

2008 Facts & Figures

Our Core Market: St. Louis Metropolitan Statistical Area (MSA)

16-county area defined by the federal department of management & budget. Counties included:
MO: St. Louis City, St. Louis County, Jefferson, Franklin, Washington, St. Charles, Lincoln & Warren.
IL: St. Clair, Monroe, Madison, Clinton, Jersey, Macoupin, Bond & Calhoun

18th largest US market in population & households: **2,835,129 residents** and **1,111,089 households**.

2007 ESRI-BIS

ST. LOUIS POST-DISPATCH

Consumers Reached

654,700 or 31% of adults read each weekday

We rank **5th** among newspapers in the 25 largest US markets for average issue readership.

1,049,100 or 49% of adults read each Sunday

We rank **2nd** among newspapers in the 25 largest US markets for average Sunday readership.

2007 St. Louis Scarborough Report – MSA & 2007 Multi-Market DMA Rank

Circulation

Mon-Fri Average	277,259
Monday	308,596
Tuesday	269,804
Wednesday	257,124
Thursday	270,704
Friday	280,073
Saturday	283,601
Sunday	421,022

ABC Audit Sept. 2006



We rank **2nd** for **print/web** combined audience among newspapers in the 25 largest US markets.

2007 R1 Scarborough Reports – 1 week Post + 30 days STLtoday

More than 2 million unique visitors each month. (2007 Omniture)

50 million page views each month (2007 Omniture)

SUBURBAN JOURNALS

31 community newspapers covering the St. Louis market.

Consumers Reached

475,700 adults read an average issue

2007 St. Louis Scarborough Report – could be understated due to branding of individual mastheads vs. survey on “Suburban Journals”

Distribution

Wednesday	653,135
Friday	62,425
Sunday	357,827

(2006 CAC Audit)

LOCAL VALUES Savings Guide

The only direct mail program in St. Louis that combines newspaper with mail delivery for high quality saturation. Targeting capabilities at a sub-zip code level (more than 300 zones). Solo mail available at the household level. (November 2007)

Mail Distribution	788,677
Post-Dispatch Home Delivered	208,222
Total Distribution	996,899