

The Minneapolis
Star Tribune
Is The Way To Reach
The Twin Cities Market

Newspapers First
THE LEADER IN MAJOR MARKETS



Target Reach And Coverage

| | <u>DMA</u> | | | | | <u>Metro</u> | | | | |
|---|-----------------------|------------------|----|-------------------|----|-----------------------|------------------|----|-------------------|----|
| | # of Adults in DMA | Daily 1 Issue | % | Sunday 1 Issue | % | # of Adults in MSA | Daily 1 Issue | % | Sunday 1 Issue | % |
| Demos | | | | | | | | | | |
| Total Adults | 3,069,160 | 1,043,230 | 34 | 1,509,800 | 49 | 2,223,635 | 857,100 | 39 | 1,217,515 | 55 |
| Males | 1,495,660 | 566,185 | 38 | 764,345 | 51 | 1,080,320 | 465,355 | 43 | 623,240 | 58 |
| Females | 1,573,500 | 477,045 | 30 | 745,455 | 47 | 1,143,315 | 391,745 | 34 | 594,275 | 52 |
| 18-24 Years of Age | 365,200 | 121,975 | 33 | 149,120 | 41 | 265,360 | 91,890 | 35 | 115,120 | 43 |
| 25-34 | 607,750 | 174,975 | 29 | 271,730 | 45 | 474,635 | 156,625 | 33 | 230,860 | 49 |
| 35-44 | 679,155 | 204,340 | 30 | 336,940 | 50 | 516,825 | 177,095 | 34 | 283,820 | 55 |
| 45-54 | 586,840 | 211,415 | 36 | 311,240 | 53 | 432,175 | 182,560 | 42 | 255,985 | 59 |
| Age 55-64 | 348,315 | 131,590 | 38 | 181,260 | 52 | 238,355 | 103,230 | 43 | 148,525 | 62 |
| Age 65+ | 481,900 | 198,935 | 41 | 259,510 | 54 | 296,285 | 145,700 | 49 | 183,205 | 62 |
| College Graduate + | 735,265 | 315,565 | 43 | 434,610 | 59 | 604,995 | 287,205 | 48 | 374,330 | 62 |
| Any College + | 1,952,965 | 743,655 | 38 | 1,066,115 | 55 | 1,510,180 | 612,240 | 41 | 870,410 | 58 |
| Professional/Manager | 675,510 | 279,100 | 41 | 411,985 | 61 | 553,285 | 258,890 | 47 | 361,980 | 65 |
| Executive/Admin/Managerial | 358,440 | 139,805 | 39 | 203,230 | 57 | 285,235 | 129,745 | 46 | 175,165 | 61 |
| White Collar | 1,517,675 | 570,605 | 38 | 815,825 | 54 | 1,223,765 | 508,745 | 42 | 716,740 | 59 |
| Employed | 2,268,745 | 797,550 | 35 | 1,143,825 | 50 | 1,705,080 | 659,490 | 39 | 939,850 | 55 |
| Married | 1,766,945 | 592,745 | 34 | 916,855 | 52 | 1,260,945 | 492,015 | 39 | 740,355 | 59 |
| 1+ Children in HH | 1,111,315 | 317,885 | 29 | 509,460 | 46 | 841,750 | 275,925 | 33 | 423,885 | 50 |
| White | 2,861,555 | 964,465 | 34 | 1,413,820 | 49 | 2,034,580 | 783,080 | 39 | 1,130,240 | 56 |
| Black | 112,025 | 41,395 | 37 | 48,145 | 43 | 107,225 | 41,395 | 39 | 48,145 | 45 |
| Hispanic | 90,635 | 12,350 | 14 | 20,445 | 23 | 71,125 | 11,915 | 17 | 19,430 | 27 |
| HHI \$75,000+ | 925,855 | 373,735 | 40 | 549,565 | 59 | 762,855 | 329,520 | 43 | 481,925 | 63 |
| HHI \$50,000+ | 1,684,680 | 640,575 | 38 | 913,170 | 54 | 1,354,340 | 556,460 | 41 | 795,065 | 59 |
| HHI \$35,000+ | 2,306,115 | 826,670 | 36 | 1,220,190 | 53 | 1,758,620 | 689,180 | 39 | 1,004,935 | 57 |
| Home Owner | 2,338,065 | 821,110 | 35 | 1,220,995 | 52 | 1,669,175 | 669,305 | 40 | 977,590 | 59 |
| New Cars Owned/Leased | | | | | | | | | | |
| Own 1+ Domestic Vehicles Bought New | 1,102,180 | 357,245 | 32 | 513,155 | 47 | 770,735 | 310,300 | 40 | 437,605 | 57 |
| Own 1+ Foreign Vehicles Bought New | 468,285 | 180,795 | 39 | 261,420 | 56 | 413,375 | 174,445 | 42 | 239,195 | 58 |
| Any New Vehicle 0-3 Years | 643,040 | 232,390 | 36 | 342,180 | 53 | 511,990 | 215,070 | 42 | 314,820 | 62 |
| Any New Vehicle 3+ Years | 1,045,870 | 348,895 | 33 | 503,765 | 48 | 764,320 | 311,720 | 41 | 426,420 | 56 |
| Business Decision Maker For: | | | | | | | | | | |
| Computer Hardware/Software | 345,365 | 134,305 | 39 | 179,410 | 52 | 217,805 | 95,645 | 44 | 123,020 | 57 |
| Information Technology (Network/Internet) | 109,885 | 48,040 | 44 | 60,520 | 55 | 90,175 | 45,125 | 50 | 53,735 | 60 |
| Communication Equipment | 136,405 | 61,810 | 45 | 74,275 | 55 | 89,185 | 50,605 | 57 | 54,775 | 61 |
| Communication Services | 168,210 | 74,295 | 44 | 88,960 | 53 | 103,155 | 54,035 | 52 | 65,600 | 64 |
| Overnight Mail/Delivery System | 77,820 | 21,325 | 27 | 43,680 | 56 | 66,995 | 21,325 | 32 | 43,250 | 65 |
| Business Travel Arrangements | 99,495 | 22,265 | 22 | 44,545 | 45 | 71,575 | 18,145 | 25 | 39,580 | 55 |
| Office Equipment (Copier/Fax/Etc.) | 184,265 | 80,010 | 43 | 106,945 | 58 | 106,535 | 53,725 | 50 | 70,910 | 67 |

Source: The Scarborough Report – 2002, Wave 2. Past Year For All Product Purchase/Travel Except International & Cruise Travel/MIN-D-501/©2003 Newspapers First
* Percentages relatively unstable due to small base

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| | DMA | | | | | Metro | | | | |
|------------------------------------|-----------------------|------------------|----|-------------------|----|-----------------------|------------------|----|-------------------|----|
| | # of Adults in DMA | Daily 1 Issue | % | Sunday 1 Issue | % | # of Adults in MSA | Daily 1 Issue | % | Sunday 1 Issue | % |
| Financial | | | | | | | | | | |
| Own Any Stock | 1,367,490 | 501,775 | 37 | 706,410 | 52 | 1,069,605 | 447,050 | 42 | 620,690 | 58 |
| Account With Broker | 472,555 | 194,000 | 41 | 276,540 | 59 | 360,210 | 169,995 | 47 | 231,890 | 64 |
| Own Mutual Funds | 1,578,820 | 597,870 | 38 | 820,105 | 52 | 1,194,260 | 501,340 | 42 | 674,335 | 57 |
| Used Any Amex Card-3 Months | 111,325 | 44,140 | 40 | 61,695 | 55 | 97,485 | 40,325 | 41 | 58,150 | 60 |
| Used Any Visa Card-3 Months | 2,003,175 | 710,550 | 36 | 1,023,550 | 51 | 1,582,625 | 617,050 | 39 | 872,565 | 55 |
| Domestic Travel | | | | | | | | | | |
| 1+ Trips | 2,547,430 | 898,995 | 35 | 1,299,065 | 51 | 1,850,820 | 735,980 | 40 | 1,044,115 | 56 |
| 1+ Air Trips | 1,352,350 | 528,025 | 39 | 734,480 | 54 | 1,126,500 | 458,110 | 41 | 644,510 | 57 |
| 1+ Personal/Vacation Air Trips | 1,231,570 | 486,335 | 40 | 677,020 | 55 | 1,030,765 | 420,540 | 41 | 593,095 | 58 |
| 1+ Business Air Trips | 459,185 | 179,145 | 39 | 257,290 | 56 | 407,475 | 165,275 | 41 | 244,810 | 60 |
| Used Travel Agent | 687,790 | 283,745 | 41 | 371,060 | 54 | 502,400 | 225,235 | 45 | 268,290 | 53 |
| Car Rental For Business | 282,700 | 122,310 | 43 | 168,210 | 60 | 267,470 | 115,745 | 43 | 162,850 | 61 |
| Car Rental For Personal/Vacation | 743,665 | 325,470 | 44 | 447,205 | 60 | 655,750 | 298,395 | 46 | 393,230 | 60 |
| Hotel/Motels-For Business | 705,250 | 244,055 | 35 | 386,485 | 55 | 585,340 | 220,835 | 38 | 350,165 | 60 |
| Hotel/Motels-For Personal/Vacation | 1,901,315 | 733,870 | 39 | 1,040,725 | 55 | 1,443,685 | 601,055 | 42 | 852,240 | 59 |
| Foreign Travel | | | | | | | | | | |
| 1+ Foreign Trips | 1,253,770 | 448,525 | 36 | 652,275 | 52 | 1,007,810 | 393,425 | 39 | 545,680 | 54 |
| 1+ Cruise | 254,560 | 84,060 | 33 | 118,345 | 47 | 190,375 | 73,450 | 39 | 104,915 | 55 |
| Domestic Destinations | | | | | | | | | | |
| Las Vegas-Reno | 340,150 | 125,310 | 37 | 179,470 | 53 | 285,705 | 108,375 | 38 | 156,245 | 55 |
| Chicago | 282,385 | 105,245 | 37 | 158,385 | 56 | 238,515 | 89,670 | 38 | 137,520 | 58 |
| Orlando | 173,195 | 62,750 | 36 | 109,565 | 63 | 149,020 | 55,760 | 37 | 97,710 | 66 |
| Foreign Destinations | | | | | | | | | | |
| Canada | 441,310 | 159,355 | 36 | 262,310 | 59 | 377,940 | 148,240 | 39 | 238,330 | 63 |
| Mexico | 400,725 | 146,355 | 37 | 223,975 | 56 | 318,175 | 123,850 | 39 | 182,720 | 57 |
| Hawaii | 200,410 | 61,790 | 31 | 101,870 | 51 | 167,370 | 59,195 | 35 | 85,835 | 51 |
| Europe | 422,480 | 159,495 | 38 | 201,095 | 48 | 364,970 | 150,285 | 41 | 182,010 | 50 |
| Caribbean/Bahamas | 248,130 | 92,335 | 37 | 125,115 | 50 | 183,285 | 71,550 | 39 | 97,380 | 53 |
| Technology | | | | | | | | | | |
| Subscribe to Cellular Phone | 1,859,030 | 647,145 | 35 | 961,115 | 52 | 1,472,330 | 560,355 | 38 | 833,555 | 57 |
| Own PC | 2,080,540 | 718,505 | 35 | 1,062,205 | 51 | 1,638,900 | 633,070 | 39 | 903,325 | 55 |
| Bought Hardware/Software | 1,221,535 | 416,285 | 34 | 644,410 | 53 | 1,017,920 | 378,160 | 37 | 561,225 | 55 |
| Have On-line Service | 2,079,715 | 744,165 | 36 | 1,073,715 | 52 | 1,640,465 | 636,715 | 39 | 896,620 | 55 |
| Shop On-line | 1,488,300 | 540,455 | 36 | 795,420 | 53 | 1,200,945 | 456,735 | 38 | 673,850 | 56 |
| Purchase On-line | 1,256,165 | 486,825 | 39 | 684,955 | 55 | 1,061,850 | 420,895 | 40 | 606,125 | 57 |
| Financial Information On-line | 616,970 | 242,280 | 39 | 362,620 | 59 | 505,850 | 207,090 | 41 | 297,540 | 59 |