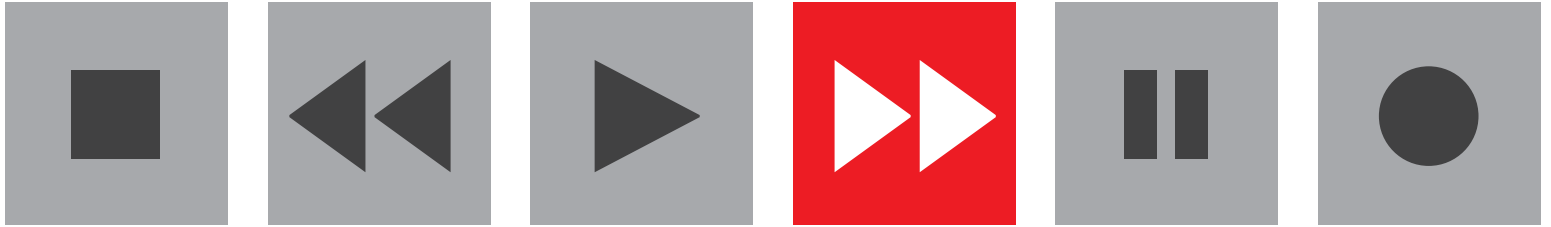


# Every day, more TV viewers are fast-forwarding past your ad.



<b>2005</b> <b>16%</b>	<b>2008</b> <b>35%</b>	<b>2014</b> <b>70%</b>
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Percentage of households that have/will have a DVR.

DVR is the preferred method of “time-shifting”– the process of recording a program to watch at a later time. The most common way is pausing a TV program at the start, wait 20 minutes, then watch the program from the beginning while skipping commercials.

DVR users are becoming more aggressive in skipping commercials. 65% of users always skip commercials compared to 52% a year ago.

Advertising exposure in the average US household fell by more than 50% after the purchase of a DVR.

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

Sources: (MarketingVOX.com "DVR Ad Skipping Up" 2/6/2008 via Digital Life American Study), (2008 & 2005 R2 St. Louis Scarborough Reports), (brandingstrategynsider.com "Ad Industry Blind to DVR Threat" Aug 2008 via Forrester Research)