

FASCINATING FACTS

THE ATTRACTIVE LANG DEMOGRAPHIC

Young: 60% visitors are under 44 years old
Educated 71% college educated
High Income: 61% earn \$50k plus
Lifestyle: 53% are married
Location: 77% are locally based

EXTEND YOUR REACH ONLINE

- Advertising in print and online can increase your reach by 48% more than print alone.
- A LANG site online ad extends your print message by almost 605,822 adults/mo.
- Internet and newspaper are the two most influential media for purchasing decisions among LANG site users.

MONTHLY LANG ADULT READERS	
NEWSPAPER REACH*	4.9 MILLION
WEBSITE REACH**	1.7 MILLION
UNDUPLICATED WEBSITE REACH	822,000
UNDUPLICATED WEBSITE REACH	48%

(Source: *2004 Scarborough Report. Re1. ** 2004 Omniture Reports)

NEWSPAPERS ARE CREDIBLE ONLINE SOURCES

- **Most people still rely on the newspaper for their news. (81%)**
(Source: Consumer Media & US Impact Study, Readership Institute of Northwestern University, June-July 2000)
- **About 1 in 5 rely on newspaper Web sites.**
(Source: Digital Edge Report, 2004)
- **Online newspapers beat out both TV and magazine Websites.**
(Source: Power Users 2004)
- **Newspaper websites are the No. 1 source of local news and information online.** (Source: Newspaper's Online Audience in a Broadband World—Feb. 04)
- **Users of newspaper websites are higher among tough to reach demographics— namely 18-34 year old consumers.**
(Source: Newspapers' Online Audience in a Broadband World—Feb. 04)
- **63% of online newspaper readers check news online daily**
(Source: Mori Research, March 2004)