



# 2009 Facts & Figures

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

16-county area defined by the federal department of management & budget. Counties include:  
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: **2,856,085 residents** and **1,121,989 households**.  
2008 ESRI-BIS

## ST. LOUIS POST-DISPATCH #1 reach medium.

### AUDIENCE

**607,600 or 28% or adults read each week**  
**963,100 or 45% of adults read each Sunday**  
We rank **3rd** among newspapers in the 25 largest US markets for average week readership.

2008 R2 St. Louis Scarborough Report - MSA; 2008 R2 Scarborough Reports

### CIRCULATION

Mon-Fri Average	247,898
Monday	276,415
Tuesday	238,926
Wednesday	235,402
Thursday	239,946
Friday	248,449
Saturday	251,097
Sunday	418,974

ABC Audit Sept. 2008

## stltoday.com #1 local website.

the #1 St. Louis website

### AUDIENCE

**2.7 million unique visitors each month.** (Omniture, Feb 09 - Jul 09)  
**48.8 million page views each month.** (Omniture, Feb 09 - Jul 09)

We rank **2nd for print/web** combined audience among newspapers in the 25 largest US markets.  
2008 R2 St. Louis Scarborough Report - Past week: Newspaper/Website (Post-Dispatch/STKtoday.com)



## #1 community news source.

### CIRCULATION

10 community newspapers in the St. Louis area every Wednesday - approximate distribution 110,000.  
4 community newspapers on Sunday - approximate distribution 26,000.  
Journal Free product is distributed to approximately 400,000 homes in the MSA every Sunday.

The fastest growing paid newspaper in the county. SJ Aug 09 projections



## #1 shared mail program.

### LOCAL VALUES SAVINGS GUIDE

The only shared mail package that combines newspaper with mail delivery for high quality saturation.  
Sub-zip code targeting to more than 300 zones.

Mail Distribution	851,609
Post-Dispatch Home Delivered	200,951
<b>Total Distribution</b>	<b>1,052,560</b>

(Source/timing: Dec 08 LV Demo Report)

### SOLO MAIL

Reach your targeted audience when and how you want with our solo mail offerings.

Database analysis	Mailings Lists
Printing capabilities	CASS certification
Postal presort	NCOA
List Modeling	Merge and purge
Non-disclosure agreement	

Revised April 2009

**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**



**stltoday.com**  
the #1 St. Louis website