

The Richmond Times-
Dispatch Is The Way
To Reach The
Richmond Market

Newspapers First
THE LEADER IN MAJOR MARKETS



Target Reach And Coverage

	<u>DMA</u>					<u>CBSA</u>				
	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in CBSA	Daily 1 Issue	%	Sunday 1 Issue	%
Demos										
Richmond/Petersburg DMA	1,003,686	394,644	39	522,070	52	878,092	360,641	41	482,976	55
Men	481,292	205,131	43	238,459	50	416,499	182,252	44	218,466	53
Women	522,394	189,513	36	283,611	54	461,593	178,389	39	264,510	57
18-24 Years of Age	124,183	28,002	23	46,043	37	107,196	28,002	26	43,834	41
25-34	171,092	53,380	31	85,947	50	152,632	45,559	30	75,309	49
35-44	204,648	72,212	35	95,917	47	182,778	61,336	34	91,461	50
45-54	199,594	82,564	41	112,322	56	177,848	77,775	44	105,659	59
55-64	140,480	69,303	49	84,920	60	122,258	66,005	54	78,350	64
65+	163,689	89,183	55	96,921	59	135,380	81,964	61	88,363	65
College Graduate+	255,314	124,984	49	165,378	65	237,321	114,984	49	153,205	65
Any College+	526,954	238,601	45	321,826	61	480,385	219,629	46	305,301	64
Prof'l/Mgmt/Busn & Finc'l Operations	257,112	120,752	47	164,035	64	232,160	107,317	46	152,502	66
Mgmt/Busn & Finc'l Operations	113,851	51,531	45	66,785	59	100,413	43,278	43	64,366	64
White collar	398,672	171,707	43	236,833	59	365,063	154,884	42	220,421	60
Employed	683,204	266,614	39	363,877	53	609,151	241,767	40	333,446	55
Married	564,355	244,168	43	320,681	57	490,280	217,420	44	294,383	60
1+ Children in HH	396,777	136,415	34	196,688	50	345,439	117,280	34	184,012	53
White	669,209	291,972	44	378,702	57	594,825	263,970	44	345,648	58
Black/African American	301,032	94,048	31	127,120	42	253,181	88,465	35	121,231	48
Hispanic	53,727	12,187	23	16,586	31	48,892	11,766	24	14,221	29
HHI \$75,000+	326,582	147,163	45	201,114	62	296,263	135,765	46	191,817	65
HHI \$50,000+	524,877	238,458	45	313,818	60	474,451	216,103	46	292,004	62
HHI \$35,000+	734,467	316,943	43	422,744	58	662,699	290,779	44	393,984	60
Own Home	725,617	320,870	44	407,470	56	632,887	290,761	46	377,178	60
New Cars Owned/Leased										
Owns/Leased 1+ Domestic Vehicle	786,303	303,279	39	407,445	52	674,998	271,144	40	371,606	55
Own/lease 1+ Foreign Vehicles	478,719	196,897	41	261,758	55	431,114	184,326	43	250,320	58
HH Owns 2+ Vehicles	727,209	295,981	41	399,994	55	634,449	266,370	42	366,906	58
HH Own any Vehicle Bght New or Leased	579,941	235,438	41	311,934	54	523,591	217,451	42	295,625	57
HH Plans to Buy Veh New/leased Next Yr.	95,584	32,405	34	46,625	49	83,358	31,550	38	44,626	54
Business Decision Maker For:										
Computer Hardware/Software	102,912	41,408	40	59,713	58	94,537	40,038	42	54,569	58
Information Technology (Network/Internet)	40,586	18,860	47	24,016	59	35,268	17,164	49	21,361	61
Communication Equipment	46,158	23,863	52	29,057	63	45,197	23,253	51	28,447	63
Communication Services	77,097	36,250	47	41,262	54	61,925	27,655	45	38,124	62
Overnight Delivery Services	42,014	14,496	35	21,236	51	39,210	14,170	36	19,979	51
Business Travel or Convention	47,591	20,600	43	31,582	66	41,308	19,738	48	26,544	64
Office Equipment (Photocopier, Fax, Etc.)	38,358	17,484	46	25,689	67	34,546	16,874	49	23,120	67

Source: The Scarborough Report – 2005, Wave 2. Past Year For All Product Purchase/Travel Except International & Cruise Travel/RICH-D-501/©2006 Newspapers First

* Percentages relatively unstable due to small base

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	# of Adults	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults	Daily 1 Issue	%	Sunday 1 Issue	%
Financial										
Own Any Stock	384,238	186,093	48	233,874	61	348,778	172,586	50	224,214	64
Account With Broker	115,797	58,787	51	74,884	65	107,018	56,665	53	72,049	67
Own Mutual Funds	350,105	163,859	47	212,404	61	320,066	152,992	48	205,977	64
Used Any Amex Card-3 Months	57,782	24,394	42	34,967	61	55,859	23,135	41	34,139	61
Used Any Visa Card-3 Months	255,716	101,606	40	136,097	53	230,330	94,930	41	127,503	55
Domestic Travel										
1+ Trips	768,612	309,431	40	410,797	53	666,521	279,553	42	380,260	57
1+ Air Trips	265,218	113,644	43	153,003	58	253,214	109,624	43	147,563	58
1+ Personal/Vacation Air Trips	228,804	97,272	43	130,886	57	218,816	94,535	43	127,359	58
1+ Business Air Trips	114,692	52,410	46	68,030	59	110,385	50,402	46	65,116	59
Used Travel Agent	90,147	47,074	52	60,382	67	88,191	47,074	53	58,529	66
Car Rental For Business	184,680	84,069	46	109,479	59	178,936	83,743	47	107,668	60
Car Rental For Personal/Vacation	248,158	113,742	46	151,407	61	235,256	110,027	47	145,282	62
Hotel/Motels-For Business	530,067	220,496	42	294,119	56	464,153	195,797	42	272,899	59
Hotel/Motels-For Personal/Vacation										
Foreign Travel	276,166	122,783	45	164,741	60	262,084	115,791	44	158,632	61
1+ Foreign Trips	108,213	45,865	42	64,284	59	101,154	43,295	43	61,484	61
1+ Cruise										
Domestic Destinations	79,566	23,335	29	38,844	49	70,330	22,591	32	37,579	53
Orlando	143,972	67,859	47	91,328	63	134,708	64,272	48	87,506	65
Washington, D.C.	98,543	40,342	41	56,825	58	94,567	38,898	41	55,381	59
New York City										
Foreign Destinations	62,840	29,040	46	35,323	56	55,887	25,296	45	32,692	59
Canada	68,992	27,748	40	39,182	57	66,231	27,122	41	38,987	59
Mexico	72,105	34,501	48	49,602	69	67,238	32,169	48	46,609	69
Hawaii	142,032	67,994	48	82,746	58	135,644	65,389	48	80,141	59
Europe										
Caribbean/Bahamas	668,333	286,042	43	375,427	56	603,580	261,004	43	352,074	58
Technology	663,619	278,600	42	375,087	57	603,847	258,157	43	348,972	58
Cellular Phone Carriers	381,333	157,230	41	214,980	56	355,990	149,343	42	203,446	57
Own PC	641,193	268,998	42	373,353	58	581,424	242,891	42	344,636	59
Bought Hardware/Software	447,353	192,872	43	262,679	59	420,086	179,768	43	244,243	58
Have On-line Service	418,430	181,109	43	243,716	58	391,484	168,005	43	225,601	58
Shop On-line	190,497	87,619	46	111,931	59	176,934	76,781	43	106,366	60
Purchase On-line	384,238	186,093	48	233,874	61	348,778	172,586	50	224,214	64
Financial Information On-line	115,797	58,787	51	74,884	65	107,018	56,665	53	72,049	67

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