

# NEWS AND TRIBUNE • COM

## REACH A LOCAL AND LOYAL AUDIENCE

*Typically, 68% of our site visitors live in-market*

Unlike most national news and classified sites, 68% of local newspaper website visitors live and work inside the local area marketplace.

The demographic profile of this large local audience is an attractive one, with the majority of them being young, affluent and college educated.

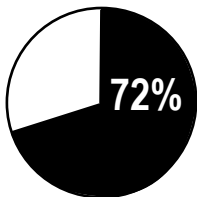


Our website averages 7000 unique visitors and over 25,000 page views per day, giving you over 35,000 unique visitors and 750,000 page views per month.

With a variety of advertising opportunities, there is now a local online solution for all advertising needs!

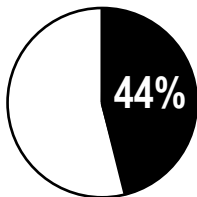
### A Desirable Demographic Profile

Young



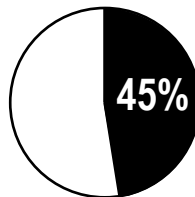
72% fall between 25 and 54 years old

Affluent



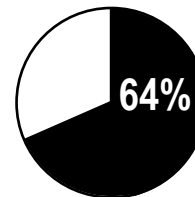
44% have household incomes of \$50K+

Educated



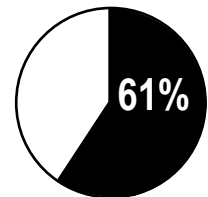
45% have college degree or more

Majority Female



64% are female

Home Owners



61% own homes

### 69% of the Audience has visited Classifieds

#### Real Estate

■ **26%\*** of the audience intends to buy, sell, or rent real estate in the next 6 months.

#### Automotive

■ **22%\*** of the audience intends to purchase a new or used automobile in the next 6 months.

#### Employment

■ **55%\*** use our online classifieds for employment information.

### Audience Purchase Intentions

Percentage of audience that plan to purchase in next 6 mos.\*

- |                        |                         |
|------------------------|-------------------------|
| ■ 18% Large Appliances | ■ 19% Cell Phones       |
| ■ 21% Sporting Goods   | ■ 68% Clothing          |
| ■ 32% Computers        | ■ 30% Flowers           |
| ■ 29% Office Supplies  | ■ 29% Health Care Svcs. |
| ■ 21% Banking Services | ■ 51% Health/Beauty     |
| ■ 40% Furniture        | ■ 18% Insurance         |
| ■ 41% Travel           | ■ 62% Movies, Tickets   |
| ■ 39% Electronics      | ■ 22% Jewelry           |