

The Kansas City  
Star Is The Way To  
Reach The  
Kansas City Market

Newspapers First  
THE LEADER IN MAJOR MARKETS



### Target Reach And Coverage

	DMA					Metro				
	# of Adults	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in MSA	Daily 1 Issue	%	Sunday 1 Issue	%
<b>Demos</b>										
Total Adults	1,608,820	642,430	39.9	908,885	56.5	1,315,805	603,795	45.9	830,665	63.1
Males	767,465	331,700	43.2	429,555	56.0	626,940	304,325	48.5	388,920	62.0
Females	841,355	310,730	36.9	479,330	57.0	688,865	299,470	43.5	441,745	64.1
18-24 Years of Age	187,620	41,725	22.2	80,875	43.1	137,755	33,745	24.5	66,925	48.6
25-34	303,400	101,090	33.3	149,735	49.4	256,345	93,250	36.4	138,565	54.1
35-44	350,885	122,355	34.9	200,305	57.1	298,830	119,575	40.0	183,005	61.2
45-54	308,915	137,895	44.6	187,135	60.6	259,205	133,635	51.6	176,325	68.0
Age 55-64	189,990	93,630	49.3	127,690	67.2	155,890	85,940	55.1	113,390	72.7
Age 65+	268,010	145,735	54.4	163,145	60.9	207,780	137,650	66.2	152,455	73.4
College Graduate +	383,505	185,565	48.4	247,855	64.6	329,955	171,905	52.1	232,435	70.4
Any College +	987,010	440,090	44.6	606,255	61.4	825,270	419,105	50.8	562,610	68.2
Professional/Manager	1,125,625	424,170	37.7	619,900	55.1	927,145	393,955	42.5	572,410	61.7
Executive/Admin/Managerial	350,520	146,505	41.8	205,060	58.5	281,600	126,485	44.9	182,905	65.0
White Collar	171,530	71,365	41.6	100,420	58.5	132,495	57,280	43.2	82,740	62.4
Employed	765,635	304,505	39.8	456,565	59.6	640,575	278,335	43.5	420,240	65.6
Married	964,845	414,780	43.0	577,075	59.8	786,065	396,155	50.4	529,380	67.3
1+ Children in HH	672,755	236,890	35.2	376,385	55.9	569,105	225,545	39.6	344,775	60.6
White	1,401,520	558,010	39.8	791,300	56.5	1,119,080	519,800	46.4	716,490	64.0
Black	170,925	72,010	42.1	103,325	60.5	165,930	72,010	43.4	100,340	60.5
Hispanic	64,080	16,830	26.3	24,690	38.5	59,315	16,830	28.4	23,550	39.7
HHI \$75,000+	356,430	186,425	52.3	246,180	69.1	325,680	182,685	56.1	240,470	73.8
HHI \$50,000+	715,685	322,410	45.0	451,775	63.1	612,585	304,985	49.8	421,570	68.8
HHI \$35,000+	1,139,200	495,170	43.5	685,400	60.2	958,080	464,640	48.5	631,225	65.9
Home Owner	1,195,145	504,340	42.2	712,365	59.6	965,085	475,820	49.3	652,010	67.6
<b>New Cars Owned/Leased</b>										
Own 1+ Domestic Vehicles Bought New	719,240	321,960	44.8	437,625	60.8	586,635	298,335	50.9	393,835	67.1
Own 1+ Foreign Vehicles Bought New	237,555	110,290	46.4	152,920	64.4	214,465	105,805	49.3	144,380	67.3
Any New Vehicle 0-3 Years	413,705	182,100	44.0	254,440	61.5	346,355	172,915	49.9	236,235	68.2
Any New Vehicle 3+ Years	622,455	289,185	46.5	382,620	61.5	523,750	268,795	51.3	344,875	65.8
<b>Business Decision Maker For:</b>										
Computer Hardware	130,270	44,085	33.8	68,910	52.9	109,720	38,195	34.8	63,020	57.4
Computer Software	136,595	45,355	33.2	70,625	51.7	107,345	39,465	36.8	64,735	60.3
Communication Equipment	64,940	25,620	39.5	38,405	59.1	64,940	25,620	39.5	38,405	59.1
Communication Services	87,080	26,425	30.3	47,440	54.5	77,485	26,425	34.1	43,740	56.4
Overnight Mail/Delivery System	44,720	17,890	40.0	23,790	53.2	41,615	17,890	43.0	23,790	57.2
Business Travel Arrangements	80,375	26,645	33.2	52,130	64.9	75,370	26,645	35.4	52,130	69.2
Office Equipment (Copier/Fax/Etc.)	87,720	24,795	28.3	45,545	51.9	75,935	24,795	32.7	45,545	60.0

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	DMA					Metro				
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<b>Financial</b>										
Own Any Stock	545,050	229,430	42.1	311,350	57.1	451,455	219,780	48.7	289,125	64.0
Account With Broker	237,740	107,470	45.2	145,690	61.3	190,165	101,180	53.2	132,640	69.7
Own Mutual Funds	603,395	254,815	42.2	371,335	61.5	495,130	242,155	48.9	336,705	68.0
Used Any Amex Card-3 Months	102,680	43,400	42.3	65,075	63.4	89,925	43,400	48.3	65,075	72.4
Used Any Visa Card-3 Months	881,830	355,030	40.3	504,705	57.2	699,175	328,785	47.0	453,150	64.8
<b>Domestic Travel</b>										
1+ Trips	1,248,285	484,420	38.8	707,065	56.6	1,024,285	453,320	44.3	644,110	62.9
1+ Air Trips	659,805	291,715	44.2	401,930	60.9	589,430	278,525	47.3	384,860	65.3
1+ Personal/Vacation Air Trips	586,505	261,805	44.6	355,140	60.6	521,580	249,430	47.8	338,885	65.0
1+ Business Air Trips	258,150	102,365	39.7	144,660	56.0	227,390	96,685	42.5	138,690	61.0
Used Travel Agent	258,315	110,570	42.8	158,395	61.3	221,225	104,995	47.5	148,295	67.0
Car Rental For Business	236,275	92,460	39.1	138,735	58.7	224,160	91,185	40.7	137,010	61.1
Car Rental For Personal/Vacation	442,385	184,660	41.7	265,630	60.0	395,670	181,950	46.0	257,850	65.2
Hotel/Motels-For Business	399,705	149,490	37.4	235,495	58.9	340,200	144,435	42.5	225,740	66.4
Hotel/Motels-For Personal/Vacation	934,175	359,770	38.5	524,810	56.2	752,465	335,805	44.6	477,085	63.4
<b>Foreign Travel</b>										
1+ Foreign Trips	500,585	210,040	42.0	289,015	57.7	415,810	199,255	47.9	268,290	64.5
1+ Cruise	149,690	71,560	47.8	93,715	62.6	123,690	66,470	53.7	88,625	71.7
<b>Domestic Destinations</b>										
Las Vegas	114,995	49,170	42.8	68,490	59.6	99,495	48,330	48.6	67,650	68.0
Florida	176,305	95,305	54.1	117,760	66.8	169,015	94,455	55.9	116,910	69.2
Chicago	178,795	67,130	37.5	102,000	57.0	149,480	61,260	41.0	96,130	64.3
Denver	103,815	42,250	40.7	64,370	62.0	88,860	38,745	43.6	57,270	64.4
<b>Foreign Destinations</b>										
Canada	114,865	40,240	35.0	59,950	52.2	73,410	34,335	46.8	50,360	68.6
Mexico	191,010	74,665	39.1	97,960	51.3	152,705	72,185	47.3	93,350	61.1
Hawaii	65,310	29,345	44.9	37,140	56.9	50,090	29,345	58.6	37,140	74.1
Europe	147,770	59,370	40.2	86,310	58.4	110,140	51,820	47.0	75,075	68.2
Caribbean/Bahamas	184,625	74,415	40.3	112,230	60.8	156,345	73,085	46.7	104,965	67.1
<b>Technology</b>										
Own Cellular Phone	1,005,455	407,565	40.5	597,475	59.4	848,670	385,245	45.4	548,760	64.7
Own PC	1,098,045	447,815	40.8	646,470	58.9	910,100	418,360	46.0	598,560	65.8
Bought Hardware/Software	728,385	299,655	41.1	428,110	58.8	592,435	278,720	47.0	393,855	66.5
Have On-line Service	1,048,825	435,435	41.5	610,680	58.2	863,585	405,185	46.9	560,105	64.9
Shop On-line	376,030	149,660	39.8	212,550	56.5	314,560	141,265	44.9	194,780	61.9
Purchase On-line	243,870	104,340	42.8	142,010	58.2	199,750	100,495	50.3	134,895	67.5
Financial Information On-line	255,285	122,175	47.9	158,915	62.3	241,305	117,165	48.6	153,455	63.6