



The Spokesman-Review

2017 Media Kit

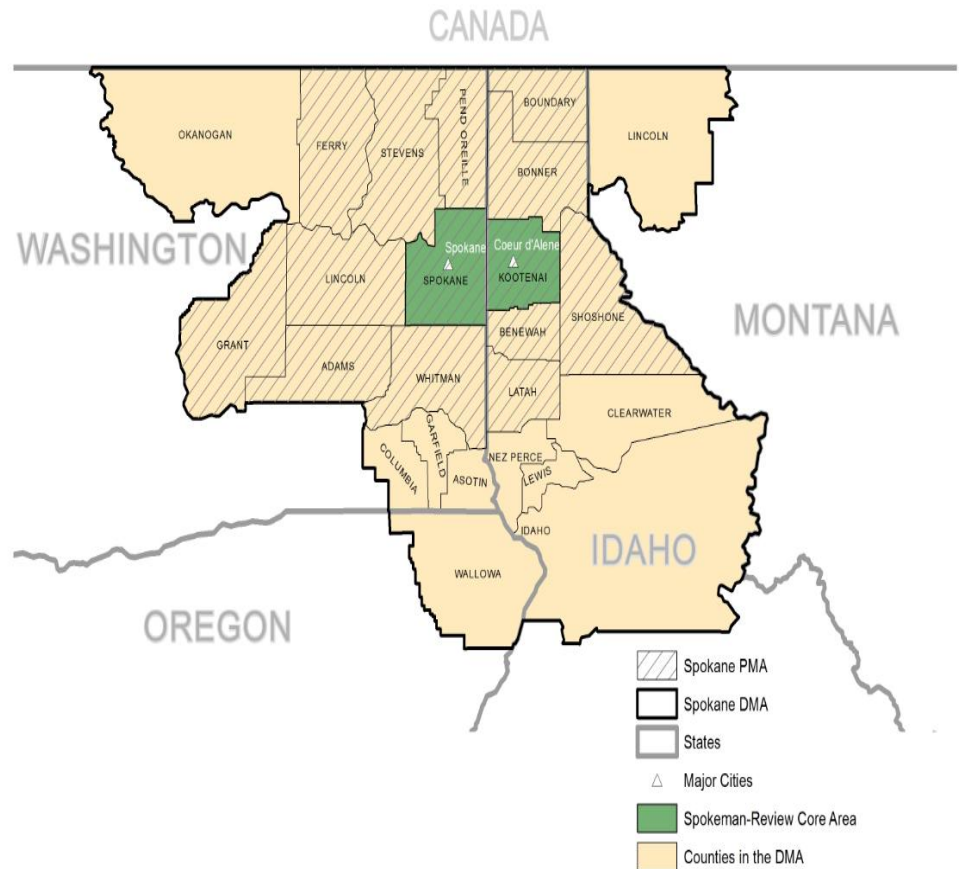
The Spokesman-Review

The Spokesman-Review is published every morning. Our circulation area extends to the Canadian border on the north, into eastern Washington and the northern Idaho Panhandle.

The Inland Northwest presents a value proposition characterized by low costs, rich resources and abundant opportunities. This growing region is easily accessible and offers an appealing urban or rural lifestyle enhanced by four distinct seasons. Most importantly, it's supportive of business growth.

As the largest northern city between Minneapolis and Seattle, Spokane is located 278 miles east of Seattle, 348 miles from Portland, Oregon, 110 miles from the Canadian border, and 18 miles from the Idaho Border.

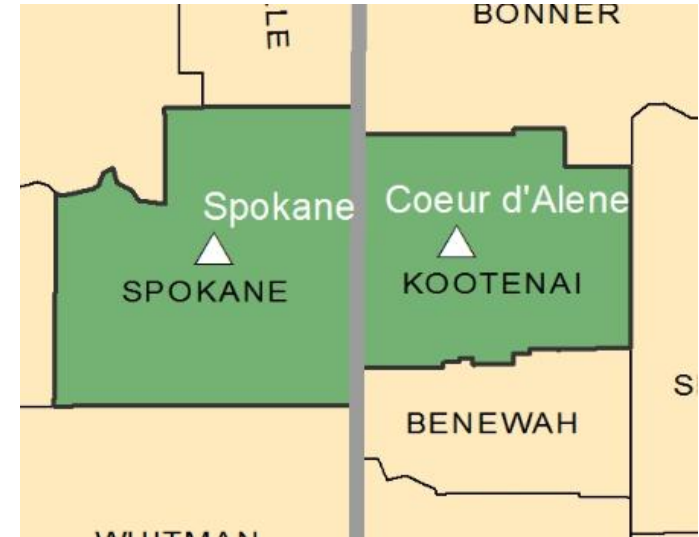
SPOKESMAN-REVIEW IN SPOKANE DMA



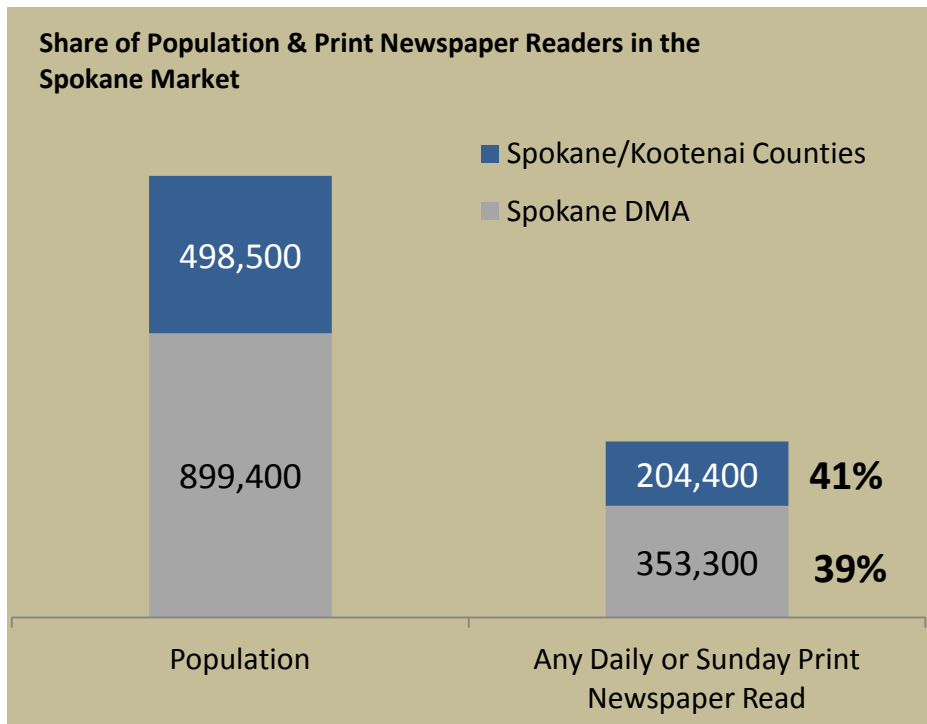
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Spokane is the 3rd largest DMA in the Pacific Northwest, and also ranks as the:

- 66th largest DMA in the nation
- 85th largest CBSA, with an adult population of over 425,600



Share of Population & Print Newspaper Readers in the Spokane Market



How to read: There are 899,400 adults 18+ in the Spokane DMA. Of that total, 353,300 (39%) have read any newspaper in the past week.

In Spokane & Kootenai Counties, there are 498,500 adults 18+, of which nearly 204,400 (41%) have read a newspaper in the past week.

The Spokesman-Review portfolio covers the Inland Northwest region, encompassing 24 counties: Adams, Asotin, Columbia, Ferry, Garfield Grant, Lincoln, Okanogan, Pend Oreille, Spokane, Stevens and Whitman in Washington; Benewah, Bonner, Boundary, Clearwater, Idaho, Kootenai, Latah, Lewis, Nez Perce, and Shoshone in Idaho; as well as Lincoln in Montana and Wallowa counties in Oregon.

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