



DMA

Metro

	<u>#</u>	<u>U.S. Rank</u>	<u>#</u>	<u>U.S. Rank</u>
Households	460,600	#65	196,600	#106
Population	1,159,500	#67	489,500	#109
EBI	\$17.1 Billion	#72	\$9.1 Billion	#104
Retail Sales	\$13.1 Billion	#72	\$6.9 Billion	#99

Market Highlights

- Lexington, 2nd-largest city in the state; trade and cultural center of central and eastern Kentucky
- Located within a day's drive of 75% of the nation's population; accessible to air with approximately 100 direct and nonstop flights
- Lexington retail sales per metro household averages \$35,247; (5%) higher than the U.S. average, and higher than Cleveland, Dayton, New Orleans, Chicago, Baltimore, and Richmond
- The #1 fastest-growing metro in the super-region of Cincinnati, Indianapolis, Columbus, Louisville, Dayton, and Huntington, in a 5-year % change for population, HH, and EBI (*S&MM 2002*); over the past 10 years, Lexington had a 18% increase in population (*U.S. Census Report, 1990-2000*)
- Top firms in the area include Lexmark International, Toyota Motor Manufacturing, Clark Material Handling, Link-Belt Corp. Equipment, Valvoline Oil, Trane Company, and Proctor & Gamble
- Kentucky is among 14 states listed by Plants Sites & Parks Magazine as hot spots for attracting corporate clients, due to its work-force program, central location and diversified economy; (01/02); Kentucky's \$1.5 billion high-tech export value grew 80% from 1997-2000 - the highest increase of the hot-spot states, & 9th in U.S.; these high-tech exports include Lexington's Lexmark's products
- The "Thoroughbred Capital of the World," host to the world's biggest breeding stock auctions; the Keeneland thoroughbred and Red Mile harness race tracks offer some of the richest purses in the country; the equine industry pumps hundreds of millions of dollars into the community
- Traditionally known as the "Athens of the West," the Lexington region is home to 33 universities and colleges; Lexington is also considered the "Basketball Center of the Universe"
- The University of Kentucky enrolls over 24,000 students, offering undergraduate, master's, medical and doctorate degrees, and received \$173 million in extramural research funding; the UK Wildcats are the 7-time NCAA champions
- Lexington offers a variety of cultural amenities you would expect to find in a much larger city – Lexington Philharmonic Orchestra, Lexington Ballet Company, Lexington Opera House, Actor's Guild, Broadway musicals, ArtsPlace, The Downtown Arts Center, and 10 museums
- Expansion of the downtown Lexington Center complex will be completed in fall 2003. It includes: a 75,000-sq. ft. Civic Center shopping mall; the 78,000-sq. ft. Heritage Hall convention hall; a hotel; renovated Rupp Arena, a 23,600-seat sports & entertainment center, the home of the University of Kentucky Wildcats Men's Basketball Team, as well as future indoor football & hockey minor teams
- The Lexington Legends minor baseball team, an affiliate of the Houston Astros, began their 2001 season with a new state-of-the-art stadium; the Legends draw about 450,00 fans a year
- Lexington is ranked as:
 - #9 "Best city with high-growth companies in past 5 years" (*Natl Commission on Entrepreneurship, population 500-750,000, 7/01*)
 - #19 "Best city for entrepreneurs" (*Entrepreneur & Dun & Bradstreet, mid-sized cities, 10/01*)
 - #23 "America's hottest cities for expansion" (*Expansion Management Magazine, 01/02*)
 - #35 "125 Best places to earn & save money" (*ING, 4/01*)

Source: Sales & Marketing Management, 9/02; U.S. Census, 2000; www.visitlex.com



	<u>Circulation</u>		<u>Readership</u>	
	<u>Daily</u>	<u>Sunday</u>	<u>Daily</u>	<u>Sunday</u>
Total	109,608	148,273	DMA 306,845	392,425
DMA	95,934	131,790	College Grad+	67,450
Metro	66,104	94,069	Professional/Mgr'l	62,155
			Average HH Income	\$59,113
			DMA Reader Income	\$5.7 Billion
				\$7.7 Billion

Newspaper Highlights

- Newspaper is the medium that reaches the most upscale, high-end consumers in the Lexington market. Heavy newspaper readers index far above heavy users of both TV and radio among the most valuable prospects in the Lexington 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 \$50,000+	156	60	119	Own Computer	113	77	102
College Grads+	161	74	127	Own Stocks/Options	143	92	102
Prof/Mgr	133	45	120	1+ Dom Air Trips Past Yr	132	67	118

- Kentucky's 2nd-largest newspaper, one of only two newspapers in the state with 100,000+ circulation; Central and Eastern Kentucky's primary source of news
- The Herald-Leader's circulation is equal to or larger than all other papers in the DMA combined
- Over 3 out of 4 adults (77%) who read a daily newspaper in the Lexington DMA turn to the Herald-Leader, and nearly 9 out of 10 adults (88%) on Sunday
- Daily, the Lexington Herald-Leader readers have a 19% higher HHI than the average DMA adults – a different of over \$9,600; on Sunday, Lexington Herald-Leader readers have a HHI 19% higher (over \$9,100 more) than the average for DMA adults
- On an average weekday, the Lexington Herald-Leader reaches over 66,000 metro households – over 4 times more households reached by Newsweek, Time, & U.S. News weekly magazines combined (16,342) (*Circulation 2003: ABC Magazine Market Coverage Report, 2001- MSA*)
- 1 daily issue reaches over half of metro area college grads, prof/mgrs, and adults with HHI \$50,000+
- The Lexington Herald-Leader 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 2002, Rel 1*)

<i>% Metro Adults</i>		<i>% Metro Adults</i>
Daily Lexington Herald-Leader	48%	A.M. Drive Time Radio (average ¼ hour, 42 stations)
Sunday Lexington Herald-Leader	63%	Prime Time TV: ABC, CBS, FOX, NBC
		18%
		17%

- One of the country's top 10 Sunday sports sections in 2000 for newspapers with a Sunday circulation of 100,000 to 250,000 (*American Press Sports Editors organization*)
- Compared to the average adult in the U.S., daily Lexington Herald-Leader readers are:

50% more likely to travel abroad-business only	14% more likely to have a 401-K plan
48% more likely to play golf	14% more likely to take 3+ dom trips last yr
49% more likely to have a home equity loan	11% more likely to own mutual funds
16% more likely to do post grad study/degree	10% more likely to have stocks/stock options
- Compared to the average adult in the U.S., Sunday Lexington Herald-Leader readers are:

41% more likely to have on-line computer service	22% more likely to take a cruise past 3 years
26% more likely to take 3+ dom pers/vac trips last yr	14% more likely to be own a home
23% more likely to take 3+ foreign trips-busn only	14% more likely to stay at hotel for business
23% more likely to have CDs	13% more likely to shop on-line

Source: *Circulation 2003; Scarborough 2002, Release 1; Newspaper, TV & Radio Quintile 1, Scarborough 2002, Release 1:*