more than 59 million people (37.6 percent of all active internet users) visited newspaper Websites during the first quarter of 2007. That is a record number, and represents a 5.3 percent increase over the same period in 2006. In fact, the newspaper Website audience is growing at nearly twice the rate of the overall online audience.

Newspaper Website users continue to increase the amount of time they spend on newspaper Websites as well – more than 45 minutes per month on average during the quarter. That's an 11.5 percent increase over the same period last year. Nearly 73 percent of newspaper website visitors go online every day compared with 57.8 percent of the internet population as a whole.

Newspaper websites attract a younger, more affluent audience coveted by advertisers while providing a valuable service to readers seeking immediate information from a trusted local source.

Source - Nielsen//Net Ratings

- The newspaper reaches the majority of adults in the U.S. on an average day.
- As adults mature, readership increases.
- As household income rises, so does newspaper readership.
- Newspaper readership rises with education.
- Newspaper reaches across various professions, and increases with more job responsibility.
- Newspaper readership increases among consumers living in higher valued homes.
- Newspaper readership increases with length of residency within a community.

average readership

The newspaper reaches the majority of adults in the U.S. on an average day. This reach increases significantly over five weekdays and four Sundays.

| Daily Readership | | Sunday Readership | |
|----------------------|-----|---------------------|-----|
| Avg. Weekday | 51% | Avg. Sunday | 58% |
| Avg. Over 5 Weekdays | 76% | Avg. Over 4 Sundays | 72% |

...by age group

As adults mature, readership increases.

| Age | Daily Readership | Sunday Readership |
|-------|------------------|-------------------|
| 18-24 | 37% | 44% |
| 25-34 | 35% | 45% |
| 35-44 | 47% | 56% |
| 45-54 | 56% | 64% |
| 55-64 | 62% | 68% |
| 65+ | 68% | 72% |

...by income group

Buying power generally rises among consumers with higher household incomes. As household incomes rise, so does newspaper readership.

| Household Income | Daily Readership | Sunday Readership |
|--------------------|------------------|-------------------|
| \$75,000 or more | 58% | 66% |
| \$50,000 or more | 56% | 64% |
| \$40,000 or more | 55% | 63% |
| Less than \$40,000 | 43% | 50% |
| Average | \$80,314 | \$79,050 |
| Median | \$61,738 | \$61,087 |

...by education level

Newspaper readership increases with education.

| Education | Daily Readership | Sunday Readership |
|------------------------------|------------------|-------------------|
| Post Grad | 65% | 71% |
| College Grad | 56% | 75% |
| Some College | 53% | 62% |
| High School Grad | 48% | 56% |
| Did Not Graduate High School | 31% | 35% |

...by home value

Newspaper readership increases among consumers living in higher valued homes.

| Home Value | Daily Readership | Sunday Readership |
|---------------------|------------------|-------------------|
| \$300,000+ | 66% | 73% |
| \$250,000-\$299,999 | 61% | 70% |
| \$150,000-\$199,999 | 58% | 68% |
| Less than \$150,000 | 52% | 61% |
| Average | \$269,736 | \$263,605 |
| Median | \$196,483 | \$193,435 |