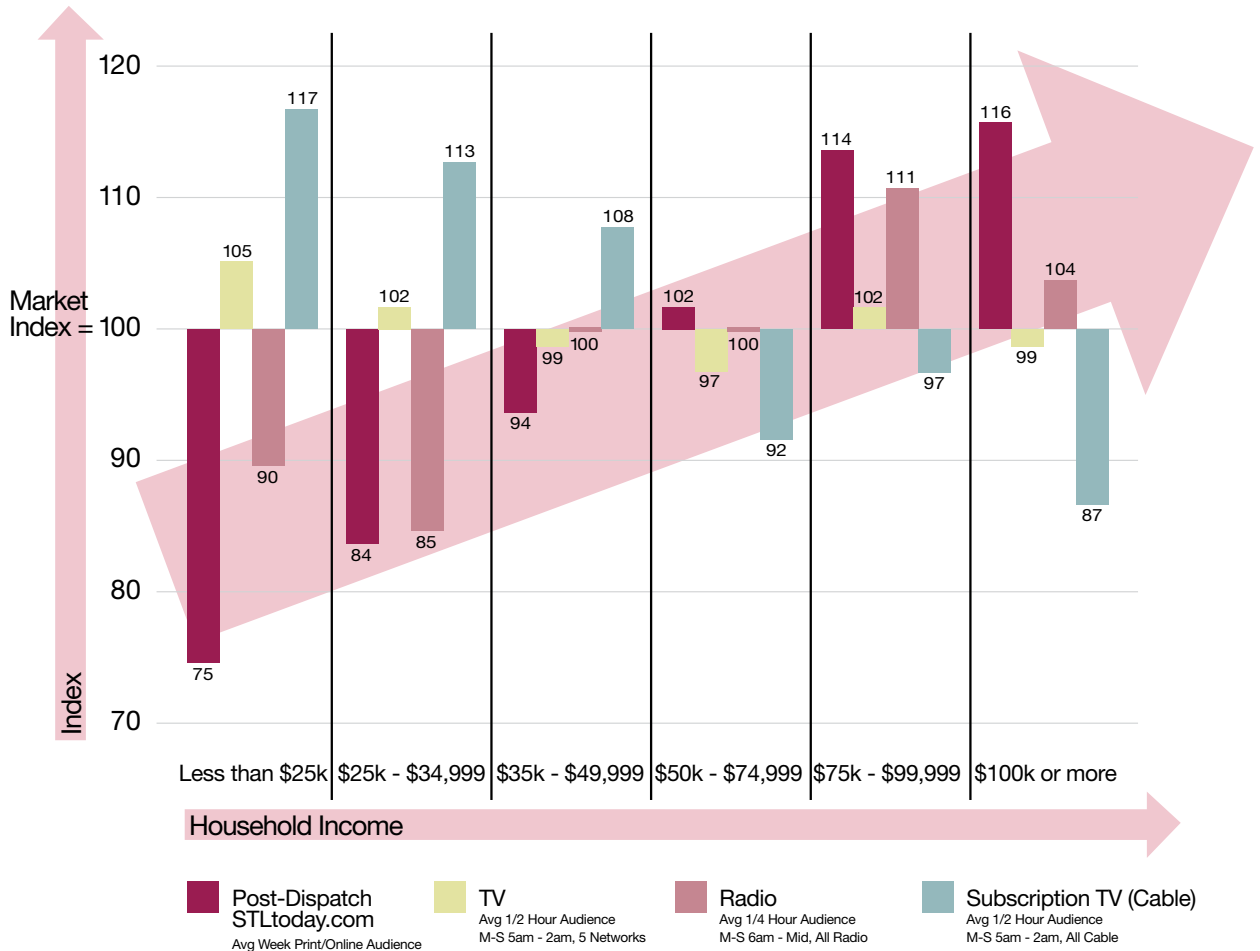




Our audience has more money to spend.

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



Deciphering the Chart:

- The chart is an audience profile for each medium. The market norm (100) represents MSA adults.
- Indexing at 116, the Post-Dispatch/STLtoday.com audience is 16% more likely than the market to have household incomes of \$100,000 or more.
- In contrast, the average Subscription TV (Cable) audience indexes at 87. This means their audience is 13% LESS likely than the market to have incomes of \$100,000 or more.
- The average Subscription TV (Cable) audience is also 17% more likely than the market to have incomes of LESS than \$25,000.
- **So... the higher the household income the more likely they consume the Post and STLtoday.com... and less likely they 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 Household Income Index: % of Audience in HHI Range vs. % of Market in HHI Range (Market Norm = 100)