



San Francisco-San Jose DMA

Contra Costa PMA

	#	U.S. Rank		% Share DMA
Households	2,505,700	#5	Adults	17%
Population	6,882,300	#5	College Grads	17%
EBI	\$175.1 Billion	#4	Prof/Managerial	16%
Retail Sales	\$109.2 Billion	#4	HHI \$50,000+	19%
			HHI \$75,000+	19%

Market Highlights

- Contra Costa PMA (Contra Costa and Eastern Alameda County) is home to more people, business decisions, and business patents than is San Francisco city/county
- The San Francisco DMA's three largest counties, Santa Clara, Alameda County, and Contra Costa County, comprise the Bay Area market, and account for:

59% of the DMA's population	59% of the DMA's income
57% of the DMA's households	56% of the DMA's retail sales
- The Contra Costa Times' home county (Contra Costa) is larger and more affluent than the San Francisco Chronicle's home county:

	<i>Population</i>	<i>Total EBI</i>
Contra Costa County	971,500	\$23.9 Billion
San Francisco County	801,400	\$21.5 Billion
- More high-tech companies are located in the Silicon Valley region than any other U.S. region, and over 1,300 high-tech firms are in Contra Costa alone (*Dunn & Bradstreet, 2000*)
- The Bay Area market, consisting of Santa Clara, Alameda and Contra Costa counties, has 67% of the San Francisco DMA's 200 largest companies (*San Francisco Business Times/San Jose Business Journal, 2001*)
- The Bay Area is the fastest-growing area in the DMA, and will add 134,500 households in the next 10 years, 45% more than the rest of the DMA (*ABAG, Projections, 2000*)
- In the next 25 years, the entire East Bay area is expected to add enough people to nearly double San Francisco's population (*Contra Costa Times, 8/02*)
- The Contra Costa county population is projected to increase 20% from 2002 to 2020, exceeding 1.2 million, with a 71% increase in industrial production during the same period of time (*Contra Costa County Economic Forecast*)
- Santa Clara and Contra Costa counties are the first and fourth wealthiest counties respectively in the state of California, based on median and average HH EBI (*Market Statistics, 2002*)
- Over the years from 1997 to 2001, Contra Costa County's wage and salary employment added over 31,500 jobs (*U.S. Labor Market Information Division/California Employment Development Department*)
- After-tax income in Contra Costa compares favorably to top California counties and the nation:

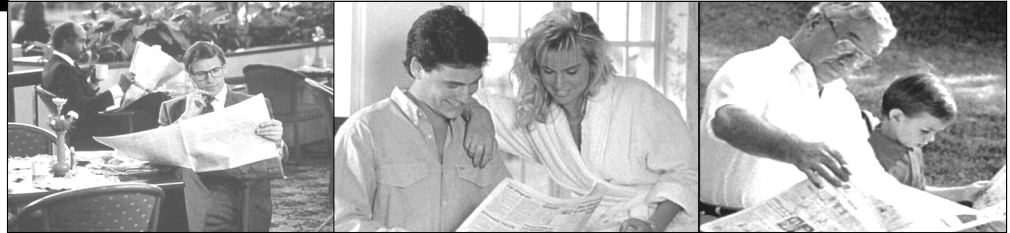
	<i>Median Household EBI</i>		<i>Average Household EBI</i>
Contra Costa County	\$56,507	Contra Costa County	\$68,123
San Francisco County	\$49,173	San Francisco County	\$63,183
Los Angeles County	\$40,789	Los Angeles County	\$53,143
Total U.S.	\$38,365	Total U.S.	\$49,219

- Major employers in Contra Costa include Chevron Corporation, Bank of America, Equilon Enterprises LLC (formerly Shell merged with Texaco), Kaiser, Bio-Rad Labs, Tosco/Ultramar, Pacific Bell, PG&E, Mirant Delta (formerly Southern Energy), GMAC Commercial, Seeno & Associates, USS Posco, and ORECM Escrow.

Source: Market Statistics, 2002; 2002 Gallup Poll of Media Usage & Consumer Behavior

The Contra Costa Newspapers

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	183,263	194,556	DMA	498,100	457,300
DMA	177,682	188,478	Metro	456,000	405,900
Metro	177,682	188,478	College Grad+	161,600	141,100
			Professional/Manager	150,700	129,300

Newspaper Highlights

- The Contra Costa Newspapers serve the most affluent communities of Contra Costa and Alameda counties
- The San Francisco Chronicle's DMA household coverage is only 18% daily and 19% on Sunday
- The Contra Costa Times reaches a higher penetration in its home county (Contra Costa county - 42.6%) than that of San Francisco Chronicle: (San Francisco's county - 38.0%) (*Circulation, 2003*)
- The Bay Area Buy (Contra Costa newspapers & San Jose Mercury - 476,986) delivers more circulation in the DMA than the San Francisco Chronicle (460,996) on Sunday (*Circulation 2003*)
- Compared to the average adult in the San Francisco/San Jose DMA, daily Contra Costa Newspaper readers are:

53% more likely to use a financial planner	25% more likely to own mutual funds
38% more likely to own a home	22% more likely to rent a car
32% more likely to own bonds	20% more likely to own CD's
- Compared to the average adult in the San Francisco/San Jose DMA, Sunday Contra Costa Newspaper readers are:

66% more likely to take a cruise	26% more likely to stay at hotel/motel for business
43% more likely to visit Alaska	24% more likely to have HHI \$75,000+
32% more likely to own a 401-K plan	21% more likely to visit Reno
- The Contra Costa newspapers can be bought in combination with the San Jose Mercury News - 4 Sunday insertions in the San Francisco Chronicle reach only 29% of the San Francisco Bay Area, but a schedule with 2 San Francisco Chronicle and 2 Bay Area Buy reaches 50% of this market - a 72% increase at no additional cost
- The Bay Area Buy, consisting of the combined San Jose Mercury News/Contra Costa Newspapers, has 50% coverage in Silicon Valley, Contra Costa, and East Bay. Compared to San Francisco Chronicle's coverage in this area:

% Reach:
 Bay Area Buy
 Daily Sunday

% Reach
 San Francisco Chronicle
 Daily Sunday

Adults	49%	50%	9%	10%
HHI \$75,000+	52	55	12	13
College Grad+	52	55	14	18
Internet Access	51	53	10	11
Professional/Managerial	52	52	9	12

- Any full-run ad repeated earns a 30% discount off the first through sixth insertion with the same material (excluding Sunday or color)