

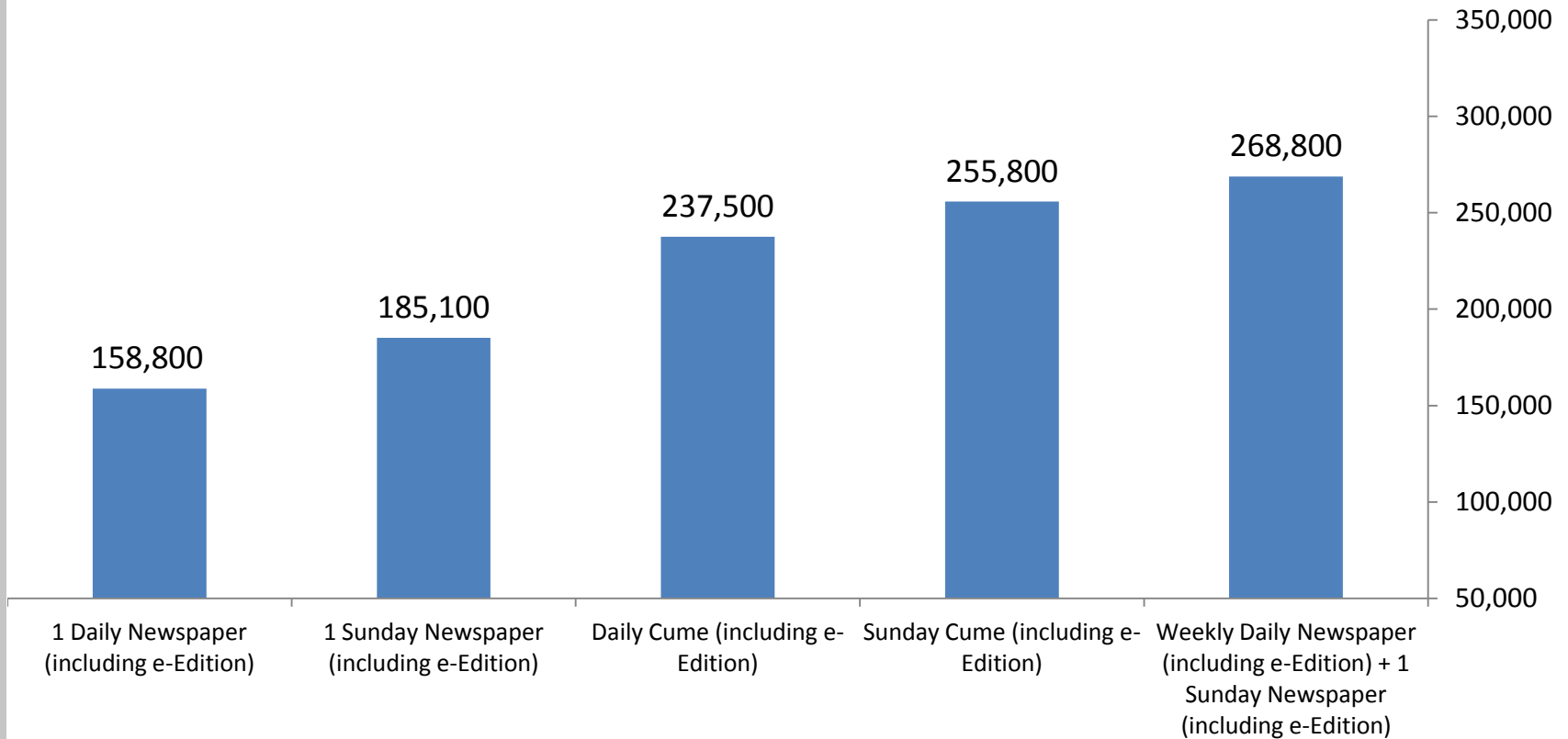


The Spokesman-Review

Readership Overview

The Spokesman-Review Reach – Spokane DMA

Spokane DMA Reach: During the week, the Spokesman-Review reaches more than 268,000 adults in the Spokane market.



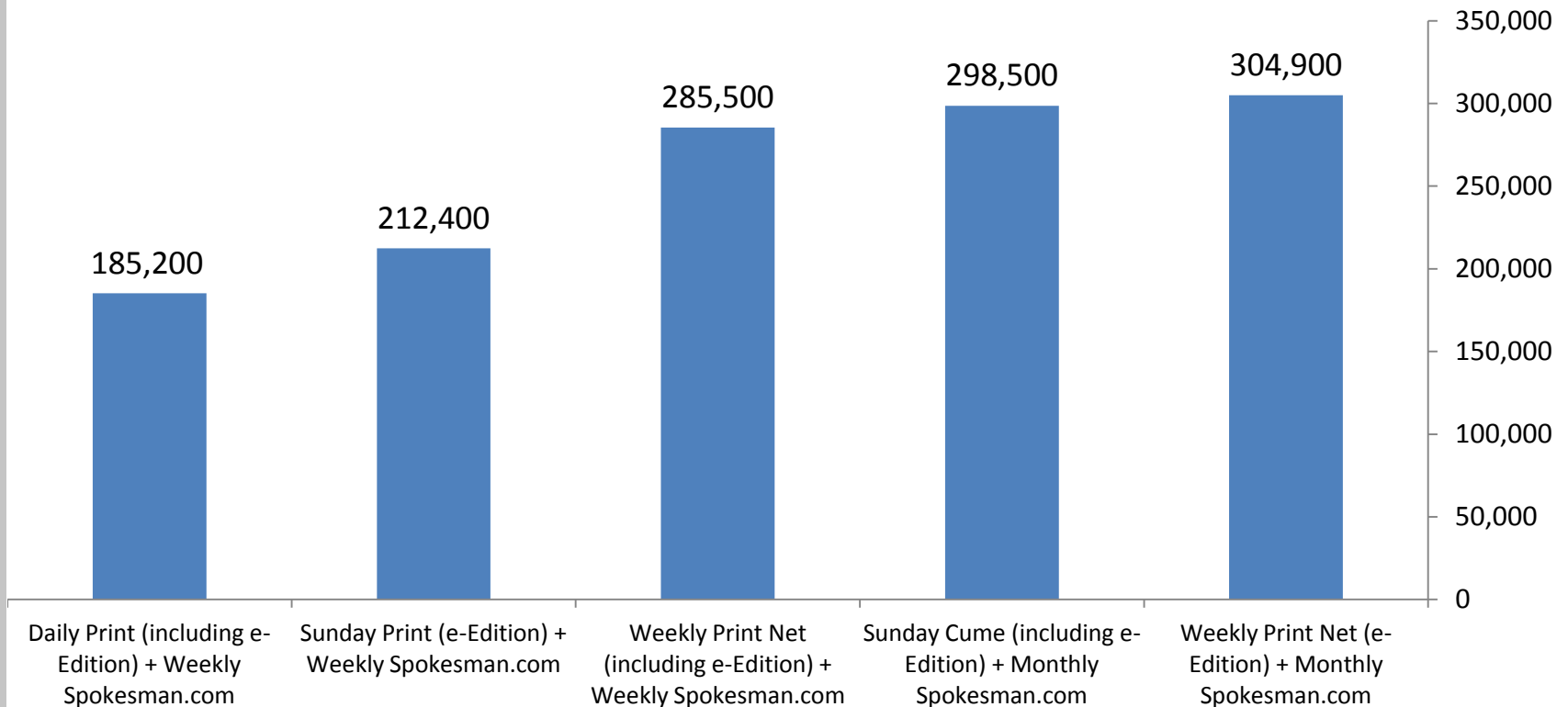
THE SPOKESMAN-REVIEW
spokesman.com

Base: Spokane DMA (899,400 Adults 18+)
Rows: Spokesman-Review Audience (Daily/Sunday Print Reach)
Source: Nielsen Scarborough Spokane R2 2016

Cume Definition
Daily = 5 Weekdays
Sunday = 4 Sundays

The Spokesman-Review Reach – Spokane DMA

Spokane DMA Reach: Adding a month of Spokesman.com, the Spokesman-Review reaches over 300,000 adults in the Spokane market.



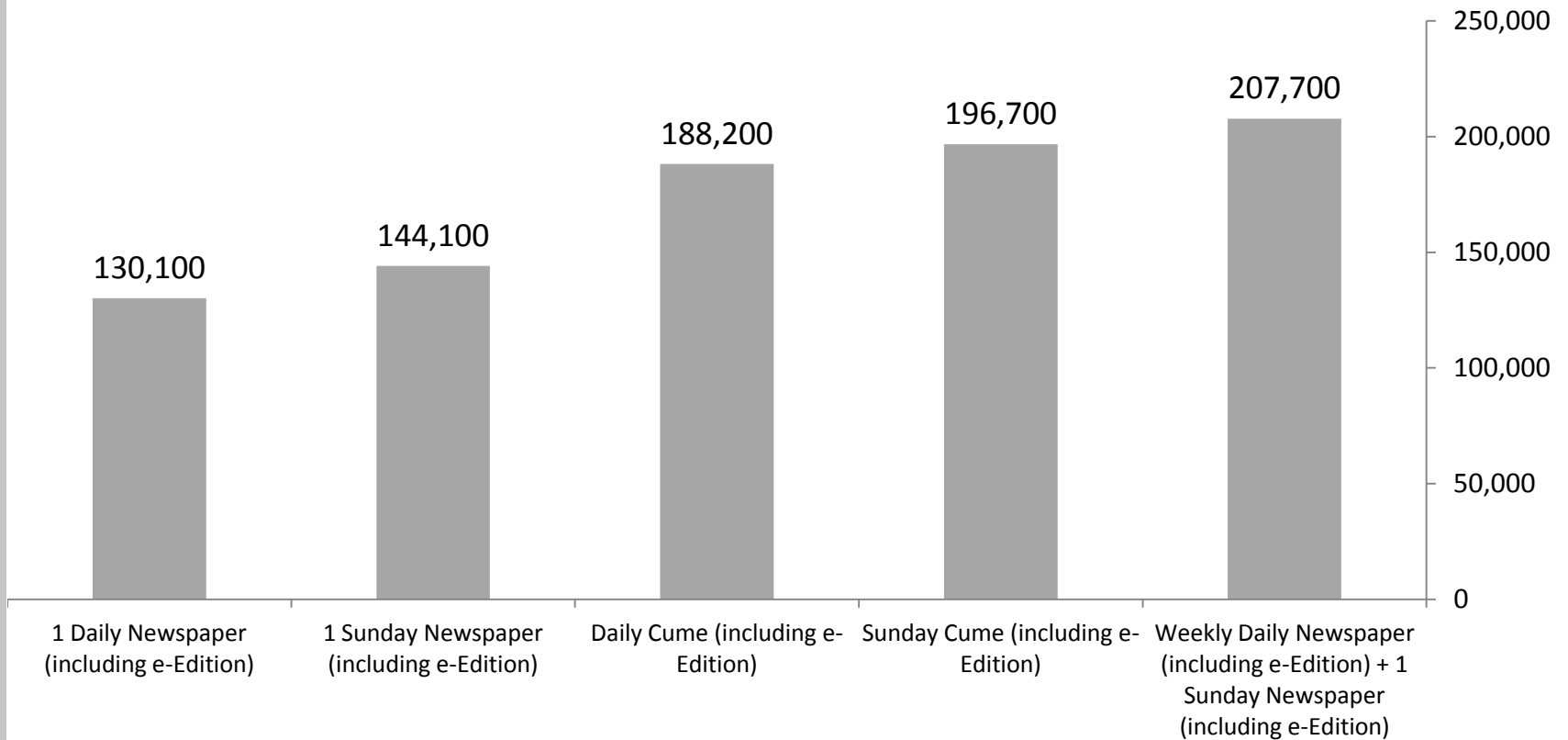
Base: Spokane DMA (899,400 Adults 18+)
 Rows: Spokesman-Review Audience (Print + Online Reach)
 Source: Nielsen Scarborough Spokane R2 2016

Cume Definition
 Daily = 5 Weekdays
 Sunday = 4 Sundays

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The Spokesman-Review Reach – Kootenai & Spokane Counties

Kootenai & Spokane County Reach: During the week, the Spokesman-Review reaches nearly 208,000 adults in the two-county area.



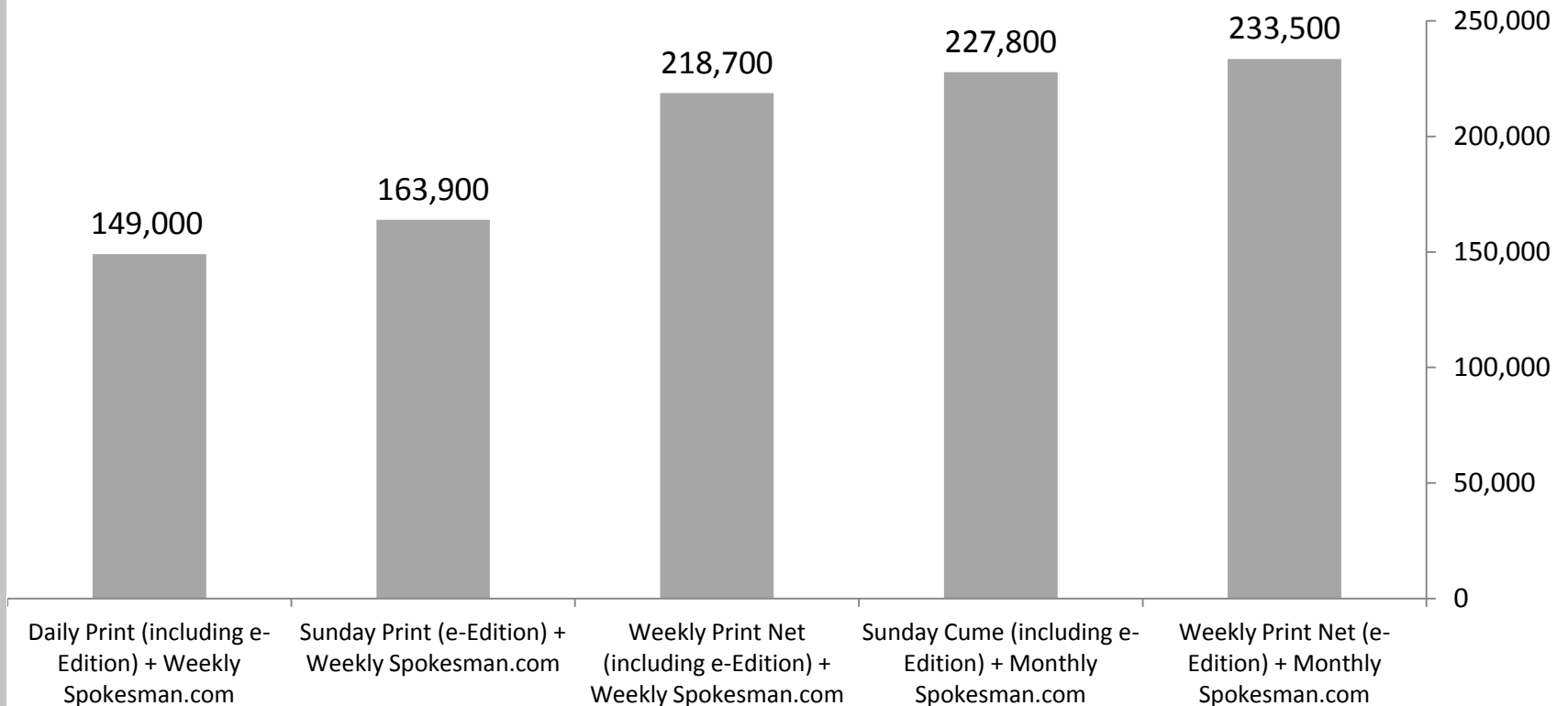
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spokesman.com

Base: Kootenai & Spokane Counties (498,500 Adults 18+)
 Rows: Spokesman-Review Audience (Daily/Sunday Print Reach)
 Source: Nielsen Scarborough Spokane R2 2016

Cume Definition
 Daily = 5 Weekdays
 Sunday = 4 Sundays

The Spokesman-Review Reach – Kootenai & Spokane Counties

Kootenai & Spokane County Reach: Adding a month of Spokesman.com, the Spokesman-Review reaches over 230,000 adults in the the two-county area.



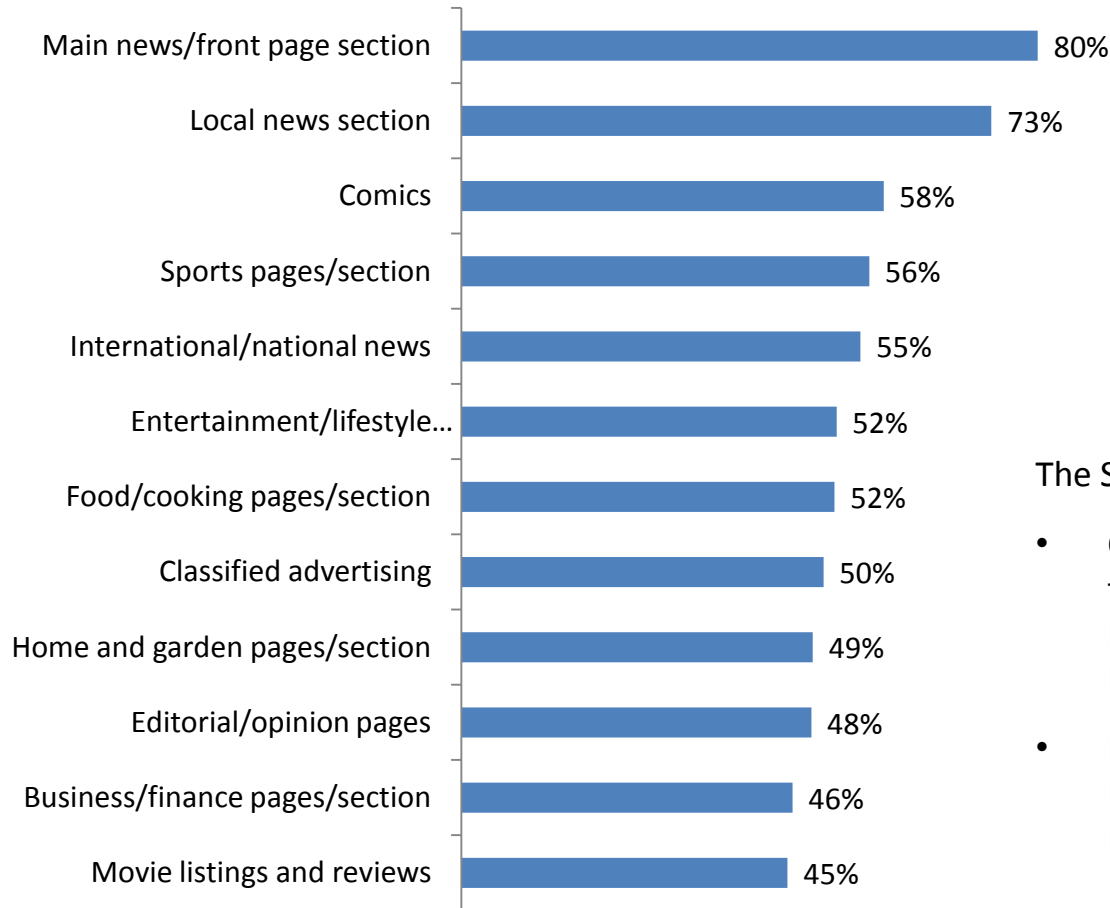
Base: Kootenai & Spokane Counties (498,500 Adults 18+)
 Rows: Spokesman-Review Audience (Print + Online Reach)
 Source: Nielsen Scarborough Spokane R2 2016

Cume Definition
 Daily = 5 Weekdays
 Sunday = 4 Sundays

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Newspaper Section Readership

Sections Read – Among Spokesman-Review Audience



The Spokesman-Review audience:

- Consists of news readers; the top two sections looked at include the Main News/Front Page and Local News.
- Is likely to look at Comics, Sports Pages and International/National News.

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

Target: Spokesman Review INA Audience (Cume Daily/e-Edition + Avg Sunday/e-Edition + Weekly Spokesman.com)

Rows: Newspaper sections generally looked at

Source: Nielsen Scarborough Spokane R2 2016

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