

The Westchester/ Rockland/Putnam Market

Newspapers First
THE LEADER IN MAJOR MARKETS



	DMA		Westchester/Rockland/ Putnam Counties	
	#	U.S. Rank	#	U.S. Metro Rank
Households	7,582,300	#1	472,600	#43
Population	20,845,500	#1	1,337,600	#40
EBI	\$493.2 Billion	#1	\$39.8 Billion	#30
Retail Sales	\$321.6 Billion	#1	\$22.6 Billion	#40

Market Highlights

- The Westchester, Rockland and Putnam county area, covering 839 square miles just 25 miles north of NYC, is one of the wealthiest markets in the nation, and the most affluent part of the NY DMA - and is America's #1 DMA for population, households, retail sales and buying power (*Demographics USA, 2007*)
- Home to 4 Fortune 500 HQs in the WRP area: IBM, PepsiCo, ITT, & Starwood Hotels, and 4 Fortune 1000 HQs: Jarden, MasterCard, MBIA, and Reader's Digest Assoc (*Fortune, 4/07*) other top firms in the area include: Nextel, AT&T, Avon, Consolidated Edison, Altria Group, Int'l Paper, Lillian Vernon, Kraft Foods, Lockheed Martin, Bally, MCI, Pace University, Heineken USA, Morgan Stanley, Bank of N.Y., USB Holding, PepsiCo., Compass Group, Iona College, New York Life, Fuji Photo, CIBA, Verizon, Cadbury Schweppes, Novartis Pharmaceuticals, Barr Pharmaceuticals, Nine West, and Wyeth
- Individually, Westchester, Rockland and Putnam counties have a higher average EBI, median EBI, and per capita EBI than that of the total New York DMA; and of the 3,141 U.S. counties, Westchester is ranked (#6), Rockland (#49) and Putnam (#62) with the highest percentage of households with an income of \$150,000+ (*Demographics USA, 2007*)
- As compared to the 940 CBSAs, the Westchester/Rockland/Putnam county combination is ranked #2 with the highest percentage (9.2%) of households with an income of \$150,000+, and #3 with the highest percentage (21.8%) of households with an income of \$100,000+ (*Demographics USA, 2007*)
- Compared to the entire New York DMA, the 3-county area has: (*Scarborough 2007, Release 2*)

18% higher average household income	10% higher average individual employment income
20% higher average home value	31% higher concentration of college graduates+
- The average Westchester/Rockland/Putnam household outspends the average New York DMA household by 17.5% (*Claritas, 2006*)
- Compared to the New York DMA, Westchester/Rockland/Putnam adults index higher for:

Took golf or tennis vacation last year.....	182	Own PDA.....	137
Market value of home \$500,000+.....	153	Drank cordials/liqueur past 30 days.....	134
Have home equity loan.....	150	Post graduate degree+.....	134
Value of investments \$500,000+.....	143	Own IRA.....	130
Use full service stockbroker.....	142	IEI \$150,000+.....	126
Own 2+ cars.....	138	Own/lease foreign luxury vehicle.....	126
- Compared to the NY suburban areas, Westchester/Rockland/Putnam has a higher % coverage in:

	W/R/P	Bergen/ Passaic	Nassau/ Suffolk	Northern/ Central NJ	Fairfield County
College graduate+	39.6	32.7	31.5	31.2	39.4
Professional occupation	19.9	16.3	15.2	13.9	13.3
Own 2+ new cars	11.8	6.8	9.0	9.8	11.3
Took 1+ combined frgn trips past 3 yrs	6.0	4.4	5.3	4.5	5.8

*U.S. metro rank if Westchester/Rockland/Putnam counties were defined as a metro area: these 3 counties are actually a part of the 10-county New York metro. Source: Demographics USA, 2007; Scarborough 2007, Release 2

The Journal News
Delivers The
Westchester/Rockland/
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	Circulation			Readership	
	Daily	Sunday		Daily	Sunday
Total	129,554	144,335	DMA	391,856	456,395
DMA	129,261	144,172	College Grad+	152,400	177,713
Metro	128,444	142,621	Professional/Mgr'l	112,285	138,999
			Average HH Income	\$156,842	\$124,711
			DMA Reader Income	\$61.5 Billion	\$56.9 Billion

Newspaper Highlights

- 1 daily plus 1 Sunday insertion in the Journal News reaches 552,614 readers in the DMA, and reaches 46% of Westchester/ Rockland/Putnam adults 18+; over the course of a week, The Journal News reaches 52% of Westchester/Rockland/Putnam county adults
- Newspaper is the medium that reaches the upscale, high-end consumers in the Westchester/ Rockland/Putnam market. Heavy newspaper readers index far above heavy users of both TV and radio among the most valuable prospects in the Westchester/Rockland/Putnam county area:

	Newspaper Quintile 1	TV Quintile 1	Radio Quintile 1		Newspaper Quintile 1	TV Quintile 1	Radio Quintile 1
Upscale hotel-business	185	86	54	HHI \$100,000+	137	93	74
Full service stockbroker	161	74	87	1+ any frgn busn trips	133	93	43
3+ dom business air trips	151	97	67	Own mutual funds	125	84	95

- The Journal News provides far greater coverage of Westchester/Rockland/Putnam adults than A.M. drive-time radio, or even one prime time TV spot each from ABC, CBS, FOX, and NBC combined:
(Scarborough 2007, Rel. 2)

	% Westchester/Rockland/Putnam Counties		% Westchester/Rockland/Putnam Counties	
Daily Journal News		34%	A.M. Drive Time Radio (average ¼ hour, 79 stations)	24%
Sunday Journal News		41%	Prime Time TV: ABC, CBS, FOX, NBC	15%

- Daily, Journal News readers have a 40% higher HHI than average New York DMA adults – a difference of over \$44,900; on Sunday, Journal News readers have a HHI 11% higher (\$12,700 more) than the average for DMA adults
- 1 Sunday issue reaches nearly half of W/R/P households who have a home with a market value of \$250,000+, have investments with a value of \$500,000+, and own 2 or more new vehicles
- Compared to the NY DMA suburban daily papers, The Journal News indexes higher in:

	Journal News	Bergen Record	Long Island Newsday	Newark Star-Ledger	Fairfield Co. Dailies
Index: DMA Adults = 100					
Individual employment inc. \$100M+	159	121	139	119	148
Value of investments \$250,000+	153	114	140	130	137
Post graduate degree+	142	120	91	120	135
Own digital video recorder (TiVo, etc)	130	104	118	109	96
Any internet purchase past year	122	102	109	96	119

- Daily, The New York Times misses 86% daily and 78% Sunday adults in the 3-county W/R/P market
- Just one daily issue of the Journal News reaches 343,725, or 34% of Westchester/Rockland/Putnam county adults. The New York Times adds just 87,488 exclusive readers, or 9%
- One Sunday issue of the Journal News reaches 410,008 readers, or 41% of Westchester/ Rockland/Putnam county adults. The NY Times adds just 128,394 exclusive readers, or 13%
- Journal News readers are loyal – within the Westchester/Rockland/Putnam county area, over 4 out of 5 do not read other daily newspapers (do not read: NY Times, 84%; NY News, 84% or NY Post 84%)

Source: Circulation 2008; Scarborough 2007, Release 2;