

The Cleveland-Akron Market

Newspapers First
THE LEADER IN MAJOR MARKETS



Cleveland-Akron DMA

Greater Akron Market*

	#	U.S. Rank	#	Rank**
Households	1,560,500	#17	539,115	#40
Population	3,905,900	#18	1,369,811	#40
EBI	\$77.7 Billion	#18	\$27.4 Billion	#43
Retail Sales	\$57.8 Billion	#20	\$20.4 Billion	#41

Market Highlights

- Cleveland-Akron DMA is the 3rd-largest market in the Midwest; only Chicago & Detroit are bigger
- Akron is the 5th-largest city in Ohio, 40 miles south of Cleveland; 50% of America's population live within a 500 mile radius of Akron
- The Greater Akron market accounts for about one-third of the DMA's sales potential
- Northeast Ohio's center of research, development & manufacturing in such diverse fields as aerospace, nuclear power, tires, metals, plastics and chemicals; research in polymer engineering takes place in the world-class labs of the Univ. of Akron, a global leader in the design of new molecules
- Globally recognized as the "Polymer Capital of the World," home to 400 polymer-related firms with over 31,000 employees, spending over \$500 million on R&D, as well as over 550 metalworking firms
- Akron has one of the lowest cost of living indices, lower than Syracuse, Raleigh, Milwaukee, Buffalo, Orlando, Richmond, Chicago, Hartford, Portland, Boston, & 6% lower than the U.S. (ACCRA, 4th Qtr, 2007); one of highest share of homes affordable for median income in the area: higher than Dayton, Wheeling, Buffalo, Peoria, Harrisburg, Wichita, Ann Arbor, Youngstown, Madison, and Allentown (HOI, 4th qtr '07)
- The Cleveland-Akron area is home to 8 Fortune 500 companies: Goodyear, Eaton, First Energy, National City Corp., Parker Hannifin, Sherwin-Williams, KeyCorp, and Aleris Int'l (Fortune, 4/08); other top firms in the area include: SUMMA Health System, Akron General Health System, Kent State Univ., Univ. of Akron, GOJO, Akron General Medical Center, Jo-Ann Stores, Schulman, Sterling Jewelers, Robinson Memorial Hospital, Yellow Transportation, InfoCision Mgmt. Corp., Bridgestone/Firestone North American Tire, Schneider National Carriers, FedEx, and Area Wide Protective
- The Akron/Canton Regional Airport, 10 miles south of Akron, is the 2nd-fastest growing U.S. airport and had over 1.4 million passengers in 2006, a 82% increase over 2000; it is undergoing a 10-year, \$110-million capital improvement plan (Akron/Canton Airport, 4/08); the Cleveland Hopkins Int'l Airport, 35 miles from Akron, had 11.5 passengers in 2007; several other airports serve the area
- Within a 50-mile radius of Akron, there are 32 colleges and universities – besides the greater NY area, no region in the country can boast as many educational facilities
- Akron is rated as the #3 U.S. city with the most corporate HQs facility projects (population 200,000 - 1 million) (Site Selection, 3/08)
- Completed projects in Akron include: Akron-Summit County public library; SummaCare Center expansion; Akron Civic Theatre restoration; Lock III redevelopment area; Canal Park Stadium; Akron Art Museum, opened '07; new development: new downtown transportation center, expected to be completed by 1/09; conversion of Akron's Industrial Incubator into the Akron Global Business Accelerator, home to 37 startup technology cos.; mixed use civic theatre block development
- The area has the 2nd-largest performing arts center in the US behind NYC's Lincoln Center, including EJ Thomas Performing Art Hall, seating 3,000, home to Akron Symphony Orchestra, as well as opera, ballet & Broadway shows; also Nat'l Inventors Hall of Fame; Goodyear Rubber Museum

Source: Demographics USA, 2007; *Greater Akron market: Medina, Portage, Stark, Summit & Wayne; **compared to U.S. metro areas

The Akron Beacon
Journal Delivers
The Akron Market

Newspapers First
THE LEADER IN MAJOR MARKETS



	<u>Circulation</u>		<u>Readership (Greater Akron)*</u>	
	<u>Daily</u>	<u>Sunday</u>	<u>Daily</u>	<u>Sunday</u>
Total	128,640	173,741	Greater Akron Adults*	294,361
DMA	127,565	172,099	College Grad+	65,911
Greater Akron Market*	126,103	170,147	Professional/Mgrl	53,504
			HHI \$75,000+	96,761
				120,637

Newspaper Highlights

- Newspaper is the medium that reaches the most upscale, high-end consumers in the Greater Akron market. Heavy newspaper readers index far above heavy users of both TV and radio among the most valuable prospects in the Greater Akron market:

	<i>Newspaper Quintile 1</i>	<i>Radio Quintile 1</i>	<i>TV Quintile 1</i>		<i>Newspaper Quintile 1</i>	<i>Radio Quintile 1</i>	<i>TV Quintile 1</i>
Upscale restaurant	171	106	92	Post graduate degree+	151	118	51
3+ dom. comb trips	161	15	100	3+ dom air pers/vac trips	132	42	91
Took a cruise	157	104	120	Mkt value home \$300M+	127	60	86

- In the DMA, the Cleveland Plain Dealer misses 76% of all households daily and 72% of all households on Sunday. You need more coverage here.
- Of the Cleveland Plain Dealer's total circulation, only 12% is distributed in the Greater Akron market on the average weekday, and 13% on Sunday
- Daily Akron Beacon Journal readers have a HHI 15% higher than the DMA median HHI – a difference of over \$7,500; on Sunday, Beacon Journal readers have a HHI 17% higher (over \$7,500) than the median DMA adult
- On an average weekday, the Akron Beacon Journal reaches over 126,000 Greater Akron households - 7 times more reached by Newsweek and Time weekly magazines combined (18,018) (*Circulation 2008; ABC Magazine Market Coverage Report, 2007- MSA*)
- For less cost, 1 daily ad each in Cleveland Plain Dealer & the Akron Beacon Journal, reaches more DMA total adults, HHI \$50,000+, prof'l/mgrs, & college grads+, than 2 ads alone in the Plain Dealer
- The Akron Beacon Journal provides far greater coverage of Greater Akron adults than A.M. drive-time radio, or even 1 prime time TV spot each from ABC, CBS, FOX & NBC combined (*Scarborough 2008, Rel 1*)

	<u>% Greater Akron Adults</u>		<u>% Greater Akron Adults</u>
Daily Beacon Journal	28%	A.M. Drive Time Radio (<i>average ¼ hour, 38 stations</i>)	19%
Sunday Beacon Journal	40%	Prime Time TV: ABC, CBS, FOX, NBC	18%

- Compared to the average adult in the U.S., our daily readers in the Greater Akron market are:
 93% more likely to have a home equity loan 42% more likely to use full service stockbroker
 89% more likely to stay upscale hotel-business 23% more likely to own certificates of deposit
 59% more likely to own digital video recorder 17% more likely to rent a car for business
- Compared to the average adult in the U.S., our Sunday readers in the Greater Akron market are:
 114% more likely to travel to Canada 35% more likely to own high-definition T.V.
 70% more likely to own/lease dom luxury vehicle 29% more likely to use a financial planner
 47% more likely to have an online service 21% more likely to play golf
- The ohio.com website for the Akron Beacon Journal is the area's most powerful local medium for effective online advertising, with over 415,000 unique visitors monthly (*Nielsen/NetRatings, 8/07*)