

# The St. Louis Post-Dispatch

**Newspapers First**  
THE LEADER IN MAJOR MARKETS



## Target Reach And Coverage

|   | <u>DMA</u>            |                  |    | <u>CBSA</u>       |    |                        |                  |    |                   |    |
|---|-----------------------|------------------|----|-------------------|----|------------------------|------------------|----|-------------------|----|
|   | # of Adults<br>in DMA | Daily<br>1 Issue | %  | Sunday<br>1 Issue | %  | # of Adults<br>in CBSA | Daily<br>1 Issue | %  | Sunday<br>1 Issue | %  |
| <b>Demos</b>                              |                       |                  |    |                   |    |                        |                  |    |                   |    |
| Total Adults                              | 2,427,522             | 655,348          | 27 | 1,054,699         | 43 | 2,139,442              | 629,825          | 29 | 1,001,375         | 47 |
| Men                                       | 1,164,160             | 337,969          | 29 | 479,283           | 41 | 1,017,270              | 315,112          | 31 | 440,090           | 43 |
| Women                                     | 1,263,362             | 317,379          | 25 | 575,416           | 46 | 1,122,172              | 314,713          | 28 | 561,285           | 50 |
| 18-24 Years of Age                        | 307,940               | 55,344           | 18 | 105,955           | 34 | 270,476                | 55,344           | 21 | 105,955           | 39 |
| 25-34                                     | 405,885               | 68,930           | 17 | 147,548           | 36 | 356,830                | 68,930           | 19 | 143,870           | 40 |
| 35-44                                     | 446,778               | 103,804          | 23 | 189,015           | 42 | 397,785                | 100,090          | 25 | 176,974           | 45 |
| 45-54                                     | 482,356               | 130,710          | 27 | 194,787           | 40 | 430,028                | 119,501          | 28 | 181,233           | 42 |
| 55-64                                     | 354,215               | 123,755          | 35 | 195,882           | 55 | 313,451                | 120,708          | 39 | 186,167           | 59 |
| 65+                                       | 430,348               | 172,805          | 40 | 221,512           | 52 | 370,872                | 165,252          | 45 | 207,176           | 56 |
| College Graduate+                         | 561,154               | 193,054          | 34 | 295,636           | 53 | 528,020                | 183,543          | 35 | 286,747           | 54 |
| Any College+                              | 1,295,323             | 414,332          | 32 | 634,162           | 49 | 1,183,906              | 395,554          | 33 | 608,712           | 51 |
| Prof'l/Mgmt/Busn & Finc'l Operations      | 557,286               | 161,406          | 29 | 268,601           | 48 | 501,310                | 154,417          | 31 | 257,262           | 51 |
| Mgmt/Busn & Finc'l Operations             | 219,771               | 80,008           | 36 | 107,066           | 49 | 193,627                | 74,876           | 39 | 101,655           | 53 |
| White collar                              | 950,826               | 262,128          | 28 | 450,543           | 47 | 865,419                | 255,139          | 30 | 433,710           | 50 |
| Employed                                  | 1,623,913             | 424,141          | 26 | 678,473           | 42 | 1,447,121              | 404,006          | 28 | 648,103           | 45 |
| Married                                   | 1,341,802             | 372,559          | 28 | 605,644           | 45 | 1,170,487              | 362,877          | 31 | 568,717           | 49 |
| 1+ Children in HH                         | 981,570               | 205,466          | 21 | 389,432           | 40 | 848,386                | 199,815          | 24 | 368,977           | 44 |
| White                                     | 2,019,307             | 553,379          | 27 | 881,230           | 44 | 1,739,027              | 527,856          | 30 | 827,906           | 48 |
| Black/African American                    | 352,824               | 86,940           | 25 | 155,050           | 44 | 352,537                | 86,940           | 25 | 155,050           | 44 |
| Hispanic                                  | 44,088                | 7,302            | 17 | 13,516            | 31 | 39,866                 | 7,302            | 18 | 13,516            | 34 |
| HHI \$75,000+                             | 848,652               | 280,682          | 33 | 427,761           | 50 | 771,032                | 265,462          | 34 | 405,336           | 53 |
| HHI \$50,000+                             | 1,369,717             | 422,082          | 31 | 657,296           | 48 | 1,227,523              | 405,700          | 33 | 617,608           | 50 |
| HHI \$35,000+                             | 1,850,296             | 547,992          | 30 | 846,880           | 46 | 1,646,595              | 526,167          | 32 | 799,766           | 49 |
| Own Home                                  | 1,861,388             | 529,049          | 28 | 826,698           | 44 | 1,620,522              | 505,495          | 31 | 778,100           | 48 |
| <b>New Cars Owned/Leased</b>              |                       |                  |    |                   |    |                        |                  |    |                   |    |
| Owens/Leased 1+ Domestic Vehicle          | 449,682               | 112,833          | 25 | 170,141           | 38 | 389,575                | 109,119          | 28 | 166,365           | 43 |
| Own/lease 1+ Foreign Vehicles             | 238,540               | 86,441           | 36 | 131,273           | 55 | 217,673                | 85,092           | 39 | 129,924           | 60 |
| HH Owns 2+ Vehicles                       | 1,686,875             | 458,232          | 27 | 732,544           | 43 | 1,451,696              | 439,902          | 30 | 687,231           | 47 |
| HH Own any Vehicle Bght New or Leased     | 1,504,376             | 447,224          | 30 | 701,224           | 47 | 1,369,875              | 435,456          | 32 | 674,891           | 49 |
| HH Plans to Buy Veh New/leased Next Yr.   | 269,358               | 78,706           | 29 | 135,929           | 51 | 257,749                | 76,013           | 30 | 127,831           | 50 |
| <b>Business Decision Maker For:</b>       |                       |                  |    |                   |    |                        |                  |    |                   |    |
| Computer Hardware/Software                | 173,833               | 43,316           | 25 | 69,412            | 40 | 151,412                | 43,316           | 29 | 66,053            | 44 |
| Information Technology (Network/Internet) | 76,277                | 15,014           | 20 | 33,889            | 44 | 72,117                 | 15,014           | 21 | 33,889            | 47 |
| Communication Equipment                   | 51,526                | 12,650           | 25 | 26,154            | 51 | 50,170                 | 12,650           | 25 | 26,154            | 52 |
| Communication Services                    | 91,303                | 23,564           | 26 | 51,730            | 57 | 89,947                 | 23,564           | 26 | 51,730            | 58 |
| Overnight Delivery Services               | 67,592                | 16,317           | 24 | 29,364            | 43 | 53,857                 | 16,317           | 30 | 29,364            | 55 |
| Business Travel or Convention             | 77,121                | 18,780           | 24 | 45,261            | 59 | 75,765                 | 18,780           | 25 | 45,261            | 60 |
| Office Equipment (Photocopier, Fax, Etc.) | 113,867               | 25,513           | 22 | 53,174            | 47 | 103,657                | 25,513           | 25 | 53,174            | 51 |



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|                                    | <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 | %  |
| <b>Financial</b>                   |                    |               |    |                |    |                     |               |    |                |    |
| Own Any Stock                      | 909,014            | 276,807       | 31 | 441,445        | 49 | 812,647             | 266,190       | 33 | 414,885        | 51 |
| Account With Broker                | 326,654            | 128,116       | 39 | 176,934        | 54 | 292,059             | 122,136       | 42 | 163,500        | 56 |
| Own Mutual Funds                   | 768,139            | 244,422       | 32 | 380,363        | 50 | 724,135             | 234,853       | 32 | 363,251        | 50 |
| Used Any Amex Card-3 Months        | 158,694            | 60,166        | 38 | 95,093         | 60 | 149,247             | 56,124        | 38 | 85,646         | 57 |
| Used Any Visa Card-3 Months        | 1,261,443          | 370,878       | 29 | 575,820        | 46 | 1,130,742           | 357,370       | 32 | 545,817        | 48 |
| <b>Domestic Travel</b>             |                    |               |    |                |    |                     |               |    |                |    |
| 1+ Trips                           | 1,763,453          | 497,163       | 28 | 795,781        | 45 | 1,560,137           | 483,260       | 31 | 749,656        | 48 |
| 1+ Air Trips                       | 845,435            | 258,418       | 31 | 393,660        | 47 | 771,868             | 248,724       | 32 | 377,071        | 49 |
| 1+ Personal/Vacation Air Trips     | 764,329            | 235,840       | 31 | 360,432        | 47 | 700,631             | 226,146       | 32 | 343,843        | 49 |
| 1+ Business Air Trips              | 314,250            | 103,599       | 33 | 144,711        | 46 | 286,044             | 97,619        | 34 | 133,326        | 47 |
| Used Travel Agent                  | 178,278            | 59,944        | 34 | 86,984         | 49 | 166,512             | 59,944        | 36 | 85,841         | 52 |
| Car Rental For Business            | 209,022            | 74,837        | 36 | 113,013        | 54 | 199,684             | 72,144        | 36 | 104,915        | 53 |
| Car Rental For Personal/Vacation   | 588,984            | 201,178       | 34 | 276,787        | 47 | 517,799             | 191,484       | 37 | 257,590        | 50 |
| Hotel/Motels-For Business          | 483,751            | 145,786       | 30 | 213,029        | 44 | 413,010             | 143,093       | 35 | 197,985        | 48 |
| Hotel/Motels-For Personal/Vacation | 1,443,972          | 422,265       | 29 | 669,604        | 46 | 1,267,648           | 409,711       | 32 | 627,396        | 50 |
| <b>Foreign Travel</b>              |                    |               |    |                |    |                     |               |    |                |    |
| 1+ Foreign Trips                   | 745,459            | 247,846       | 33 | 371,461        | 50 | 680,923             | 242,884       | 36 | 355,227        | 52 |
| 1+ Cruise                          | 233,950            | 89,857        | 38 | 129,363        | 55 | 226,159             | 88,511        | 39 | 126,874        | 56 |
| <b>Domestic Destinations</b>       |                    |               |    |                |    |                     |               |    |                |    |
| Las Vegas                          | 196,067            | 55,453        | 28 | 97,638         | 50 | 181,017             | 52,760        | 29 | 89,540         | 50 |
| Chicago                            | 337,605            | 95,895        | 28 | 175,337        | 52 | 319,713             | 93,202        | 29 | 167,239        | 52 |
| Orlando                            | 134,056            | 42,091        | 31 | 74,156         | 55 | 113,672             | 38,377        | 34 | 70,797         | 62 |
| <b>Foreign Destinations</b>        |                    |               |    |                |    |                     |               |    |                |    |
| Canada                             | 140,231            | 56,847        | 41 | 88,122         | 63 | 124,963             | 53,231        | 43 | 78,635         | 63 |
| Mexico                             | 305,648            | 83,390        | 27 | 150,922        | 49 | 287,329             | 82,467        | 29 | 146,925        | 51 |
| Hawaii                             | 127,792            | 44,875        | 35 | 59,447         | 47 | 110,697             | 42,182        | 38 | 51,349         | 46 |
| Europe                             | 195,123            | 83,839        | 43 | 110,467        | 57 | 186,019             | 83,839        | 45 | 109,790        | 59 |
| Caribbean/Bahamas                  | 195,818            | 66,325        | 34 | 100,754        | 52 | 181,987             | 62,286        | 34 | 91,310         | 50 |
| <b>Technology</b>                  |                    |               |    |                |    |                     |               |    |                |    |
| Own Cellular Phone                 | 1,744,074          | 488,056       | 28 | 787,745        | 45 | 1,524,670           | 467,578       | 31 | 745,403        | 49 |
| Own PC                             | 1,743,192          | 502,824       | 29 | 786,311        | 45 | 1,559,475           | 488,947       | 31 | 756,103        | 49 |
| Bought Hardware/Software           | 954,426            | 279,085       | 29 | 454,011        | 48 | 844,806             | 269,418       | 32 | 432,828        | 51 |
| Have Online Service                | 1,653,924          | 449,163       | 27 | 731,958        | 44 | 1,476,579           | 435,286       | 30 | 702,216        | 48 |
| Shop Online                        | 1,225,854          | 331,070       | 27 | 562,550        | 46 | 1,110,070           | 321,403       | 29 | 536,914        | 48 |
| Purchase Online                    | 1,118,580          | 295,748       | 26 | 503,270        | 45 | 1,006,553           | 286,081       | 28 | 477,634        | 48 |