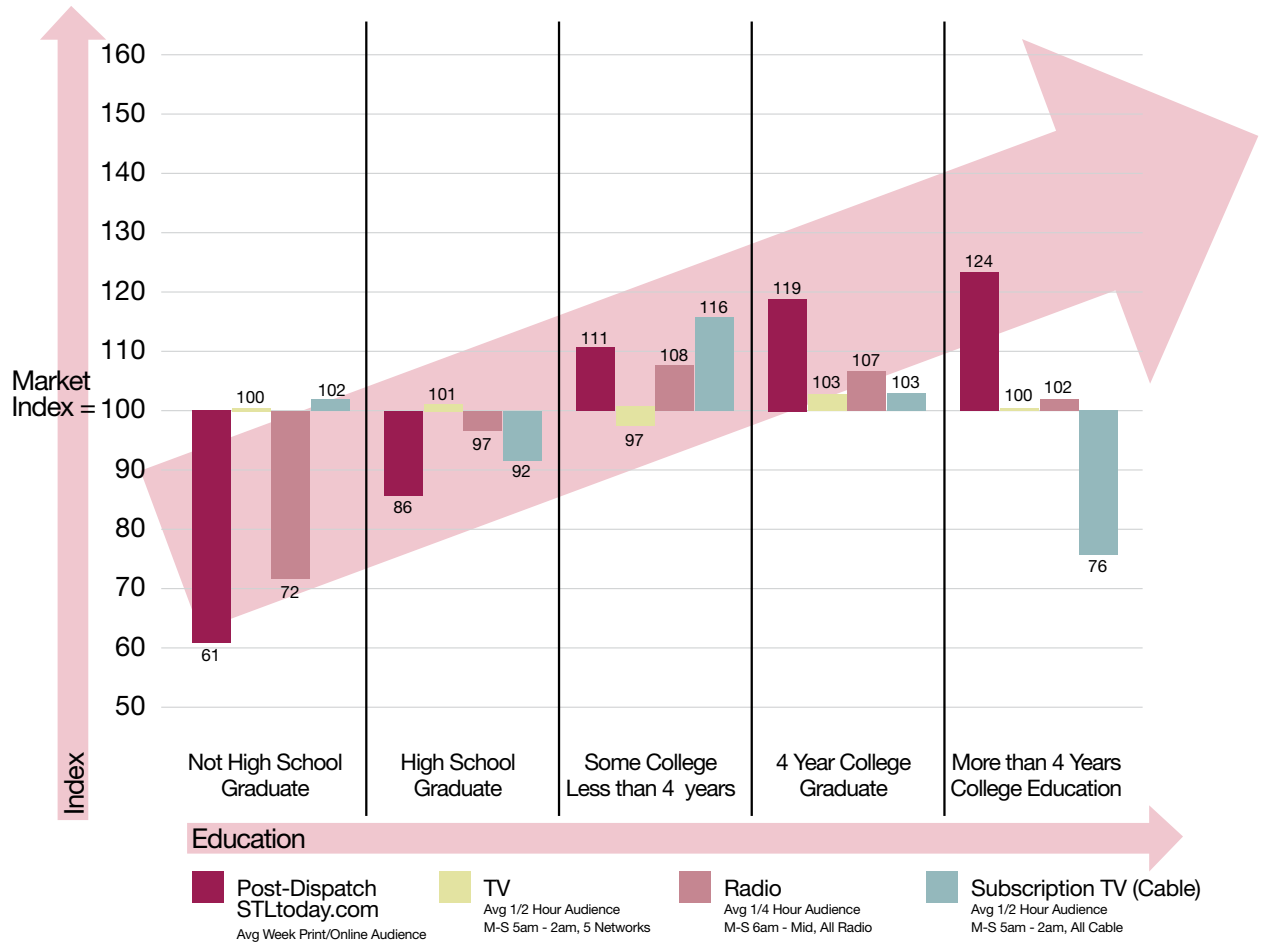


Our audience has higher education.

The higher the education the more likely they read the St. Louis Post-Dispatch and STLtoday.



Deciphering the Chart:

- The chart is an audience profile for each medium. The market norm (100) represents MSA adults.
- Indexing at 124, the Post-Dispatch/STLtoday.com audience is 24% more likely than the market to have more than 4 years of college education.
- In contrast, the average Subscription TV (Cable) audience indexes at 76. This means their audience is 24% LESS likely than the market to have more than 4 years of college education.
- **So... those with higher education are more likely to consume the Post and STLtoday.com... and less likely to consume broadcast media.**

It's about

AUDIENCE

Our innovative products and services reach the most affluent, influential consumers who are ready to buy.

1.3 million adults read us in print and online each week. For more information contact your Media Specialist or call 314.340.8909

Connecting your message
to your customers.

ST. LOUIS POST-DISPATCH

Suburban
Journals

Saint Louis
DIRECT

stltoday.com
the #1 St. Louis website

Source: 2008 St. Louis Scarborough Report, R2 MSA Adults. Audience Education Index: % of Audience in HHI Range vs. % of Market in HHI Range (Market Norm = 100)