

Profile

	St. Louis MSA Adults	Daily/Sunday Post-Dispatch Avg. Issue	Suburban Journals Avg. Issue	STLtoday.com Avg. Month	FLIGHT REACH	FLIGHT FREQUENCY
Total St. Louis MSA Adults	2,125,828	100%	100%	100%	67%	2.9
Gender						
Men	48%	47%	45%	51%	67%	3.0
Women	52%	53%	55%	49%	67%	2.8
Age						
18-34	29%	27%	19%	38%	63%	2.9
35-44	19%	18%	17%	26%	65%	3.2
45-54	20%	20%	21%	23%	66%	2.8
55+	32%	36%	44%	14%	72%	2.8
Level of Education						
Post Graduate (>4yrs)	11%	12%	10%	18%	78%	3.3
College Graduate (4 Year College)	14%	15%	16%	23%	72%	3.5
Some College (<4yrs)	31%	33%	27%	35%	72%	2.9
High School Graduate	36%	33%	38%	23%	60%	2.6
Not High School Graduate	9%	7%	8%	2%	55%	2.1
Household Income						
\$75,000 or More	36%	41%	39%	53%	73%	3.4
\$50,000 - \$74,999	20%	20%	18%	22%	70%	2.7
\$35,000 - \$49,999	20%	19%	21%	13%	65%	2.7
\$20,000 - \$34,999	18%	16%	17%	10%	59%	2.4
Less than \$20,000	6%	5%	6%	2%	52%	2.0
Home Ownership						
Own	77%	78%	83%	77%	68%	2.9
Rent Or Other	23%	22%	17%	23%	63%	2.9
Home Value						
\$300,000+	12%	14%	14%	18%	81%	3.3
\$200,000 - \$299,999	17%	20%	24%	22%	76%	3.1
\$150,000 - \$199,999	16%	18%	17%	15%	69%	3.0
\$100,000 - \$149,999	16%	15%	16%	18%	67%	2.5
<\$100,000	16%	11%	13%	4%	49%	2.4
Race						
White/Caucasian	81%	82%	89%	82%	67%	3.0
Black/African American	16%	16%	10%	16%	66%	2.4
Other	2%	2%	1%	2%	67%	2.7
Children in Household (age 17 or under)						
No Children	59%	61%	66%	48%	69%	2.8
One or More Children	41%	39%	34%	52%	64%	3.1

4 Factors to Drive Results

- Quantity: Reach the largest audience in St. Louis
- Quality: Reach the most influential, affluent audience to leverage the power of word-of-mouth
- Frequency: Influence people at the moment of decision
- Ad Source: Engage consumers when and where they are actively seeking advertising

To advertise contact your account executive or **Teresa Griffin at 314-340-8909.**

ST. LOUIS POST-DISPATCH

SUBURBAN JOURNALS

STLtoday.com

Where your customers look before they buy.

ASF 1207 300



Source: 2007 St. Louis Scarborough Report MSA Counties: St. Louis City, St. Louis, St. Charles, Jefferson, Lincoln, Warren, Franklin & Washington in Missouri, St. Clair, Madison, Monroe, Clinton, Jersey, Macoupin, Bond & Calhoun in Illinois. Flight: 2 daily and 1 Sunday Post-Dispatch, 1 issue of the Suburban Journals and 1 week on STLtoday.com