



	<u>DMA</u>	<u>U.S.Rank</u>	<u>CBSA</u>	<u>U.S.Rank</u>
	#		#	
Households	2,969,100	#4	2,221,100	#4
Population	7,845,500	#4	5,862,700	#5
EBI	\$175.2 Billion	#5	\$134.1 Billion	#5
Retail Sales	\$139.6 Billion	#4	\$104.2 Billion	#5

Market Highlights

- Philadelphia is the 2nd-largest market on the East Coast, & the 4th-largest DMA and metro in the U.S.; a 4½-hour drive of 40% of the U.S. population; the world's largest freshwater port, and is a central location within the N.E. corridor, offering an ideal location for warehouse & bulk distribution
- Philadelphia's DMA population is over 636,500 larger than Washington D.C.
- Fortune 500 HQs in area include: Sunoco, Comcast, Cigna, Aramark, Lincoln National, Rohm & Haas, Crown Holdings, Unisys, UGI, Sovereign Bancorp, Universal Health Services; (*Fortune*, 4/08); other top firms include: Jefferson Health System, Univ. of Pennsylvania, Merck & Co., Supervalu, Lockheed Martin, El DuPont de Nemours, Johnson & Johnson, Vanguard, Bristol-Myers, PNC Bank
- The nation's largest per capita concentration of higher education institutions, with over 85 colleges, universities and technical schools, as well as 7 schools of medicine and 24 teaching hospitals; the University of Pennsylvania is ranked as the #1 top national university (*U.S. News & World Rpt*, 2008)
- Philadelphia has a lower cost of living than New York, Los Angeles, Boston, San Francisco, Washington D.C., Ft. Lauderdale, New Haven, Hartford, and San Diego (*ACCRA*, 1st Qtr., 2008)
- Philadelphia has one of the lowest single-family home prices for large metros – lower than Orlando, Chicago, Portland, Riverside, Boston, Washington D.C., San Diego, & LA/Long Beach (*NAR*, '08, 4th-qtr.)
- 80% of the world's major pharmaceutical firms are within a two-hour drive, including 8 of the largest pharmaceutical firms in the world within a 50-mile radius of Greater Philadelphia; there are over 200 pharmaceutical and biotech firms, as well as 135 medical manufacturers; nearly one-half million people are directly or indirectly employed by biotech/pharmaceutical industries in the area
- Philadelphia has the nation's 3rd-highest concentration of research institutions, & more than 80 institutions of higher education; it has a higher concentration of educational resources than NY or Boston
- Philadelphia Int'l Airport had over 32 million passengers in 2007 (*ACI*), served by 22 airlines for 667 daily flights to 84 domestic and 39 int'l destinations, with a 1.4% increase over 2006; it was ranked the #1 airport in North American Airport Satisfaction Index Study of large airports (*J.D. Powers*, '08)
- Downtown development includes: 975-ft. 58-story Comcast tower, city's tallest building, opened 6/08, and created 17,200 jobs & generated \$2 billion of economic activity for PA; Pennsylvania Convention Center expansion underway, & will have 1 million sq. ft. of saleable space and the largest contiguous exhibit space in Northeast; on Independence Hall, Nat'l Museum of American Jewish History started construction; Barnes Foundation's new home planned to be on Benjamin Franklin Parkway; Thomas Jefferson Univ., largest private employer downtown, completed first phase of multi-year expansion
- One of the best sports cities, with 5 professional sports teams: Phillies (baseball), Flyers (hockey), 76ers (basketball), Eagles (football), and Phantoms (Amer. Hockey League);
- Philadelphia is ranked:
 - #1 "Best city for young college grads for entry-level job openings & affordability" (*Apartments.com*, 4/08)
 - #3 "Best logistics metro" in RR service; #7 in T&W industry; #8 in air cargo capability (*Expansion Mgmt*, '07)
 - #5 "Best place to live, work and make movies" (*MovieMaker*, 1/08)
 - #7 "Top city in number of Fortune 500 headquarters" (*Fortune*, 4/08)
 - #9 "Best sports city" (*Sporting News*, 2007)



	<u>Circulation</u>		<u>DMA Readership</u>		
	<u>Daily</u>	<u>Sunday</u>		<u>Daily</u>	<u>Sunday</u>
Total	472,962	710,190	DMA	1,218,544	1,658,928
DMA	463,629	696,670	College Grad+	400,049	578,891
Metro	449,370	675,378	Professional/Mgr'l	376,918	540,809
			Average HH Income	\$106,061	\$109,080
			DMA Reader Income	\$129.2 Billion	\$181.0 Billion

Newspaper Highlights

- Newspaper is the medium that reaches the most upscale, high-end consumers in the Philadelphia DMA. Heavy newspaper readers index far above heavy users of both TV and radio among the most valuable prospects in the Philadelphia DMA:

	<i>Newspaper Quintile 1</i>	<i>Radio Quintile 1</i>	<i>TV Quintile 1</i>		<i>Newspaper Quintile 1</i>	<i>Radio Quintile 1</i>	<i>TV Quintile 1</i>
Post graduate degree+	162	81	60	Use stockbroker	132	104	102
Took 3+ frgn trips-business	147	57	58	Home improvement loan	128	79	80
Market value home \$300M+	145	90	78	Own/lse frgn luxury veh	127	106	68

- The Philadelphia Inquirer & Daily News offer the 8th-largest daily and 6th-largest Sunday circulation in U.S. among local metro newspapers
- Largest newspaper in Pennsylvania, with a 18% daily and 24% Sunday share of all newspapers sold in America's 5th-largest state
- Sunday Philadelphia Inquirer account for about 56% of the newspaper circulation in the metro area
- Daily, Philadelphia Inquirer & Daily News readers have a 8% higher than the DMA average HHI – a difference of nearly \$8,050; and on Sunday, Philadelphia Inquirer readers have an HHI 11% higher (over \$11,000 more) than the average for DMA adults
- One-half of adults who read a daily newspaper in metro Philadelphia turn to the Philadelphia Inquirer & Daily News, and nearly three out of five Sunday readers (Daily - 50%, Sunday - 62%)
- The Philadelphia Inquirer & Daily News provides far greater coverage of metro adults than A.M. drive-time radio, or even one prime time TV spot each from ABC, CBS, FOX, and NBC combined:

	<i>% Metro Adults</i>		<i>% Metro Adults</i>
Daily Philadelphia Inquirer & Daily News	26%	A.M. Drive Time Radio (avg. ¼ hour, 76 stations)	15%
Sunday Philadelphia Inquirer	36%	Prime Time TV: ABC, CBS, FOX, NBC	16%

- Compared to the average adult in the U.S., Philadelphia Inquirer & Daily News readers are:
66% more likely own 2+ new cars
48% more likely to own high definition T.V.
45% more likely to have bonds
40% more likely to have HHI \$100,000+
37% more likely to have money market funds
36% more likely to be have a college degree+
- Compared to the average adult in the U.S., Sunday Philadelphia Inquirer readers are:
88% more likely to take 3+ dom. pers/vac trips
64% more likely eat any upscale restaurant
60% more likely to drink cordials/liqueurs
52% more likely to use travel agent
44% more likely to visit Europe past 3 years
40% more likely to take a cruise
- Philly.com, website for Inquirer/News, is the area's most powerful local medium for effective online advertising, with over 2 million unique local visitors each month (*philly.com media kit, '08*)
- The Inquirer/News offers advertisers its innovative ResearchLab and MediaLab services. Ask your NF rep for more information