

The Twin Cities Market

Newspapers First
THE LEADER IN MAJOR MARKETS



	<u>DMA</u>		<u>CBSA*</u>	
	#	<u>U.S. Rank</u>	#	<u>U.S. Rank</u>
Households	1,712,800	#15	1,237,900	#16
Population	4,414,000	#14	3,195,700	#16
EBI	\$99.0 Billion	#13	\$77.5 Billion	#15
Retail Sales	\$74.9 Billion	#16	\$56.5 Billion	#16

Market Highlights

- Separated only by the Mississippi River, and only 11 miles apart, each side of the Twin Cities has its own identity, separate orchestras, theaters and performing arts groups, as well as its own newspaper
- St. Paul is the state capital and home to the region's World Trade Center; accounts for 44% of all households in the Twin Cities CBSA
- St. Paul has been selected as site of the downtown 2008 Republic Nat'l Convention, attracting 45,000 people, including 15,000 media reps; direct economic impact is expected to be \$200-\$300 million
- Minneapolis-St. Paul metro is expected to grow 18% in population from 2000 to 2025, faster than Boston, Chicago, Milwaukee, Norfolk, Hartford, Buffalo, Memphis, Grand Rapids, Dayton (*Demographia, 2007*)
- Minneapolis-St. Paul Int'l Airport is the 14th-largest U.S. airport, ranked by passengers– over 35 million in 2007, and 26th-largest airport in the world (*ACI, 2007*); a \$3.1-billion expansion program is underway
- The St. Paul market* has comparable or higher % composition than the Minneapolis market:*

	<i>St. Paul Mkt</i>	<i>Minneapolis Mkt</i>		<i>St. Paul Mkt</i>	<i>Minneapolis Mkt</i>
HHI \$50,000+	63%	62%	Own 2+ vehicles	63%	61%
HHI \$75,000+	41	41	Home Value \$150,000+	83	85
HHI \$100,000+	25	25	Home Value \$200,000+	62	64
Median HH income	\$64,503	\$64,153	Median Home Value	\$232,063	\$238,141
Average HH income	\$79,016	\$81,026	Median age	39	39

- The St. Paul market is home to 6 Fortune 500 companies: Travelers Co., 3M, CHS, Northwest Airlines, Land O'Lakes, Ecolab, and 4 Fortune 1000 firms: St. Jude Medical, Securian Finc'l Group, Patterson, and Imation; other Fortune 1000 HQs in the Twin Cities include: UnitedHealth Group, Target, Supervalu, Best Buy, U.S. Bancorp, General Mills, Medtronic, Xcel Energy, Mosaic, Nash-Finch, PepsiAmericas, Alliant Techsystems, Pentair, Valspar, Regis, and Fastenal (*Fortune 4/08*)
- The Twin Cities metro ranks #16 for households – without St. Paul, the market size would shrink to metro #29. MSA ranking with the Twin Cities and without St. Paul:

	<i>With</i>	<i>Without</i>		<i>With</i>	<i>Without</i>
Total Population	#16	#30	Effective Buying Income	#15	#24

- St. Paul had \$3 billion new downtown development in the past 10 years; additional \$3 billion planned by 2014, including: Bridges of St. Paul, Federal Court Bldgs., Union Depot, River Bluff Redevelopment, Excel plant, Regions Hospital expansion, St. Paul portion of Central Corridor (*Capital City Partnership*)

- The Twin Cities rank:

- #1 "Top center for business" based on businesses started, grown & retained (*MarketWatch, 9/07*)
- #1 "Top U.S. city on the rise" (*Trip Advisor, 2007*)
- #2 "Most educated workforce (St. Paul)" (*Business Facilities, 5/07*)
- #2 "Top 5-star business opportunity metro (overall)" (*Expansion Management, '07*)
- #4 "Most number of small businesses" (*bizjournals, 1/06*)
- #3 "Most literate city (St. Paul); (Minneapolis is ranked #1), on newspaper circulation, bookstores, libraries, periodicals, education, internet resources (*Central Conn. State Univ. Public Policy/Social Res., 11/07*)
- #5 "Top large metro with number of projects (74)" (*Conway Data's New Plant Database, 5/08*)
- #6 "Top metro with overall quality of life" (*Expansion Management, 2007*)
- #6 "Favorite city" overall; & #1 cleanliness; #4 affordability; #4 peace/quiet; #5 safety (*Travel & Leisure, '07*)
- #7 "Best city for relocating families" on home prices, affordability, appreciation, & taxes (*ERC/Primacy, '07*)
- #7 "Best metro based on brainpower," indicated by its residents' educational attainment (*bizjournals, 4/08*)

Source: Demographics USA, 2007; Claritas, 2007; CBSA = *St. Paul market: Chisago, Dakota, Pierce, Ramsey, St. Croix, & Washington counties; plus *Minneapolis market: Anoka, Carver, Hennepin, Isanti, Scott, Sherburne, & Wright counties.

The St. Paul Pioneer Press Delivers The St. Paul Market

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	<u>Circulation</u>			<u>DMA Readership</u>	
	<u>Daily</u>	<u>Sunday</u>		<u>Daily</u>	<u>Sunday</u>
Total	187,760	248,261	DMA	468,260	640,085
DMA	179,695	240,267	College Grad+	138,515	173,638
Metro	165,281	217,773	Professional/Mgr'l	143,393	191,870
			Average HH Income	\$95,523	\$86,610
			DMA Reader Income	\$44.7 Billion	\$55.4 Billion

Newspaper Highlights

- Newspaper is the medium that reaches the most upscale, high-end consumers in the Minneapolis-St. Paul DMA. Heavy newspaper readers index far above heavy users

	<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>
1+ dom prs/bus trp	180	46	77	HHI \$100,000+	138	96	61
Post grad degree+	159	86	64	Used any stockbroker	137	68	98
3+ dom. air trips	144	101	77	Stay at upscale hotel	135	92	40

- The St. Paul Pioneer Press is the 2nd-largest newspaper in the Twin Cities and the entire state of Minnesota; Minnesota's first daily newspaper
- Winner of several national and regional awards, as well as Pulitzer Prizes in 2001, 1988, and 1986; Pioneer Press Business coverage consistently is ranked among the best in the nation by the Society of American Business Editors
- The demographic composition of St. Paul Pioneer Press metro readers is similar to that of Minneapolis Star Tribune metro readers (*Scarborough 2008, Release 1*)

	<i>Daily St. Paul Pioneer Press</i>	<i>Daily Minneapolis Star Tribune</i>		<i>Sunday St. Paul Pioneer Press</i>	<i>Sunday Minneapolis Star Tribune</i>
Mkt value home \$150M+	78%	80%	Own single family home	75%	74%
Post grad study/degree	15	17	Any college+	68	69
Professional Specialty	19	20	Mgmt/busn/fin'c'l operations	13	14
Age 25-54	54	55	1+ Children in HH	36	38

- Daily or Sunday, only 8% of metro adults read both the Minneapolis Star-Tribune and the St. Paul Pioneer-Press
- The daily Star Tribune "misses" 84% St. Paul market adults daily, and 72% on Sunday
- Compared to the average adult in the U.S., daily St. Paul Pioneer Press DMA readers are:
 - 106% more likely to own/lease dom. luxury vehicle
 - 85% more likely to have a home equity loan
 - 99% more likely to use a financial planner
 - 64% more likely to have mkt value home \$200M+
 - 91% more likely to have a money market account
 - 52% more likely to use an online service
- Compared to the average adult in the U.S., Sunday St. Paul Pioneer Press DMA readers are:
 - 155% more likely to own a power or sail boat
 - 55% more likely to use a travel agent
 - 137% more likely to snow ski
 - 42% more likely to have second home/property
 - 92% more likely to play golf
 - 28% more likely to take 3+ pers/vacation trips
- TwinCities.com website for the St. Paul Pioneer Press is the area's most powerful local medium for effective online advertising, with over 662,000 registered users monthly (*Omniture, 2006*)