



	<u>DMA</u>		<u>CBSA</u>	
	<u>#</u>	<u>U.S. Rank</u>	<u>#</u>	<u>U.S. Rank</u>
Households	1,176,900	#22	991,000	#21
Population	2,840,000	#25	2,372,500	#22
EBI	\$54.9 Billion	#27	\$47.6 Billion	#23
Retail Sales	\$42.4 Billion	#27	\$35.6 Billion	#25

Market Highlights

- Pittsburgh is the 2nd-largest city in Pennsylvania; nation's 6th-largest state, at the convergence of Allegheny, Monongahela & Ohio rivers; within 500 miles of over half of the top 50 U.S. metros; the economic, business & cultural center of Western Pennsylvania
- Pittsburgh is ranked the #1 "Most livable city" in 2007, for housing, jobs, education, crime, health, recreation, culture; consistently ranked as one of the top 10 cities (*Rand McNally Places Rated Almanac, 4/07*)
- Home to 7 Fortune 500 HQs; #6 U.S. city with most U.S. corporate centers: U.S. Steel, PPG, PNC Financial Services Group, H.J. Heinz, Mellon Financial Corp., Wesco Int'l & Allegheny Technologies (*Fortune 4/08*); other large employers: UPMC Health Systems, Highmark Inc., Alcoa, Bayer, Del Monte, GlaxoSmithKline, Westinghouse, Univ. of Pittsburgh, AGH Nephrology, and Carnegie-Mellon Univ.
- Pittsburgh has a considerably lower cost of living than the U.S. average, and lower than Orlando, Cleveland, Grand Rapids, Raleigh, Chicago, Portland, Baltimore, Hartford, New Haven, Boston, Washington DC, San Diego, S.F., N.Y. (*ACCRA, 3rd qtr, 2007*); one of most affordable U.S. housing markets, with a median home price \$127,700 - U.S. average is \$220,800 (*Nat'l Association of Realtors, 3rd qtr '07*)
- Pittsburgh had over 42,000 new jobs since 2002; it is a leader in robotics, life sciences greenhouse, organ transplantation, medical research; 10,000 technology-related centers, employing 250,000 people, 1,200+ IT firms employ 36,000 people; an exceptionally trained workforce, utilizing state-of-the-art processing with 120,000 employees in advanced manufacturing (*Allegheny Conference, '06 Annual Rpt*)
- The Pittsburgh Int'l Airport is the 2nd-busiest airport in Pennsylvania, and 42nd in the U.S.; it served 10 million passengers in 2006, with 290 non-stop flights daily to 64 destinations via 31 airlines; was ranked as one of top 10 medium-sized US airports (*J.D.Powers, '07*) 2nd-largest US inland port, shipping 52 million tons of cargo annually, with access to the nation's 9,000 mile inland waterway system
- 36 colleges/universities in S.W. Pennsylvania, including Carnegie Mellon, one of the best graduate schools- ranked: #1-computer science (PhD), #1-programming language, #1-public affairs-info/technology mgmt, #2-production/operations, #3-artificial intelligence, #3-industrial design, #3-computer systems (*USN&WR, Best Graduate Schools, 2008*); others: Univ. Pittsburgh, Duquesne Univ., Geneva College
- Home to 3 professional sports teams: Steelers (football), Penguins (hockey), and Pirates (baseball), which was rated having the best ballpark by ESPN ('06), as well as independent/minor sports teams
- Expansion/relocation for Westinghouse, CNX Gas Group, Bank of NY/Mellon, MEDRAD, and Lucas Systems; downtown development: new multi-purpose arena for the Pittsburgh Penguins; proposed \$230M Don Allen site redevelopment, 3 city block complex, mixed use; Isle of Capri, Majestic Star, & Harrah's casinos; PNC Plaza office/retail/condos/hotel building; Fifth & Forbes mixed use corridor
- Pittsburgh is ranked as:
 - #1 "Top mid-sized arts destination" (*AmericanStyle Magazine, 6/07*)
 - #1 "Top city for geeks;" and #7 "Best city for technology jobs & entrepreneurship" (*Wired Magazine, 1/07*)
 - #2 "Best metro with overall quality of life," population 1 million+ (*2007 Quality of Life Quotient, Expansion Mngmt*)
 - #3 "Top major North American city (overall) for the future" & #1 most cost effective (*FDi Magazine, 4/07*)
 - #6 "Best city for relocating families," based on home affordability/appreciation/taxes (*ERC/Sperling, 2007*)
 - #7 "Top metro with best public schools" with population 1+ million (*2006 Educational Quotient, Expansion Mgmt*)
 - #9 "Most literate city" for newspapers, bookstores, libraries, educ., internet (*Nat'l Endowment for Arts, 12/07*)
 - #9 "Best city for jobs in 2008," based on cost of living rank (*Forbes, 1/08*)
 - #12 "Top county (Allegheny) for recruitment & attraction" (*National Policy Research Council, 2007*)

The Pittsburgh Post-Gazette Delivers The Pittsburgh Market

Newspapers First
THE LEADER IN MAJOR MARKETS



	<u>Circulation</u>			<u>DMA Readership</u>	
	<u>Daily</u>	<u>Sunday</u>		<u>Daily</u>	<u>Sunday</u>
Total	227,789	382,845	DMA	514,444	782,589
DMA	219,043	359,808	College Grad+	151,374	211,475
Metro	215,257	350,332	Professional/Mgr'l	116,834	168,586
			Average HH Income	\$71,580	\$72,148
			DMA Reader Income	\$36.8 Billion	\$56.5 Billion

Newspaper Highlights

- Newspaper is the medium that reaches the most upscale, high-end consumers in the Pittsburgh DMA. Heavy newspaper readers index far above heavy users of both TV and radio among the most valuable prospects in the Pittsburgh 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>
Mkt val hm \$300M+	171	128	54	Any upscale restaurant	149	105	91
Own/lse frgn lux veh	159	82	39	HH income \$100+	148	124	43
3+ any frgn busn trips	157	111	25	Use any stockbroker	137	93	108

- Western Pennsylvania's most widely read newspaper; 2nd-largest in the state
- 28th largest daily newspaper and 25th-largest Sunday newspaper circulation in the nation
- The Post-Gazette concentrates the majority of its circulation in Allegheny County, the most affluent portion of the metro and DMA. Smaller local papers serve less affluent readers in outlying areas
- Daily Post-Gazette readers have a household income 14% higher (over \$8,400) than the average for all adults in the DMA, and on Sunday, Post-Gazette readers have a household income 15% higher (over \$9,400) than the average for all adults in the DMA
- The Pittsburgh Post-Gazette 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:

	<i>% Metro Adults</i>		<i>% Metro Adults</i>
Daily Pittsburgh Post-Gazette	27%	A.M. Drive Time Radio (average ¼ hour, 43 stations)	20%
Sunday Pittsburgh Post-Gazette	40%	Prime Time TV: ABC, CBS, FOX, and NBC	19%
- On an average weekday, the Pittsburgh Post-Gazette reaches over 215,200 metro households– over 3 times more households reached by Newsweek and Time weekly magazines combined (67,900) *(Circulation 2008; ABC Magazine Market Coverage Report, 2007- MSA)*
- The circulation of the Pittsburgh Post-Gazette is 2 times greater daily and nearly 2½ times greater Sunday than the DMA's 2nd-largest newspaper, the Greensburg Tribune-Review
- The Pittsburgh Post-Gazette (500,196) provides far greater coverage of metro adults than a spot on over 43 morning drive time radio stations combined (373,576)
- Compared to the average adult in the U.S., daily Pittsburgh Post-Gazette readers are:

61% more likely use a financial planner	29% more likely to have a home equity loan
56% more likely to have CDs (certificate of dep.)	27% more likely to own bonds
32% more likely to have post graduate degree+	23% more likely to own mutual funds
- Compared to the average adult in the U.S., Sunday Pittsburgh Post-Gazette readers are:

54% more likely to drink cordials/liqueurs	29% more likely to visit Canada
52% more likely to have online service	29% more likely to stay at upscale hotel-busn
35% more likely to buy a new vehicle next year	20% more likely to take 1+ dom air trip-pers/vac
- post-gazette.com website for the Pittsburgh Post-Gazette is the area's most powerful local medium for effective online advertising, with over 2.8 unique visitors monthly *(Omniture, October-December, 2007)*

Source: Circulation 2008; Scarborough 2007, release 2