

The Greenville Market

Newspapers First
THE LEADER IN MAJOR MARKETS



	<u>DMA</u>		<u>CBSA</u>	
	<u>#</u>	<u>U.S. Rank</u>	<u>#</u>	<u>U.S. Rank</u>
Households	829,300	#36	233,500	#81
Population	2,048,000	#37	592,300	#82
EBI	\$35.5 Billion	#42	\$11.0 Billion	#83
Retail Sales	\$28.6 Billion	#41	\$8.9 Billion	#86

Market Highlights: Greenville is the leading component of #36 DMA

- The Greenville metro is the most populous and prosperous region in South Carolina, located on "Boom Belt" I-85 between Atlanta & Charlotte; Greenville is the business, high-tech, manufacturing and engineering center for the area, and one of the fastest-growing economic corridors in the U.S.
- The Greenville metro had a 24% increase in population from 1990 to 2005, and a projected 26% increase from 2005 to 2025 (*U.S. Bureau of the Census: Greenville metro = Greenville, Laurens, Pickens counties*)
- Greenville is one of the most affordable metros in the U.S., with a low cost of living at 90.9 (2006, 3rd - qtr.), lower than Winston-Salem, Chattanooga, Charleston, Baton Rouge, Tulsa, Birmingham, Jacksonville, Albuquerque, Raleigh, Orlando, Virginia Beach, Richmond, Ft. Lauderdale (*ACCRA, 2006, 4th qtr*)
- Greenville is part of the Upstate area, centrally situated between two of the largest cities in the Southeast, Charlotte and Atlanta; it is home to more than 240 international firms from 23 nations, including and Mitsubishi Polyester Film LLC, and boasts the highest international investment per capita in the nation (*Harvard Business Review*): \$8.9 billion was invested since 1990 (*upstatealliance.com*)
- Upstate is recognized globally as a center for auto manufacturing excellence: Greenville is the North American HQs for Michelin, the leading tire manufacturer in the world; and BMW, which built a major manufacturing plant east of Greenville; Clemson Univ., BMW, IBM, Microsoft & Michelin have combined to create an Int'l Center for Automotive Research (ICAR)
- Greenville has 2 Fortune 1000 firms: Bowart and ScanSource (*Fortune, 4/06*); other major employers: GE Gas Turbine, Fluor Corp., Lockheed Martin, Tele-Tech Teleservices, Greenville Hospital System, Bi-Lo LLC, Clemson Univ., Greenville LLC, Kemet Electronics, Spherion Atlantic Enterprises, SB Phillips
- The Greenville-Spartanburg International Airport (GSP), a 12-minute drive from downtown, is used by over 1.5 million passengers annually (2006, *SC Division of Aeronautics*); the expanded airport serves non-stop domestic service to 19 major cities, with over 150 daily flights (*Upstate Alliance, 2006*); regional airports in the area include the Greenville Downtown Airport and the Spartanburg Downtown Memorial Airport
- New development: downtown Falls Park renovation; new corporate HQs for South Financial Group; Caterpillar's multi-million dollar investment for marine engine manufacturing, expected completion by late 2007; other investment/expansion: Cryovac manufacturing; Gordon Food Service; Project CF; Bi-Lo; Cytex Industries; 3M; Genesis Press; Global Performance LLC; Metromont Corp; ScanSource; Monroe Pkg; Ford Motor Credit Co; Purafilter 2000 (*greatergreenville.com; Greenville Area Econ. Indicators, 10/06*)
- Greenville is one of the best cities as:
 - #2 "Least expensive city for business" (*KPMG's 2006 Competitive Alternatives for U.S. Costs*)
 - #3 "Best small North American city of the future (2007/08)," based on best human resources; also ranked #3 as most business friendly (*fDi magazine, 5/07, 100,000 - 500,000 population*)
 - #4 "Best small place for business & careers," based on cost of doing business; #14 overall (*Forbes, 4/07*)*
 - #5 "Top city for locating a new facility" (*Plants, Sites & Parks, 2004*)
 - #9 "Top real estate market for 2006" (*Expansion Management, 2006*)
 - #9 "Best midsize city for entrepreneurs" (*entrepreneur.com, 2006*)
 - #12 "Hot midsize city for entrepreneurs" (*Entrepreneur & NPRC's Hot Cities, 2006*)
 - #16 "Most affordable home price" of top 80 metros (*U.S. Coldwell Banker Price Comparison, 2006*)
 - #18 "Top metro (of 100) for business growth" (*InfoUSA-Genie Survey 2000-2005*)

Source: Demographics USA, 2006; *(Sources: economy.com, Sperling's Best Places, FBI Index of Crime)



	<u>Circulation*</u>		<u>(NDM) Greenville and Pickens Counties Readership**</u>	
	<u>Daily</u>	<u>Sunday</u>	<u>Daily</u>	<u>Sunday</u>
Total	87,221	114,286	Greenville and Pickens Counties	192,600
DMA	85,851	113,187	College Graduate+	78,900
Metro	74,599	97,149	Prof/Tech/Proprietor/Managerial	50,400
				67,500

Newspaper Highlights: Greenville News is key to reaching the #36 DMA

- Newspapers First sells The Greenville News, the leading newspaper in the nation's 36th-largest DMA household, in combination with The Asheville Citizen-Times
- The Greenville News is the third-largest daily and second-largest Sunday newspaper in the state of South Carolina
- One daily issue of the Greenville News & Asheville Citizen Times reaches 172,113 DMA households, 3½ times more than the Spartanburg Herald-Journal (47,576), and one Sunday issue of the Greenville News & Asheville Citizen Times reaches 173,146 DMA households, 3 times more than the Spartanburg Herald-Journal (55,456)
- Combined daily Greenville News & Asheville Citizen-Times DMA circulation is greater than the top daily in the #29 DMA, the Raleigh News & Observer (Asheville + Greenville DMAs = 172,113, Raleigh DMA = 155,460)
- On any average weekday, the Greenville News reaches nearly 74,600 metro households – over 4½ times more households reached by Newsweek, Time, & U.S. News weekly magazines combined (16,454) *Circulation 2007; ABC Magazine Market Coverage Report, 2006- MSA*
- The leading newspaper in larger markets than Greenville (#81 CBSA) offer less metro HH coverage:

	<i>Daily</i>	<i>Sunday</i>		<i>Daily</i>	<i>Sunday</i>
Greenville News	32%	42%	Greensboro News & Record	30%	36%
Raleigh News & Observer	31%	41%	Jacksonville Times Union	29%	40%
Baltimore Sun	30%	41%	Norfolk Virginia Pilot	29%	34%
- Compared to the average adult in the U.S., daily Greenville News readers are:
 - 145% more likely to influence buying office equip.
 - 130% more likely to own a HDTV
 - 71% more likely to have a college degree+
 - 24% more likely to own 2 vehicles
 - 19% more likely to own a home
 - 16% more likely to have DSL connection
- Compared to the average adult in the U.S., Sunday Greenville News readers are:
 - 39% more likely to plan to buy a HDTV next yr
 - 29% more likely to take 3+ domestic air trips
 - 23% more likely to own any foreign vehicle
 - 21% more likely to have prof/mgr position
 - 16% more likely to own 3+ vehicles
 - 13% more likely to use online at home
- Greenvilleonline.com, website for the Greenville News, is the area's most powerful local medium for effective online advertising, with over 450,000 unique audience monthly (*Nielsen/Net Ratings, 8/06*)

Source: *Circulation 2007; **Media Audit, 2006; ABC Magazine Market Coverage Rpt, 2006 – MSA; Scarborough Research 75+, 2006, Release 2