

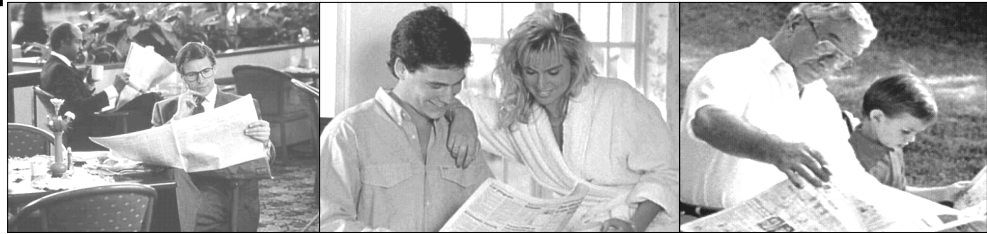


	<u>DMA</u>		<u>Metro</u>	
	<u>#</u>	<u>U.S. Rank</u>	<u>#</u>	<u>U.S. Rank</u>
Households	654,800	#45	470,400	#51
Population	1,645,000	#48	1,161,300	#56
EBI	\$26.0 Billion	#52	\$19.3 Billion	#60
Retail Sales	\$16.7 Billion	#55	\$12.5 Billion	#62

Market Highlights

- Buffalo is the 2nd-largest city in the state of N.Y.; the commercial, political and entertainment hub of an 8-county region of western N.Y. State & northern Pennsylvania, consisting of 1.6 million people
- 5th busiest trade city in the U.S., exporting 38% of its local product – nearly 3 times the national average (*Buffalo Economic Renaissance Corporation*); 9th-largest port in the U.S. (www.buffaloniagara.org)
- Buffalo/Niagara Falls is the most affordable housing market based on lowest home prices, among the top 60 metros -- median sales price for an existing home is \$90,400, 54% lower than the U.S. average of \$168,900 (*Nat'l Assoc of Realtors, 2nd Qtr. 2003. Cleveland, Detroit, Ft. Worth, Miami, & Nashville not measured*)
- Buffalo ranks 21st in overall lowest cost of living, and 16th in lowest housing cost of living, among the top 60 metros (*ACCRA 2002, 4th Qtr; Demographics USA, 2003*)
- Only a 1½-hour drive to Toronto, Canada's fastest-growing region, and a 7-hour drive to Montreal, the gateway for European products; 6 international bridges between the U.S. & Canada, facilitating \$81 billion in annual trade annually, and the volume is growing by 20% per year
- Buffalo's business sectors experienced tremendous growth in: life sciences, medical devices, research and pharmaceutical industries, with over 150 firms, research centers & educational institutions; professional support centers; logistics, distribution & trade; intensive manufacturing, including nearly \$400 million upgrades for GM & Ford plants in the region; technology, with nearly 700 high-tech firms, and 12 fiber optic trunk lines crossing the US-Canadian border
- The 8-county Buffalo DMA area is home to 22 colleges & universities, with over 100,000 students enrolled full-time or part-time; the Univ. at Buffalo, the largest public university in the state, offers 300 graduate & undergraduate degree programs; 26 hospitals, including 8 teaching institutions; Roswell Park Center Institute was named one of the top cancer hospitals in U.S. (*U.S. News & World Rpt*)
- The Buffalo Niagara Int'l Airport offers 90 daily non-stop flights to 18 cities, serving over 4 million passengers yearly (*BNIA, 2002*); ranked the 11th most affordable U.S. airport (*Dept of Transportation, 2001*)
- Top firms in the area include HSBC Bank, Comptek, Delaware North Cos., Fisher-Price/Mattel, Kaleida Health, Delphi Harrison, M&T Bank, GM, American Axle & Mfg Inc., Rich Products, Dunlop Tire Corp., Mark IV Industries, Ford Motors, Verizon, Moog Inc., Motorola, & Sorrento Cheese
- Niagara Falls is just a 20-minute drive from Buffalo, and one of the world's 7 natural wonders, drawing 10 million tourists from over the world each year (*Buffalo Niagara Partnership*); in downtown Niagara Falls, Seneca Niagara Casino opened 1/03, drawing over 20,000 on weekends
- Buffalo is ranked as one of the top U.S. 25 cities in cultural activities (*Places Rated Almanac*), including the Buffalo Philharmonic Orchestra, a lively Theater District, Shea's Performing Arts Center, and outstanding architecture designed by Frank Lloyd Wright and Frederick Olmsted; and according to the June 2003 issue of American Style Magazine, Buffalo is ranked the #8 U.S. city as an arts destination, including the Tri-Main Center's Hallwalls Contemporary Art Center/Buffalo Arts Studio, Albright-Knox Art Gallery, and Burchfield-Penney Art Center
- Buffalo is home to the NFL Buffalo Bills, the NHL Buffalo Sabres, and the Buffalo Bisons, the Triple A affiliate of the Cleveland Indians

Source: Demographics USA, 2003; buffaloniagara.com; Buffalo Niagara Convention & Visitors Bureau



Circulation

	Daily	Sunday
Total	220,473	303,312
DMA	218,787	300,870
MSA	201,907	274,311
NDM	146,387	198,155

Readership

	Daily	Sunday
DMA	527,760	739,990
College Grad+	110,945	155,845
Professional/Managerial	96,855	128,530
Average HH Income	\$62,813	\$59,016
DMA Reader Income	\$33.2 Billion	\$43.7 Billion

Newspaper Highlights

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

	<i>Newspaper Quintile 1</i>	<i>TV Quintile 1</i>	<i>Radio Quintile 1</i>		<i>Newspaper Quintile 1</i>	<i>TV Quintile 1</i>	<i>Radio Quintile 1</i>
HHI \$75,000+	156	127	66	Use Stockbroker	123	99	93
Post grad/degree+	147	113	78	1+ Domestic Bus. Air Trip	152	98	120
Prof'l. Specialty	138	95	56	Access Internet	123	109	62

- The Buffalo News is New York State's largest newspaper outside the NY DMA, daily and Sunday
- The Buffalo News increased its metro readership by 39,000 daily and 19,000 Sunday, from 2000 to 2003 (Scarborough Report 2000-2003, Release 1)
- The Buffalo News ranks 1st daily (49.74%) and 1st Sunday (69.96%) in Newspaper Designated Market household penetration among the top 50 newspaper markets in the U.S. (ABC Fas-Fax, 9/30/2003)
- The Buffalo News boasts the highest adult coverage of any Sunday newspaper in the top 75 metros in the country (Scarborough Report 2003, Release 1)
- The Buffalo News provides far greater coverage of metro adults than A.M. drive-time radio, or even 1 prime time TV spot each from ABC, CBS, FOX & NBC combined (Scarborough 2003, Rel 1)

	<i>% Metro Adults</i>		<i>% Metro Adults</i>
Daily Buffalo News	54%	A.M. Drive Time Radio (average ¼ hour, 42 stations)	23%
Sunday Buffalo News	76%	Prime Time TV: ABC, CBS, FOX, NBC	18%

- Daily, Buffalo News readers have an HHI 13% higher than the DMA average HHI – a difference of over \$7,200; on Sunday, Buffalo News readers have an HHI 6% higher (over \$3,400 more) than the average for DMA adults
- Buffalo.com, the News' website, averages 400,000 unique visitors monthly, a bigger audience than the top local radio stations'
- Compared to the average adult in the U.S., daily Buffalo News readers are:

64% more likely to have a home equity loan	29% more likely to own mutual funds
49% more likely to have an on-line service	15% more likely to own money market funds
46% more likely to use a financial planner	11% more likely to own CD's
- Compared to the average adult in the U.S., Sunday Buffalo News readers are:

211% more likely to take 3+ foreign trips-pers/vac	27% more likely to play golf
147% more likely to visit the Bahamas	19% more likely to rent a car for pers/vacation
31% more likely to use a travel agent	14% more likely to take 1+ domestic air trips