



	<u>DMA</u>		<u>CBSA</u>	
	#	<u>U.S. Rank</u>	#	<u>U.S. Rank</u>
Households	897,100	#33	822,600	#25
Population	2,279,500	#34	2,088,100	#26
EBI	\$48.4 Billion	#32	\$45.3 Billion	#24
Retail Sales	\$31.7 Billion	#39	\$29.7 Billion	#30

Market Highlights

- The Greater Cincinnati area, located at the midpoint of the Ohio River, is a 13-county region where Ohio, Kentucky & Indiana converge; it is within 500 miles of 60% of the U.S. population (*cincyusa.com*)
- Cincinnati is one of the best cities for cost of living, and is 8% lower than U.S. average; lower than Cleveland, Jacksonville, Orlando, Richmond, Raleigh, Chicago, Portland, Ft. Lauderdale, Baltimore, Hartford, Newark, Boston, San Diego, Washington D.C., L.A., and New York City (*ACCRA '08, 2nd qtr*)
- Cincinnati is ranked #4 metro in U.S. housing markets for existing home prices of the top 25 metros (*National Association for Realtors, 1st Qtr, 2008*), and Cincinnati is one of the best U.S. housing markets in share of affordable homes, ranked #3 of top 25 metros (*NAHB/ Housing Opportunity Index (HOI), 2008 1st quarter*)
- The Cincinnati DMA area is home to 6 Fortune 500 firms: P&G, Kroger, Macy's, Fifth Third Bancorp, Western & Southern Finc'l Group, & Chiquita Brands, and 4 Fortune 1000 firms: American Financial Group, Cintas, Convergys, and E.W. Scripps (*Fortune, 4/08*); other top employers include University of Cincinnati, Wright Patterson Air Base, Health Alliance of Grtr Cincinnati, GE Aviation, DHL, Citigroup, Federated Dept. Stores-HQ, Meijer Inc., Duke Power, Ford Transmission, and LexisNexis HQs
- The Cincinnati/Northern KY Int'l Airport, one of the fastest-growing airports, is located 13 miles south of Cincinnati; it had over 15.7 million passengers in 2007, with 680 daily flights to 140 cities, and is served as a major hub for Delta Airlines and Comair's largest pub; previously ranked as the #2 U.S. airport in passenger satisfaction (*SkyTrax Research*), and is ranked as one of the top 10 medium-sized airports in airport satisfaction study (*J.D. Powers, 2008*)
- Over \$2 billion investment in new development; Great American Building at Queen City Square was approved for construction of 41-story tower, with 800,000 sq. ft. office space, significantly enhancing the city skyline; expanded Duke Energy Convention Center, offering 200,000 sq. ft.; development for the Banks, a mixed-use riverfront, & Fountain Square entertainment district; Xavier Univ. expansion, expected completion by 2010; downtown's first new hotel in 24 years planned; Medpace, Inc. will relocate new HQs in Cincinnati, & anticipates they will occupy 350,000 sq. ft. office space by 2014
- Pro sports teams include Cincinnati Reds, Cincinnati Bengals, Cyclones and Mighty Ducks hockey, and Riverhawks soccer; world-class opera, Cincinnati Ballet, Cincinnati Symphony Orchestra, Cincinnati Pops, theater at the Aronoff Center, and over 100 museums and galleries in the region
- Cincinnati is home to more than 2,000 high-tech firms, with a growing number of technology research and development centers in technology, chemicals, pharmaceuticals and advanced materials (*Corporate Technology Information Services, Inc.*)
- Cincinnati is ranked as:
 - #2 "Top metro for business attraction & expansion," with 111 projects (*Site Selection, 2007*)
 - #3 "Most affordable place to live well" for housing affordability, cost of living, arts/leisure (*Forbes, 11/07*)
 - #3 "Top city for steady home prices in 2008" (*CNNMoney, 4/08*)
 - #4 "Best large city for relocating families" in home prices, rates & taxes (*ERC Primacy, 2008, of top 25 metros*)
 - #7 "Top metro for logistics" (*Expansion Management 2007 Logistics Quotient*)
 - #10 "Least expensive U.S. city for homeowners" (*Forbes, 9/08*)
 - #10 "Best U.S. walking city" (*Prevention magazine; American Podiatric Medical Association, 2008*)
 - #11 "Most literate city," overall, based on booksellers, educational attainment, internet, and libraries; & is ranked #4 in booksellers, #5 in libraries, & #10 in periodical publishers (*Central Conn. State Univ., '07*)

Source: Demographics USA, 2007

The Cincinnati Enquirer/
News Delivers The
Cincinnati Market

Newspapers First
THE LEADER IN MAJOR MARKETS



	<u>Circulation</u>			<u>Readership</u>	
	<u>Daily</u>	<u>Sunday</u>		<u>Daily</u>	<u>Sunday</u>
Total	229,914	289,266	DMA	526,529	811,406
DMA	227,980	286,518	College Grad+	153,783	204,021
Metro	223,660	278,091	Professional/Mgr'l	135,353	194,233
			Average HH Income	\$98,540	\$86,061
			DMA Reader Income	\$51.9 Billion	\$69.8 Billion

Newspaper Highlights

- Newspaper is the medium that reaches the most upscale, high-end consumers in the Cincinnati market. Heavy newspaper readers index far above heavy users of both TV and radio among the most valuable prospects in the Cincinnati 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 travel agent	157	96	79	HH Income \$100,000+	141	112	70
Post Grad degree+	146	102	74	Home value \$300M+	140	117	88
3+ frgn prs/vac trips	145	107	76	Prof'l/related occupation	134	89	87

- Largest circulation in the S.W. Ohio/Northern Kentucky region; 3rd-largest daily paper in the state
- One daily issue of the Enquirer/Post reaches 32% of metro adults – and nearly 1 out of 2 metro households on Sunday (49%) (Scarborough 2008, Rel. 1)
- Daily, Enquirer/Post readers have a 22% higher HHI than average DMA adults –nearly over \$22,000; on Sunday, Enquirer readers have a HHI 12% higher (over \$9,500) than average DMA adults
- Nearly 80% of adults who read a newspaper in metro Cincinnati area turn to The Cincinnati Enquirer/Post daily, and over 85% on Sunday
- The Cincinnati Enquirer/Post provides far greater coverage of DMA adults than A.M. drive-time radio, or even one prime time TV spot each from ABC, CBS, FOX, and NBC combined: (Scarborough 2008, Rel. 1)

	<i>% DMA Adults</i>		<i>% DMA Adults</i>
Daily Cincinnati Enquirer/Post	30%	A.M. Drive Time Radio (average ¼ hour, 44 stations)	17%
Sunday Cincinnati Enquirer/Post	47%	Prime Time TV: ABC, CBS, FOX, NBC	19%

- On an average weekday, the Cincinnati Enquirer/Post reaches 223,660 metro households – over 4 times more households reached by Newsweek and Time weekly magazines combined (55,257) (Circulation 2008; ABC Magazine Market Coverage Report, 2007- MSA)

- The leading newspaper in larger markets than Cincinnati (#34) offer far less DMA HH coverage:
- | | <i>Daily</i> | <i>Sunday</i> | | <i>Daily</i> | <i>Sunday</i> |
|---------------------------------|--------------|---------------|-------------------------|--------------|---------------|
| Cincinnati Enquirer/Post | 25% | 32% | Raleigh News & Observer | 16% | 19% |
| Cleveland Plain Dealer | 21% | 28% | Chicago Tribune | 15% | 25% |
| Hartford Courant | 18% | 26% | Orlando Sentinel | 15% | 22% |

- Compared to the average adult in the U.S., daily Cincinnati Enquirer/Post readers are:
61% more likely to have home equity loan
45% more likely to own 2+ new cars
30% more likely to own CDs
28% more likely to take a cruise
26% more likely to have HH Income \$75,000+
20% more likely to have a college degree+
- Compared to the average adult in the U.S., Sunday Cincinnati Enquirer readers are:
41% more likely to have an online service
30% more likely to have stocks/stock options
24% more likely to take any dom. busn air trips
21% more likely to play golf
18% more likely to eat at upscale restaurant
15% more likely to stay at hotel/motel for business
- cincinnati.com network, website for the Cincinnati Enquirer/News, is the area's most powerful local online medium for effective online advertising, with 2.6 million unique users monthly (Omniure, 11/07)

Source: Circulation, 2008; Scarborough 2008, Release 1;