

The Sacramento/ Modesto Market

Newspapers First
THE LEADER IN MAJOR MARKETS



	Sacramento/Stockton/ Modesto DMA		Sacramento CBSA	
	#	U.S. Rank	#	U.S. Rank
Households	1,406,900	#20	777,400	#28
Population	3,989,900	#17	2,102,200	#25
EBI	\$77.0 Billion	#19	\$44.5 Billion	#26
Retail Sales	\$61.3 Billion	#19	\$34.5 Billion	#26

Sacramento Highlights

- Sacramento is the capital of the state; 2nd-largest DMA in northern California
- Sacramento's population grew 11% over the period from 2002-2007 (*Sacramento Regional Research Institute*); it is one of the fastest-growing U.S. metros, and is projected to be the #1 metro in % growth from 2000 to 2025, with a 75% increase (*Demographia; Census Bureau; top 25 metros*)
- The Sacramento metro area of El Dorado, Placer, Sacramento, and Yolo counties added nearly 360,000 people in the past 10 years (1998 – 2007), a 20.8% population change (*U.S. Census Bureau, 2008*); the same area had a 1.1 million civilian labor force in 2007, a 25% increase over the past 10 years (*Sacramento Area Commerce & Trade Organization - SACTO*)
- The Sacramento region is the most affordable major region in California (*HOI, 1st Qtr, 2008; NAHB*)
- Sacramento was ranked the #5 metro with the highest increase (+8.1%) of high-tech companies from '05-'06, more than double of the US; the region has over 43,000 jobs in the industry with nearly 2,000 firms, including Intel, Hewlett-Packard, EDS Systems, Apple Computers, NEC, DST Output, Synectic, & Hansen; employees in the industry earn twice as much as other private-sector workers (*AeA, 6/08*)
- Major employers include: State of California, U.S. Air Force Dept., UC Davis Medical Center, Sacramento County Water Quality, Nugget Markets, Kaiser Permanente, Raley's Inc., SBC, A. Teichert & Son, Target, Wells Fargo, Pride Industries, Bank of America, Ampac Fine Chemicals LLC, Vision Service Plan, Aerojet, Franklin Templeton Investment, and SureWest Communications
- Of the top 20 DMA's, Sacramento is ranked per HH in store sales: #2 in dept. store sales, #3 in motor vehicles & parts, #3 in building materials, #8 in general merchandising sales; and in 5-year % change: #3 in EBI, #4 in households, #4 in population, & #8 in total retail sales (*Demographics USA, '07*)
- The Sacramento Airport is the 40th busiest airport, and had over 10.8 million passengers in 2007, a 4% increase over the previous year; Terminal B modernization is underway; other airports in the area include Executive Airport, Mather Airport, and Franklin Field (*Airports Council International Airports, 8/08*)
- Downtown development include: the Railyards project, for 122,000 residential units, entertainment, and retail shops; docks project promenade parkway, mixed-use community; Sacramento Intermodal Transportation Facility, connecting light & heavy rail, bus, shuttle, taxis and future high-speed rail; construction underway for Bank of the west tower, Meridian Plaza, construction at Capitol Mall
- Sacramento is ranked:
 - #2 "Best housing market with homes available to median households (*Nat'l Assoc. of Home Builders, 7/08*)
 - #3 "Top U.S. growth city" with more than 10,000 families moving (*U-haul, 1/07 – 12/07*)
 - #5 "Top metro with the highest economic strength," consistently growing in size & quality (*Policom, '08*)
 - #7 "Best city in which to live" for education, employment opportunities, housing (*Relocate-America, 5/08*)
 - #8 "Best city to live, work and play" (*Kiplinger's Personal Finance Magazine, 8/08*)
 - #10 "Top growing metro" for economy, growth, recreation, cost of living, & housing (*NuWire Investor, 11/07*)
 - #12 "Best city for carbon footprint of residents" (*Brookings Institution, 2008*)

Modesto Highlights

- Modesto is a separate metro area within the DMA, and is served by the Modesto Bee
- In the next 5 years, Modesto will be ranked 21st in % growth in population (11%), 23rd in % growth in households (10%), and 18th in % growth in EBI (18%), of top 125 metro HHs

Source: *Demographics USA, 2007*

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	<u>Circulation</u>			<u>DMA Readership</u>	
	<u>Daily</u>	<u>Sunday</u>		<u>Daily</u>	<u>Sunday</u>
Sacramento Bee	282,301	323,282	Sacramento Bee DMA	609,656	821,949
Modesto Bee	80,822	87,066	Modesto Bee DMA	196,823	244,738
Total	363,123	410,348	Total Net	806,479	1,066,687

Sacramento Bee Highlights

- Newspaper is the medium that reaches the most upscale, high-end consumers in the Sacramento DMA. Heavy newspaper readers index far above heavy users of both TV and radio among the most valuable prospects in the Sacramento 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>
3+ dom prs/vc trips	182	99	38	Post graduate degree+	149	91	56
Own bonds	152	110	85	Full service stockbroker	148	93	111
Own/lse frgn lux veh	151	112	74	Have money mkt funds	147	102	99
- The Sacramento Bee is the 2nd-largest daily and Sunday newspaper in northern California; 5th-largest daily and Sunday paper in the state; ranked 27th among all U.S. daily newspapers (*Circulation 2008*)
- The Sacramento Bee ranks 4th daily (33%) and 7th Sunday (37%) in household penetration among newspapers in the top 28 U.S. metros (*Circulation 2008*)
- Daily Sacramento Bee readers have a HHI 20% higher than the DMA average HHI – over \$16,200; on Sunday, readers have a HHI 17% higher (over \$13,200 more) than the average for DMA adults
- The Sacramento Bee 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 2008, Rel 1*)

	<i>% Metro Adults</i>		<i>% Metro Adults</i>
Daily Sacramento Bee	35%	A.M. Drive Time Radio (<i>average ¼ hour, 78 stations</i>)	19%
Sunday Sacramento Bee	47%	Prime Time TV: ABC, CBS, FOX, NBC	16%
- Daily, the Sacramento Bee reaches over 250,000 MSA HHs– over 4½ times more HHs reached by Newsweek and Time weekly magazines combined (52,259) (*ABC Magazine Market Coverage Report, 2007 – MSA*)
- Compared to the average adult in the U.S., daily Sacramento Bee readers are:

169% more likely to have home value \$300,000+	56% more likely to rent a car for business
63% more likely to drink cordials/liqueurs	53% more likely to have post HHI \$100,000+
59% more likely to use financial planner	50% more likely to have mutual funds
- Compared to the average adult in the U.S., Sunday Sacramento Bee readers are:

74% more likely to visit Mexico	57% more likely to take 3+ any frgn trips-pers/vac
65% more likely to stay at upscale hotel-pers/vac	51% more likely to take a cruise past 3 years
58% more likely to use a travel agent	46% more likely to take 3+ dom air trips-busn
- Sacbee.com and modbee.com websites for the Sacramento Bee and Modesto Bee, are the area's most powerful local medium for effective online advertising, with over 2.7 million unique visitors monthly (*AccessABC Website, 2008-Audience-FAX Data Base*)

Modesto Bee Highlights

- Virtually no reader duplication between Modesto and Sacramento Bees
- In its separate metro area, the Modesto Bee reaches 39% adults daily, and 40% on Sunday