

The Atlanta Market

Newspapers First
THE LEADER IN MAJOR MARKETS



	<u>DMA</u>		<u>CBSA</u>	
	#	<u>U.S. Rank</u>	#	<u>U.S. Rank</u>
Households	2,249,000	#9	1,865,700	#9
Population	6,141,300	#9	5,122,900	#9
EBI	\$130.4 Billion	#9	\$113.4 Billion	#10
Retail Sales	\$98.5 Billion	#9	\$83.4 Billion	#8

Market Highlights

- Atlanta is the state capital, and the region's largest population; the commercial, financial, and transportation hub in the area
- Atlanta is the fastest-growing U.S. metro (of 361) with a population gain of over 890,000, and of the top 10 metros, the fastest-growing in percent change (21%) (*Census Bureau, 2000-2006, released 2007*)
- From 2000 to 2030, Atlanta is expected to be one of the fastest-growing metros, with projections of an additional 2.3 million in population, and an additional 1.7 million in new jobs (*U.S. Census Bureau; ARC*)
- The top 10 fastest-growing U.S. counties (2000-2006) include 4 from the Atlanta CBSA; & of the top 100 fastest-growing counties, the Atlanta CBSA accounts for 13 counties (*ESRI, Amer. Demographics, 2007*)
- In 2006, metro Atlanta created more than 83,000 jobs, making the area the one of the top areas in America for job creation, and over 490,100 new jobs have been created in metro Atlanta in the past 10 years, a 24% increase (*Bureau of Labor Statistics, 1997-2006*); Atlanta is projected to lead the nation in producing 1.8 million new jobs by 2025 (*BLS, CBRE/Dorey Market Analysis Group*)
- Of the top 10 DMAs, Atlanta is ranked in 5-year % change for: #1 for total population, total households, #2 in total EBI, , and #3 in total retail sales (*Demographics USA, 2007*)
- Atlanta has a lower cost of living than the U.S. average, and lower than Cleveland, Grand Rapids, Raleigh, Chicago, Portland, Baltimore, Hartford, New Haven, Boston, Washington DC, San Diego, S.F., N.Y. (*ACCRA, 3rd qtr, 2007*); one of most affordable U.S. housing markets, with a median home price \$175,300 - U.S. average is \$220,800 (*Nat'l Association of Realtors, 3rd qtr '07*)
- 3rd-most concentrated area for Fortune 500 HQs, with 12: Home Depot, UPS, Coca-Cola & Coca-Cola Enterprises, Delta, Southern, SunTrust, Genuine Parts, Newell Rubbermaid, Beazer Homes, BlueLinx, and Mirant; 6 Fortune 1000 HQs: Superior Essex, AGL Resources, Spectrum, Georgia Gulf, Acuity Brands, Gold Kist; (*Fortune 4/07*) other top employers: Emory Univ., Bellsouth, Lockheed, IBM, Ga. Institute of Technology, Turner Broadcasting, Cox, AT&T, Georgia Pacific, and Siemens
- New businesses: Sany America, Wipro Technologies, Dick's Sporting Goods, & LG; expansion: Cola Cola, RYLA Teleservices, Nexen Tire II, Litton Loans, UCB Pharma, Quintiles Transnational; new development: Coca Cobb Galleria multipurpose performing arts center; mixed use for: 9-block downtown projects, Allen Plaza; Stratford 46-story project; and Peachtree Street twin 40-story towers
- Hartsfield-Jackson Int'l is the world's busiest airport, with 85 million passengers in 2006, and the #2 airport serving int'l nonstop market internationally (*ACI, 2007*); a 5th runway was completed, and a \$5.4 billion development is underway to expand, repair & upgrade facilities; AirTran adding 2,500 jobs; by 2015, 114 million passengers are projected to use the airport; ranked #3 as "Airport of the Year" in North America (*Skytrax, 8/07*) and #3 "Airport Satisfaction Study" survey (*J.D. Power, large airports, 2007*)
- Atlanta is ranked as:
 - #1 "America's most wired city" overall, #1 in access options, and #3 in WiFi hotspots (*Forbes, 6/07*)
 - #1 "Top city on the verge" based on innovative cities in creative class (*Fast Company, 7/07*)
 - #1 "Least-expensive large U.S. city for business" with population 1.5 million (*KPMG, 3/06*)
 - #2 "Top metro (of 15) with highest # of adults creating new businesses monthly" (*Kauffman Foundation, 5/07*)
 - #2 "Least expensive city in which to operate corporate HQs" (*Boyd Co., 8/07, of top 30 major U.S. markets*)
 - #2 "Best city for African-Americans" (*Black Enterprise magazine, 5/07*)
 - #3 "Best city for young professionals" based on best business opportunities and pay (*Forbes, 8/07*)
 - #4 "Top city with one of highest rates of job growth in creative occupations" (*Busn. 2.0/Moody's Economy, '07*)



	<u>Circulation</u>			<u>DMA Readership</u>	
	<u>Daily</u>	<u>Sunday</u>		<u>Daily</u>	<u>Sunday</u>
Total	357,583	543,493	DMA	1,092,932	1,618,973
DMA	333,745	509,556	College Grad+	426,993	564,221
Metro	307,324	473,089	Professional/Mgr'l	333,549	534,500
			Average HH Income	\$112,720	\$112,570
			DMA Reader Income	\$123.2 Billion	\$182.2 Billion

Newspaper Highlights

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

	<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>
Use stockbroker	159	90	98	Own/lse frgn lux vehicle	142	99	65
Post grad degree+	157	90	98	Have mutual funds	139	98	81
Own bonds	146	95	107	Mkt value home \$300M+	138	86	80

- The Atlanta Journal-Constitution accounts for 36% and 44% of all Daily and Sunday newspaper circulation in Georgia, the country's 9th-largest state (*Circulation 2008; Demographics USA, 2007*)
- Largest newspaper in the southeast: daily; among all U.S. newspapers, the Atlanta Journal-Constitution ranks 19th daily in total circulation and 14th on Sunday (*Circulation 2008*)
- Daily, Atlanta Journal-Constitution readers have a HHI 22% nearly than the DMA average HHI – a difference of nearly \$20,000; and on Sunday, Atlanta Journal-Constitution readers have a HHI 21% higher (over \$19,800 more) than the average for DMA adults
- The Atlanta Journal-Constitution provides far greater coverage of CBSA adults than A.M. drive time radio, or even 1 prime time TV spot each from ABC, CBS, FOX, & NBC combined:

	<i>% CBSA Adults</i>		<i>% CBSA Adults</i>
Daily Atlanta Journal-Constitution	26%	A.M. Drive Time Radio (avg ¼ hour, 39 stations)	19%
Sunday Atlanta Journal-Constitution	39%	Prime Time TV: ABC, CBS, FOX, and NBC	17%

- On an average weekday, the Atlanta Journal-Constitution reaches over 300,000 metro households – over 2 times more households reached by Newsweek, Time, & U.S. News weekly magazines combined (*ABC Magazine Market Coverage Report, 2007- MSA*)
- 6 out of 10 adults (65%) who read a daily newspaper in the Atlanta DMA turn to the Journal-Constitution, and over 8 out of 10 adults (81%) on Sunday
- Over 7 out of 10 adults (70 %) who read a daily newspaper in the Atlanta CBSA turn to the Journal-Constitution, and nearly 9 out of 10 adults (87%) on Sunday
- Over 6 times more adults with white collar occupations in the Atlanta DMA read the Journal-Constitution than read the Wall Street Journal daily, and over 9 times more of them read the Journal-Constitution on Sunday
- Compared to average adult in the U.S., daily Atlanta Journal-Constitution readers are:
167% more likely to buy/lease new luxury veh next year
95% more likely to rent a car for business
78% more likely to have online service
63% more likely to be college graduate+
57% more likely to have HHI \$100M+
48% more likely to have money mkt funds
- Compared to average adult in the U.S., Sunday Atlanta Journal-Constitution readers are:
96% more likely to take 3+ domestic busn air trip past yr
82% more likely to take 3+ foreign busn trips past 3 yrs
67% more likely 3+ domestic pers/vac air trips past yr
54% more likely to take a cruise past 3 yrs
53% more likely visit Europe past 3 yrs
50% more likely to have HHI \$75,000+
- ajc.com websites for the Atlanta Journal Constitution are the area's most powerful local medium for effective online advertising, with over 3 million unique visitors monthly (*ajc.com*)

Source: *Circulation 2008; Scarborough 2007, release 2*