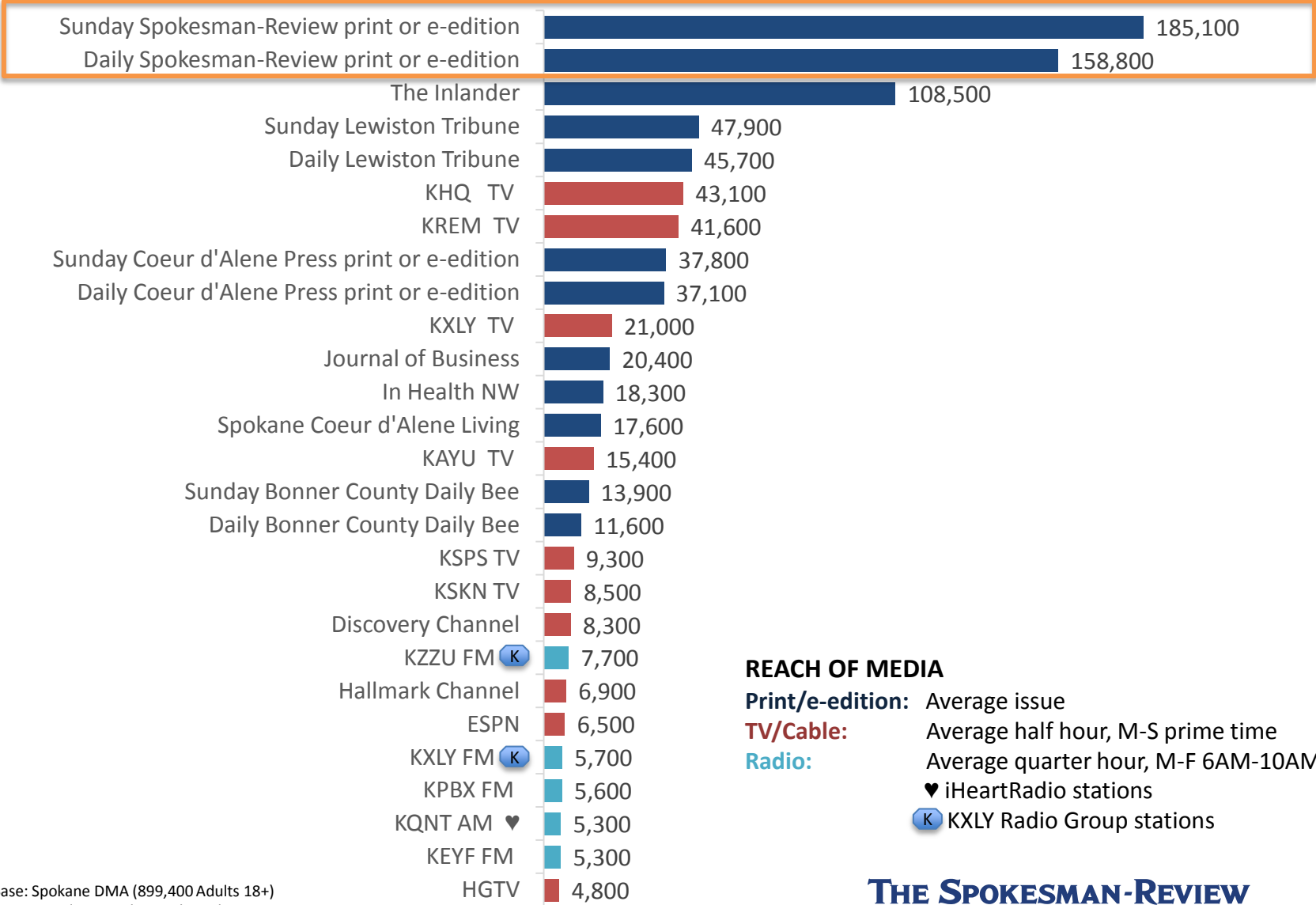




The Spokesman-Review Competition

DMA

Spokesman-Review is #1 in Spokane DMA



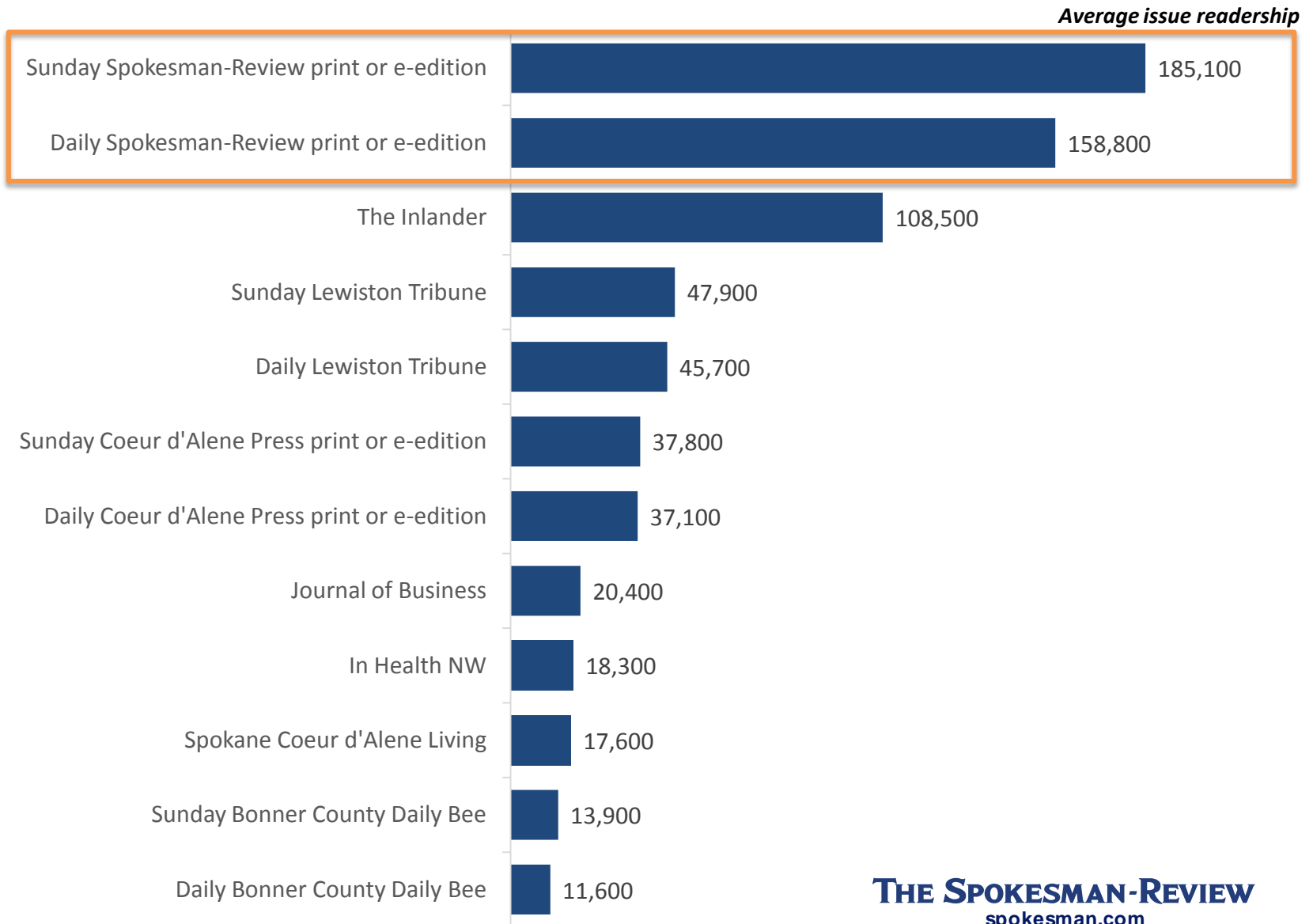
REACH OF MEDIA

- Print/e-edition:** Average issue
- TV/Cable:** Average half hour, M-S prime time
- Radio:** Average quarter hour, M-F 6AM-10AM
- ♥ iHeartRadio stations
- (K) KXLY Radio Group stations

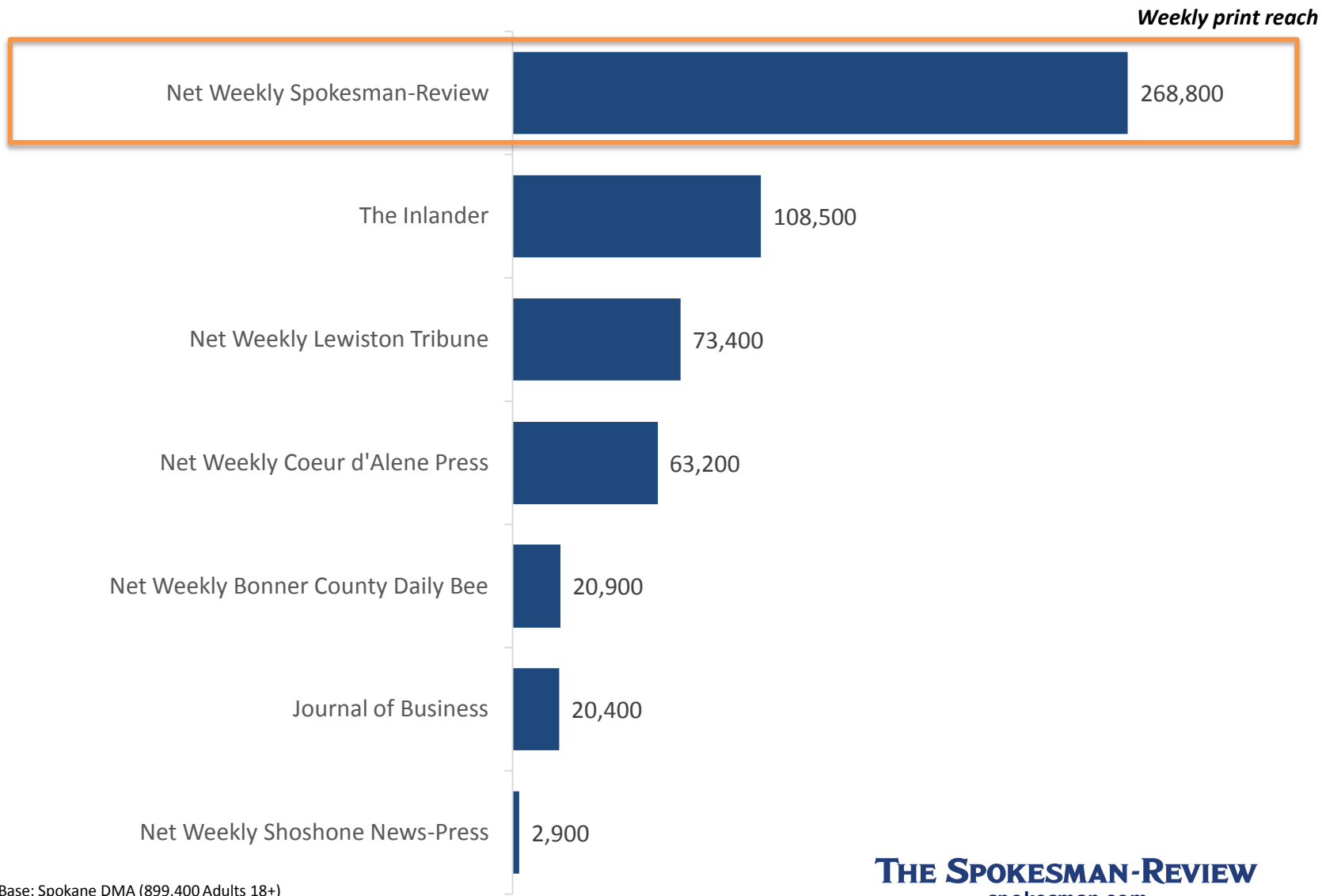
THE SPOKESMAN-REVIEW
spokesman.com

Base: Spokane DMA (899,400 Adults 18+)
Source: Nielsen Scarborough Spokane R2 2016
TV prime time defined as M-Sat 8-11PM, Sun 7-11PM

Spokesman-Review outshines print competition

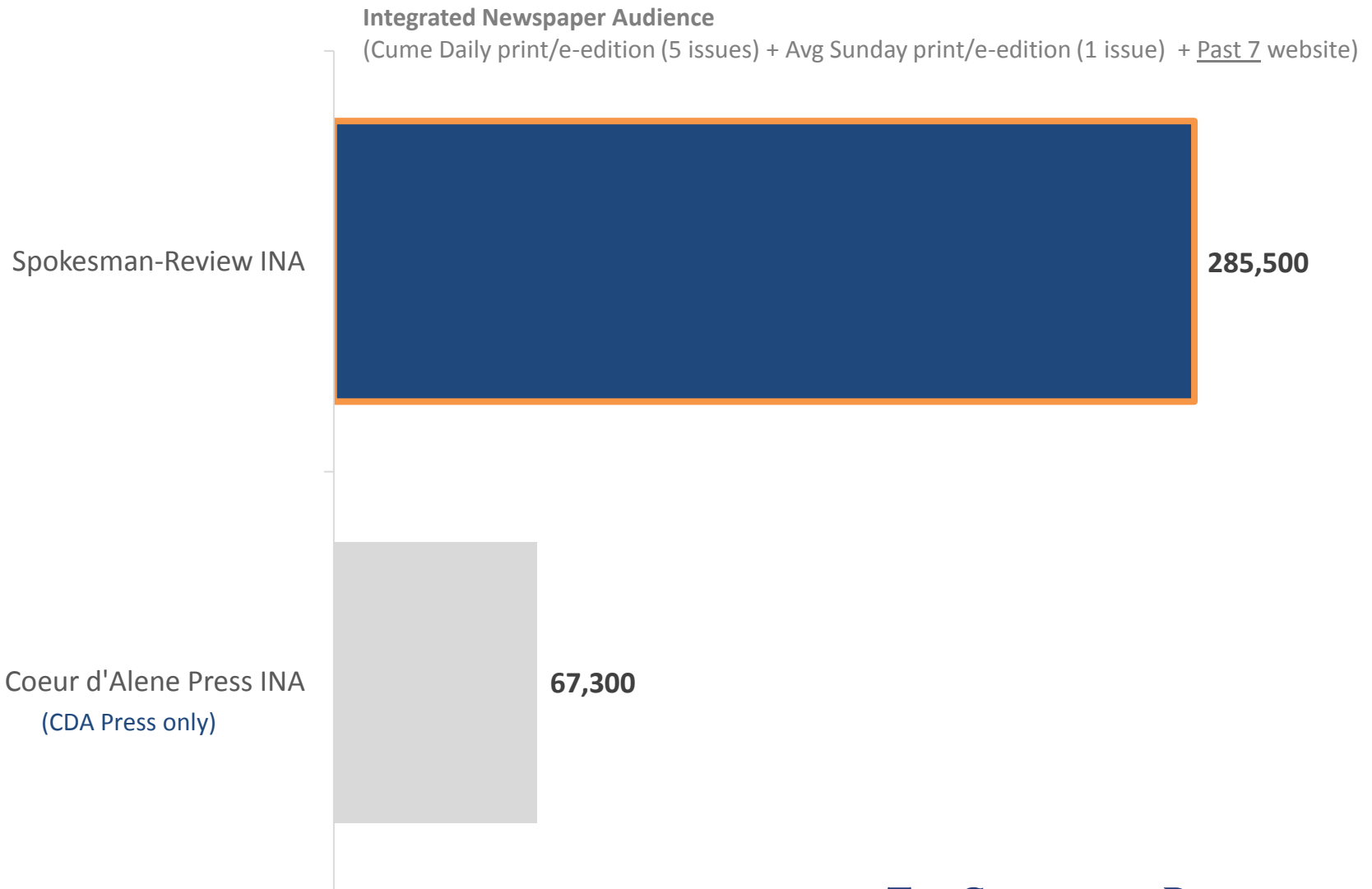


Spokesman-Review outshines print competition



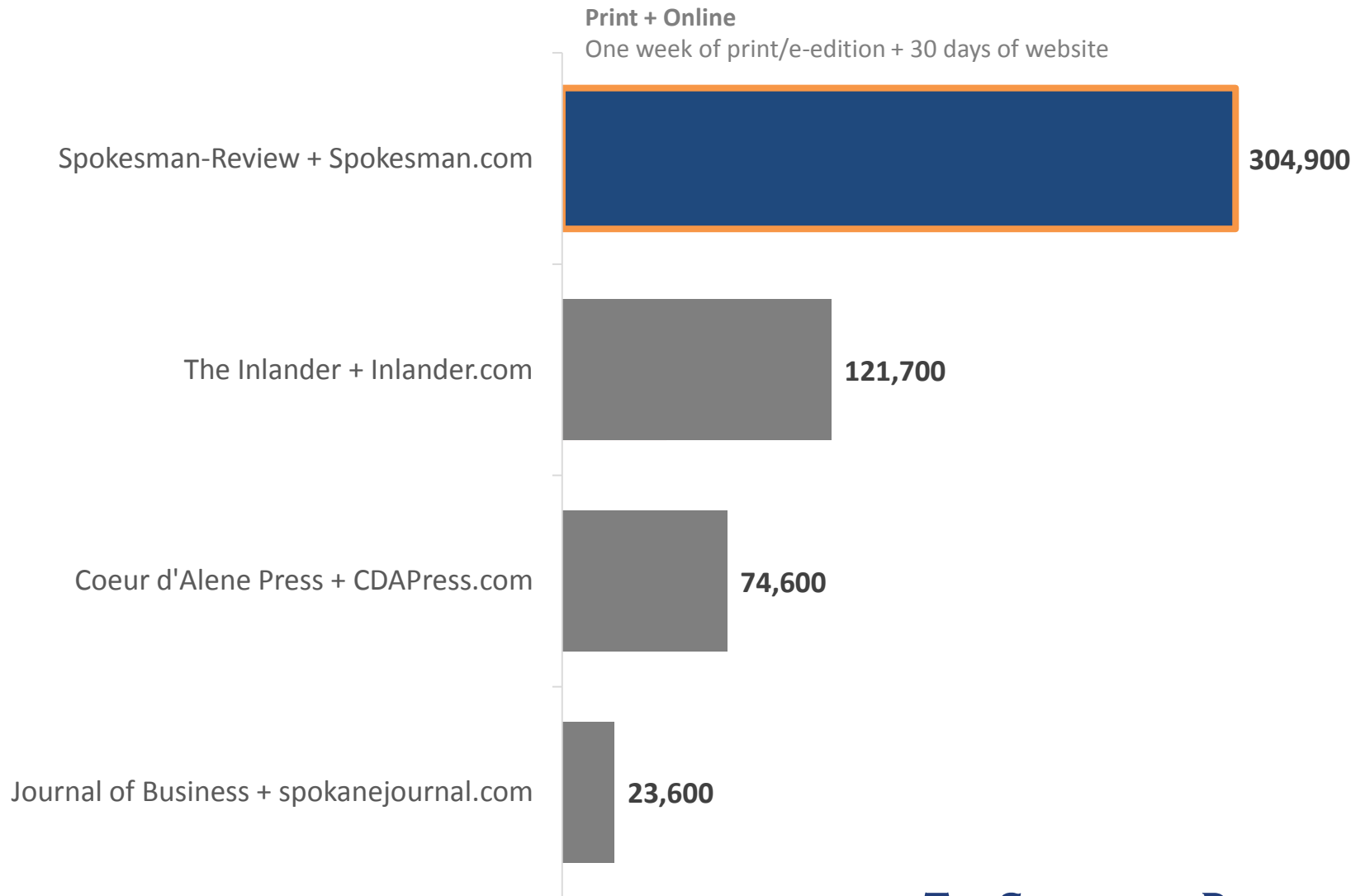
Base: Spokane DMA (899,400 Adults 18+)
Net Weekly = Daily Cume (5 daily) + Avg Issue Sunday (1 issue); includes e-edition for Spokesman-Review and Coeur d'Alene Press
The Inlander and Journal of Business show average issue readership
Source: Nielsen Scarborough Spokane R2 2016

Spokesman-Review: 4.2x the Reach of CDA Press



THE SPOKESMAN-REVIEW
spokesman.com

Spokesman-Review: 2.5x the Reach of The Inlander



Base: Spokane DMA (899,400 Adults 18+)

Spokesman-Review and CDA Press: Daily cumc (5 print or e-editions) + Sunday avg issue (1 print or e-edition) + 30 days of .com

The Inlander and Journal of Business: Average issue readership + 30 days of .com

Source: Nielsen Scarborough Spokane R2 2016

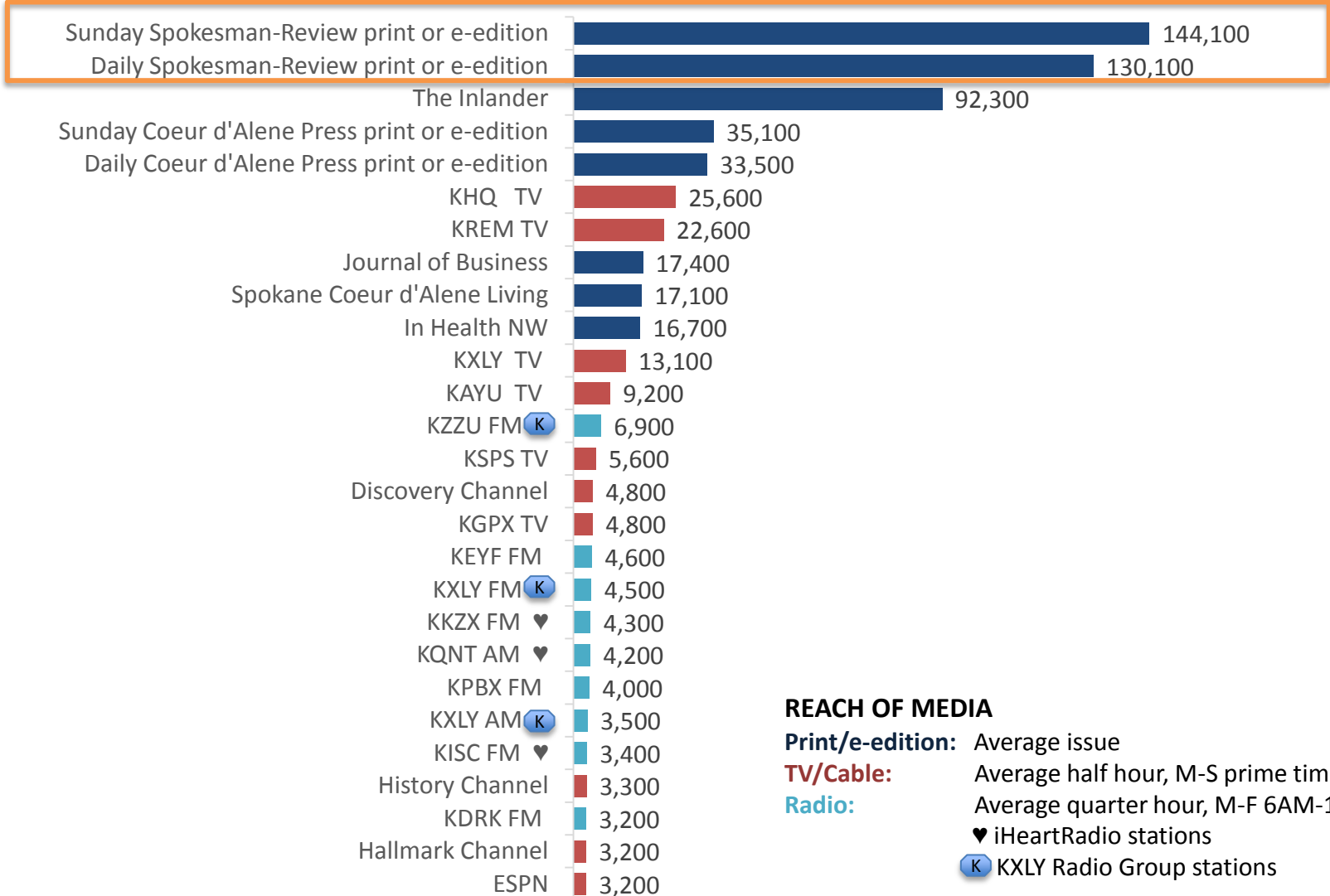
THE SPOKESMAN-REVIEW
spokesman.com



The Spokesman-Review Competition

Kootenai & Spokane Counties

Spokesman-Review is #1 in 2-County Area

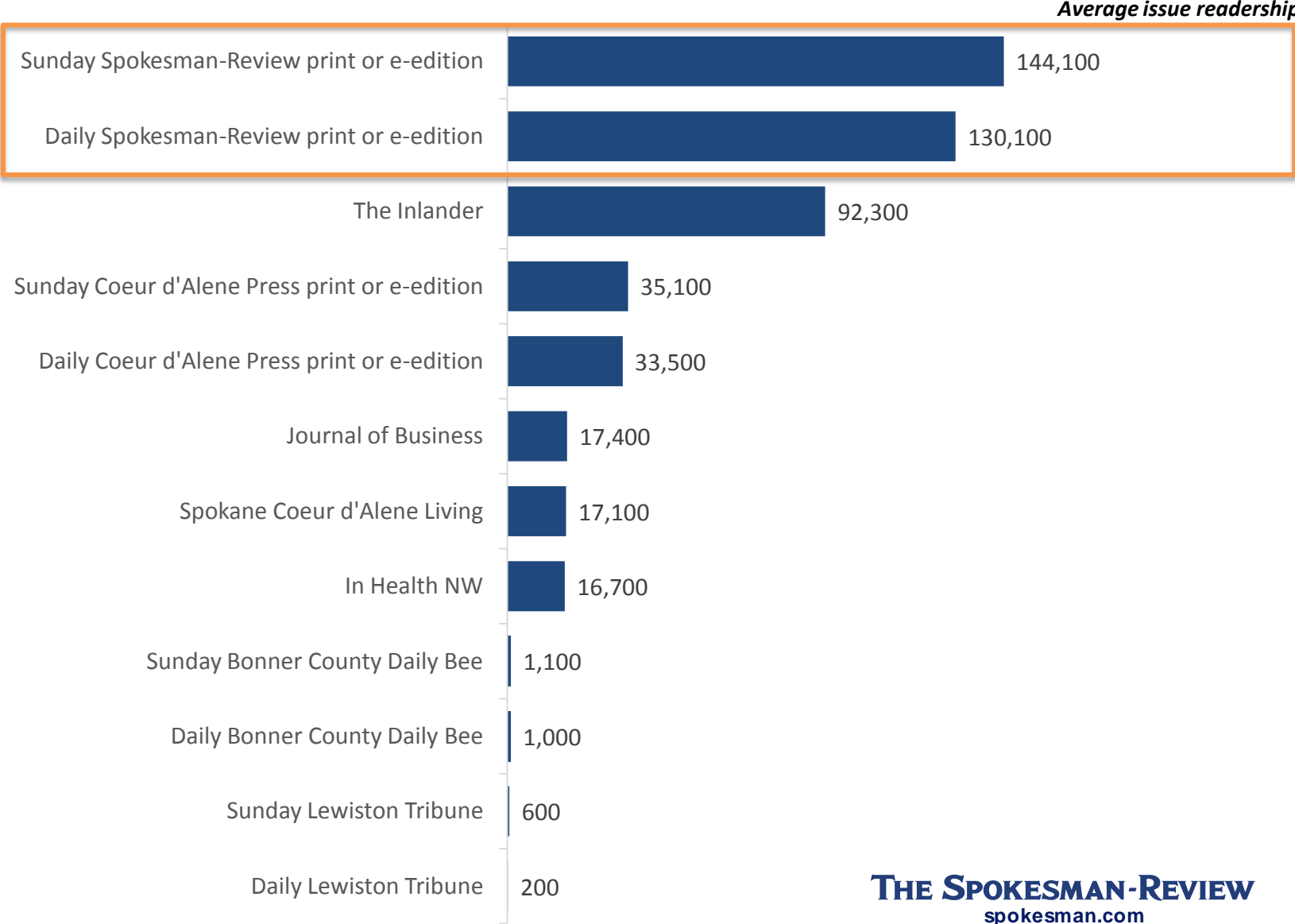


REACH OF MEDIA

- Print/e-edition:** Average issue
- TV/Cable:** Average half hour, M-S prime time
- Radio:** Average quarter hour, M-F 6AM-10AM
- ^(♥) iHeartRadio stations
- ^(K) KXLY Radio Group stations

Base: Kootenai & Spokane Counties (498,500 Adults 18+)
 Source: Nielsen Scarborough Spokane R2 2016
 TV prime time defined as M-Sat 8-11PM, Sun 7-11PM

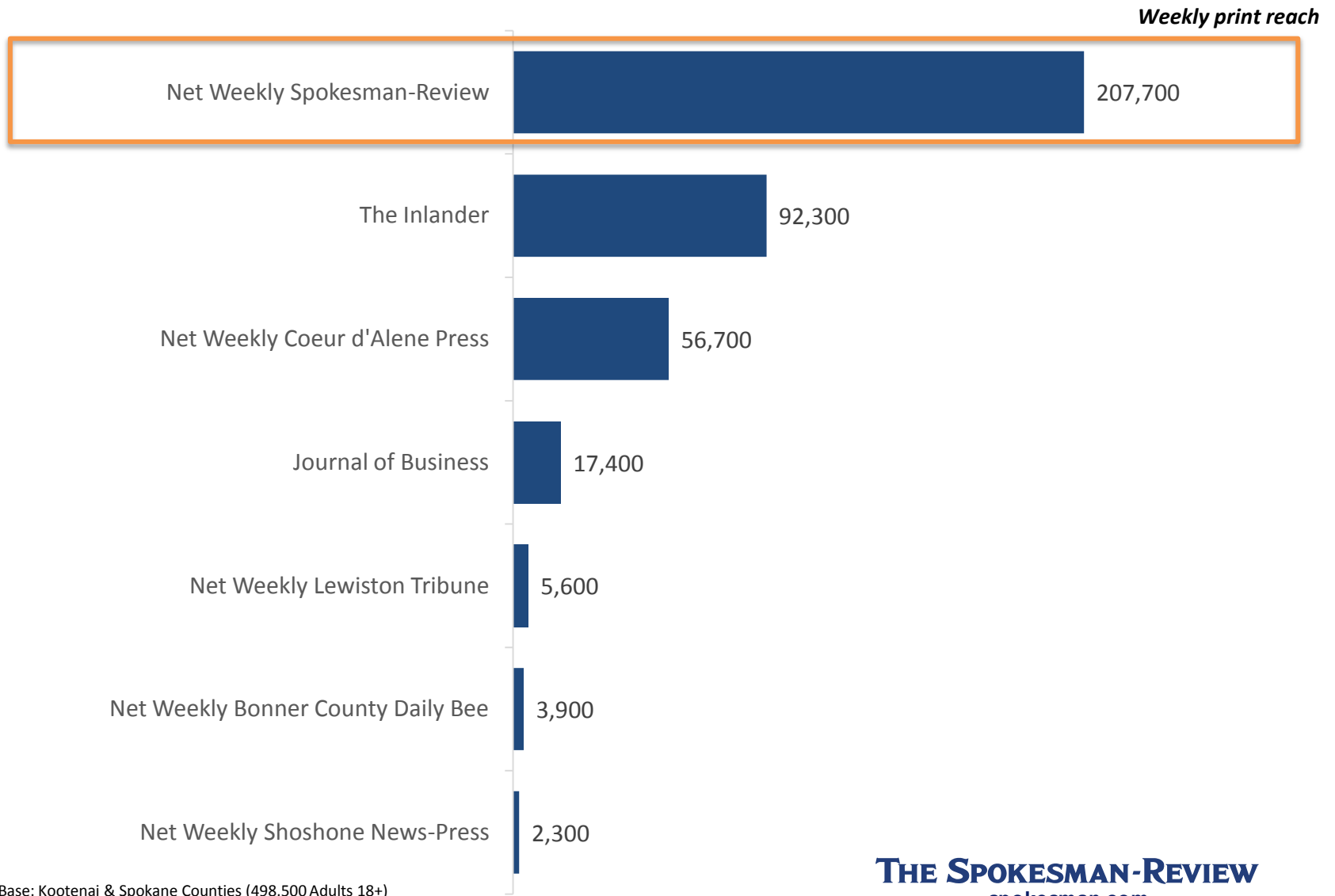
Spokesman-Review outshines print competition



THE SPOKESMAN-REVIEW
spokesman.com

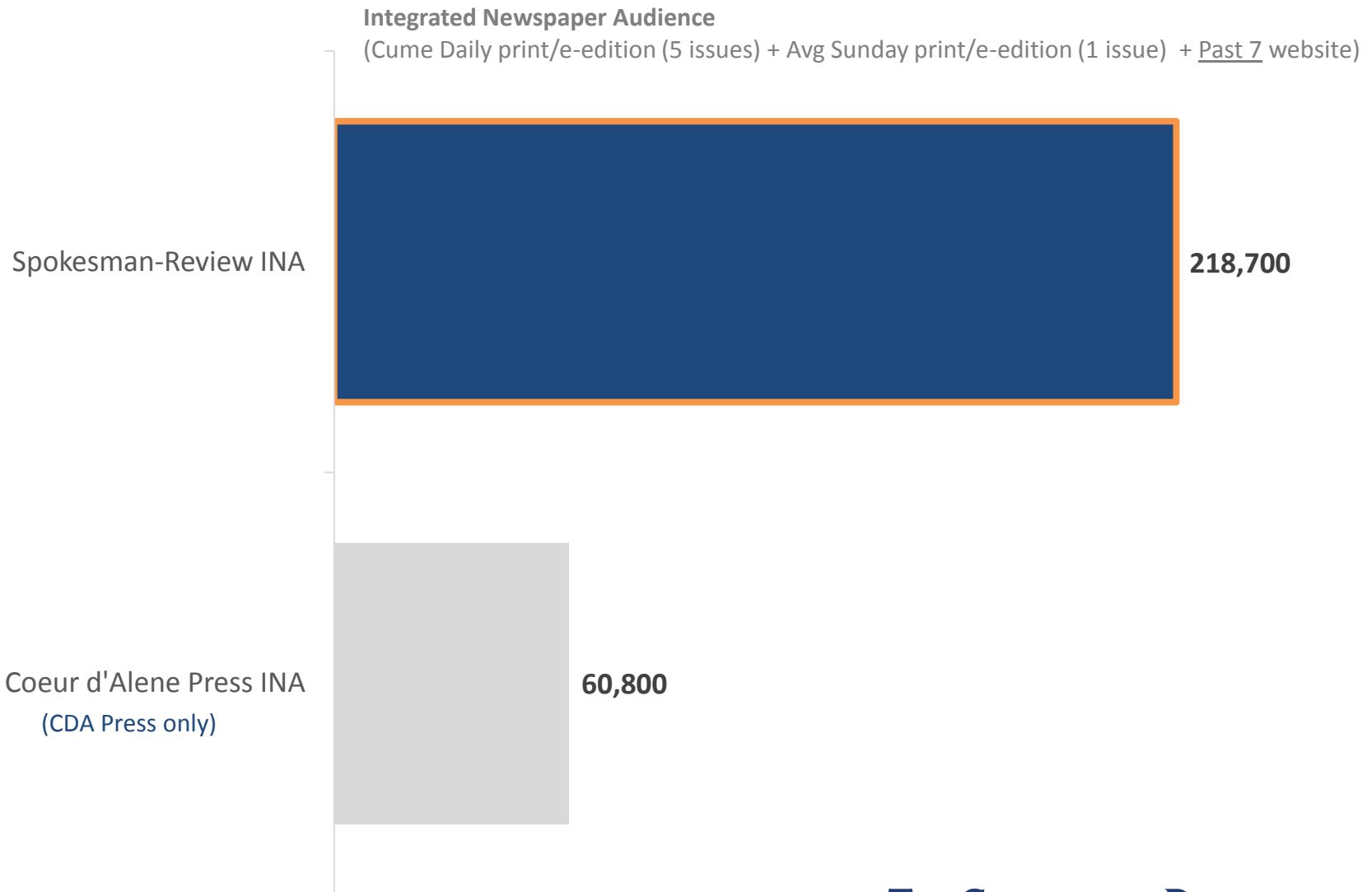
Base: Kootenai & Spokane Counties (498,500 Adults 18+)
Source: Nielsen Scarborough Spokane R2 2016

Spokesman-Review outshines print competition

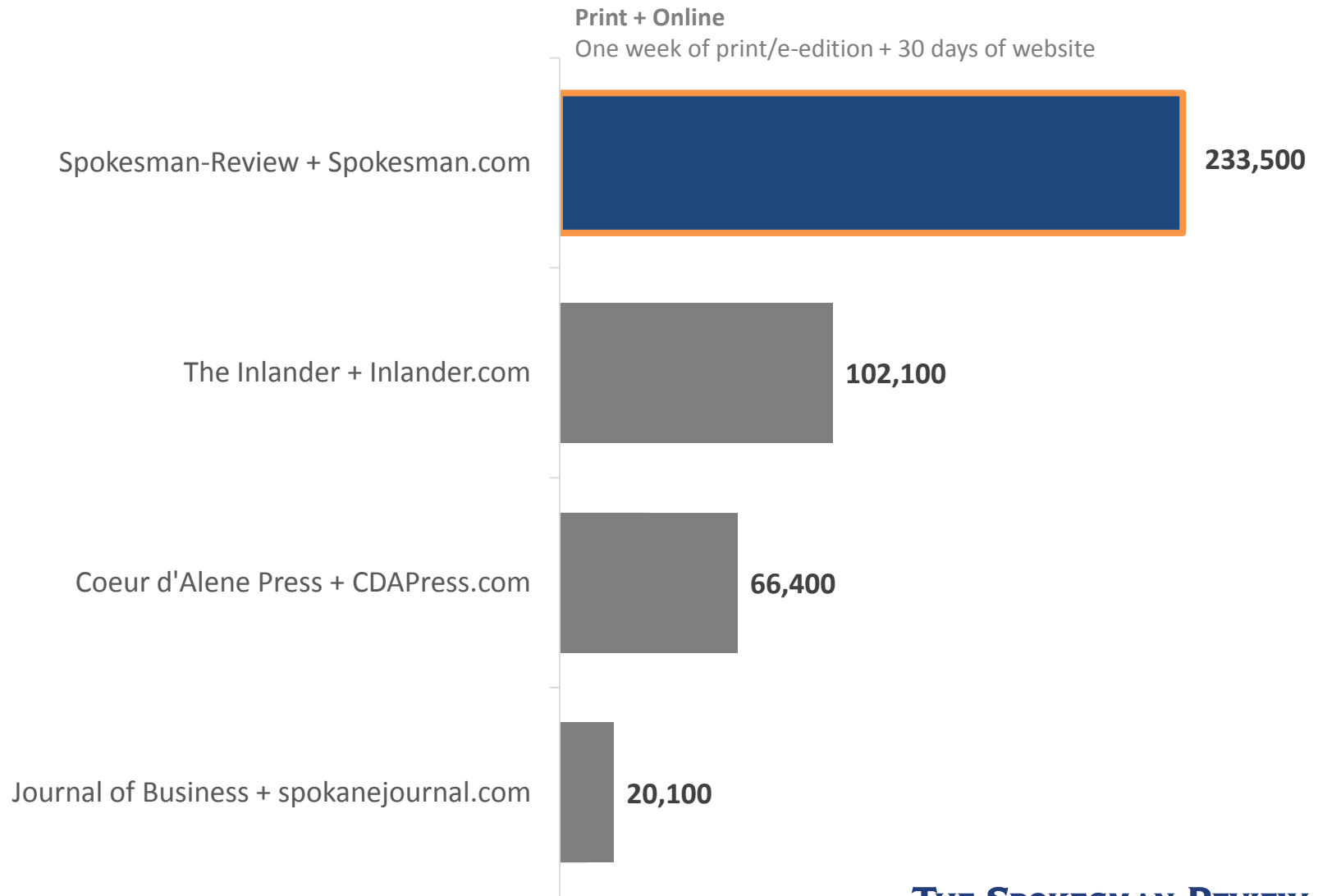


Base: Kootenai & Spokane Counties (498,500 Adults 18+)
 Net Weekly = Daily Cume (5 daily) + Avg Issue Sunday (1 issue); includes e-edition for Spokesman-Review and Coeur d'Alene Press
 The Inlander and Journal of Business show average issue readership
 Source: Nielsen Scarborough Spokane R2 2016

Spokesman-Review: 3.6x the reach of CDA Press



Spokesman-Review: 2.3x the reach of The Inlander



Base: Kootenai & Spokane Counties (498,500 Adults 18+)
 Spokesman-Review and CDA Press: Daily cume (5 print or e-editions) + Sunday avg issue (1 print or e-edition) + 30 days of .com
 The Inlander and Journal of Business: Average issue readership + 30 days of .com
 Source: Nielsen Scarborough Spokane R2 2016