

## Daily Circulation

<u>Total Circulation</u>	<u>9/30/2008</u>	<u>9/30/1998</u>	<u>Increase/ Decrease</u>	<u>% Change</u>
Arkansas Democrat-Gazette	176,275	173,316	2,959	+1.7%
Baton Rouge Advocate	92,030	93,127	-1,097	-1.1%
Knoxville News Sentinel	112,132	115,248	-3,116	-2.7%
San Antonio Express-News	206,933	218,661	-11,728	-5.3%
Memphis Commercial Appeal	147,598	163,303	-15,705	-9.6%
Oklahoma City Oklahoman	179,703	204,963	-25,260	-12.3%
El Paso Times	69,208	79,425	-10,217	-12.8%
Ft. Worth Star Telegram	194,257	227,724	-33,467	-14.6%
Kansas City Star	239,358	281,596	-42,238	-14.9%
Corpus Christi Caller-Times	56,023	66,187	-10,164	-15.3%
Austin American Statesman	153,889	183,319	-29,430	-16.0%
Chattanooga Times Free Press	68,088	81,348	-13,260	-16.3%
Houston Chronicle	448,271	550,763	-102,492	-18.6%
Springfield News Leader	51,399	64,696	-13,297	-20.5%
Nashville Tennessean	144,686	184,979	-40,293	-21.7%
Jackson Clarion-Ledger	78,911	105,382	-26,471	-25.1%
St. Louis Post-Dispatch	240,796	329,582	-88,786	-26.9%
Dallas Morning News	338,933	479,863	-140,930	-29.3%
New Orleans Time-Picayune	175,530	259,317	-83,787	-32.3%
Shreveport Times	48,438	75,683	-27,245	-35.9%
Source: ABC FAS-FAX daily averages listed, not all six day averages.				

# Sunday Circulation

<u>Total Circulation</u>	<u>9/30/2008</u>	<u>9/30/1998</u>	<u>Increase / Decrease</u>	<u>% Change</u>
Arkansas Democrat-Gazette	270,477	273,503	-3,026	-1.1%
Baton Rouge Advocate	117,864	125,660	-7,796	-6.2%
Chattanooga Times Free Press	95,416	106,200	-10,784	-10.1%
El Paso Times	83,879	98,036	-14,157	-14.4%
Knoxville News Sentinel	137,843	162,807	-24,964	-15.3%
Oklahoma City Oklahoman	243,379	293,964	-50,585	-17.2%
San Antonio Express-News	302,720	366,402	-63,682	-17.3%
Corpus Christi Caller-Times	71,644	86,853	-15,209	-17.5%
Ft. Worth Star Telegram	280,447	340,703	-60,256	-17.6%
St. Louis Post-Dispatch	423,588	516,237	-92,649	-17.9%
Kansas City Star	324,837	400,962	-76,125	-18.9%
Nashville Tennessean	210,277	269,959	-59,682	-22.1%
Houston Chronicle	584,164	752,190	-168,026	-22.3%
Austin American Statesman	186,219	241,973	-55,754	-23.0%
Springfield News Leader	74,215	97,034	-22,819	-23.5%
Memphis Commercial Appeal	178,082	242,926	-64,844	-26.6%
Jackson Clarion-Ledger	91,810	125,847	-34,037	-27.0%
New Orleans Time-Picayune	194,248	296,462	-102,214	-34.4%
Shreveport Times	60,605	92,867	-32,262	-34.7%
Dallas Morning News	483,841	780,084	-296,243	-37.9%
Source: ABC FAS-FAX Reports				

## Household Growth Comparison 1998 - 2007

<u>Market</u>	<u>% Change</u> <u>2007 vs 1998</u>	<u>2007</u> <u>Households</u> (000)	<u>1998</u> <u>Households</u> (000)
Houston	44.1%	1,914.0	1,328.1
Springfield, MO	41.8%	164.4	115.9
Baton Rouge	37.6%	285.3	207.3
Austin	35.2%	568.5	420.3
Jackson, MS	31.4%	201.3	153.1
Nashville	30.0%	575.2	442.4
San Antonio	29.1%	687.2	532.0
Dallas	25.6%	1,475.5	1,174.4
<b>Little Rock</b>	<b>24.6%</b>	<b>263.3</b>	<b>211.3</b>
Ft. Worth	22.3%	724.4	591.9
Memphis	21.0%	482.8	398.2
Oklahoma City	18.6%	470.2	396.4
Kansas City	17.6%	779.4	662.5
Chattanooga	15.2%	201.7	175.0
St. Louis	14.1%	1,110.0	972.4
Corpus Christi	13.0%	149.6	132.3
El Paso	8.9%	229.7	210.9
Knoxville	5.4%	278.9	264.4
Shreveport	5.4%	152.0	144.2
New Orleans	-17.5%	401.3	486.0

**Sources:** 1998 Survey of Buying Power  
Demographics USA 2007

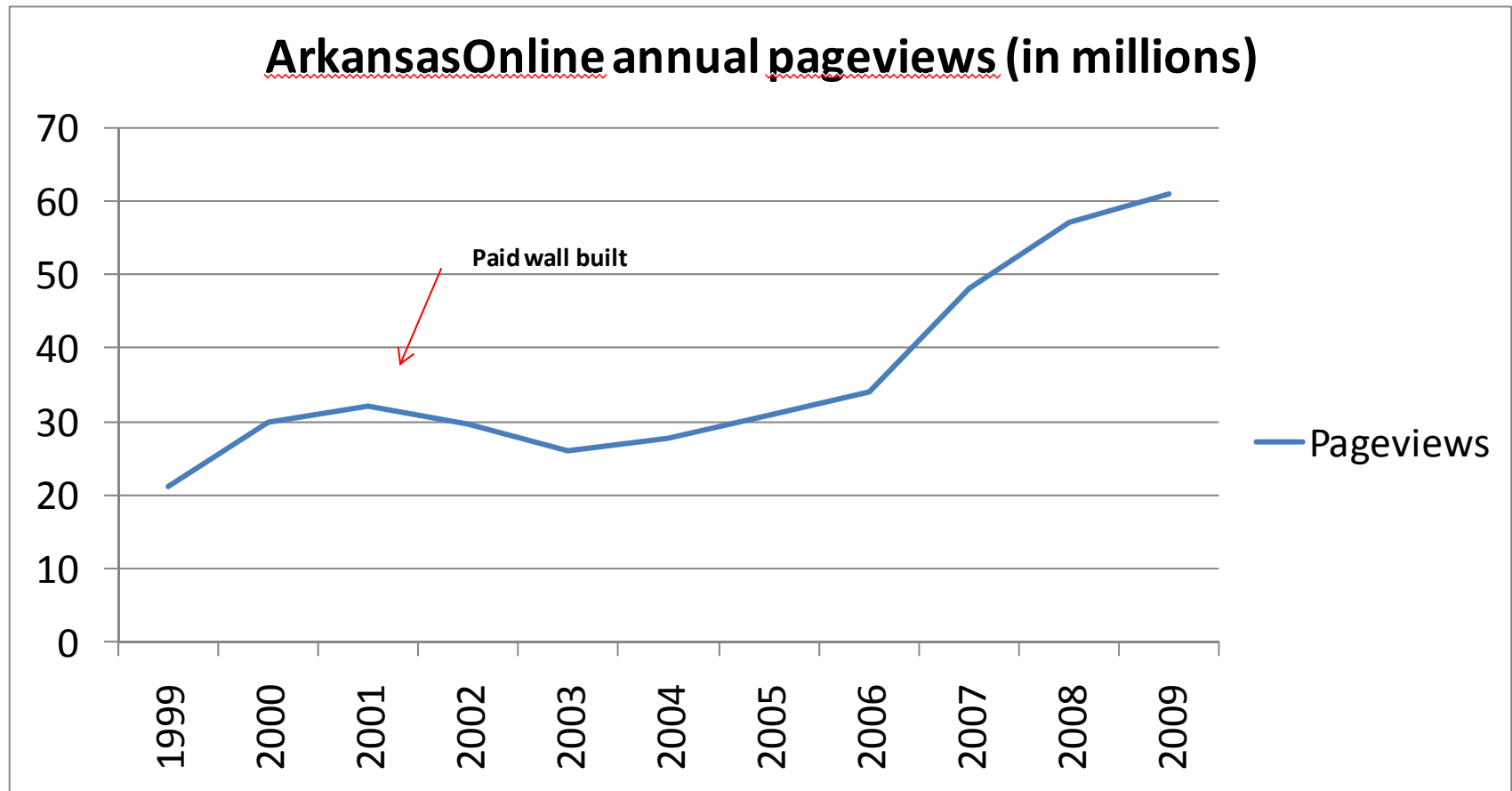
**Note:** 2007 data for the Dallas and Ft. Worth markets are derived from applicable county numbers.

## USC Annenberg Center

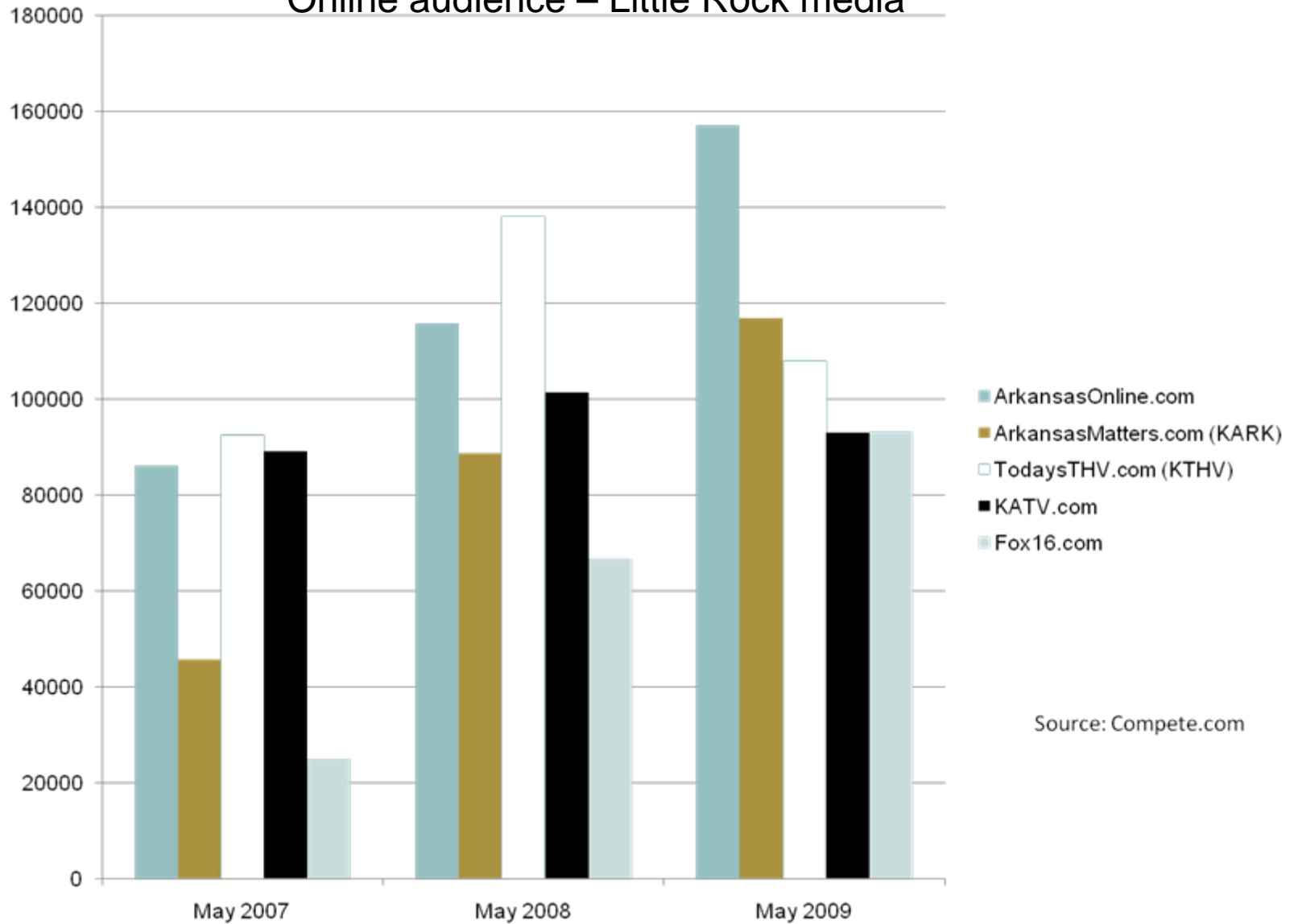
2009 Survey of Internet users by USC Annenberg's Center for the Digital future:

“ . . . **22 percent** of users said that they had stopped their subscription to a print newspaper or magazine because they could get the **same** content for free online.”

# Traffic History - past 10 years


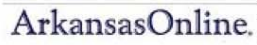


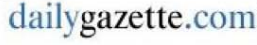























## Online audience – Little Rock media



Source: Compete.com

# LOCAL AND METRO NEWSPAPERS WITH PAYWALLS

Newspaper	Location	Circulation	Date payroll was instituted	Price of monthly online-only subscription	Online-only subscribers
 newsday.com	Long Island, New York	357,000	2009	\$20	35
 ArkansasOnline	Little Rock, Arkansas	183,000	2002	\$5.95	3,500
 ABQ JOURNAL	Albuquerque, New Mexico	102,000	2001	\$12.95	1,500 - 2,000
 Recordnet.com	Stockton, California	60,000	2010	\$9.16	N/A
 dailygazette.com	Schenectady, New York	44,000	2009	\$11.80	N/A
 Journal Inquirer.com	Manchester, Connecticut	34,000	2009	\$3.90	N/A
 SouthCoastTODAY.com	New Bedford, Mass.	34,000	2010	\$13.48	N/A
 The Bulletin	Bend, Oregon	33,000	2005	\$8	1,200
 LimaOhio.com	Lima, Ohio	29,000	2009	\$4.95	540
 SANTA BARBARA NEWS-PRESS	Santa Barbara, California	28,000	N/A	\$6	N/A
 The Herald-Times	Bloomington, Indiana	28,000	2003	\$5.95	N/A
 PostRegister.com	Idaho Falls, Idaho	26,000	N/A	\$6	N/A
 THE DAILY JOURNAL	Kankakee, Illinois	26,000	2009	\$14.70	100
 Imtribune.com The Lewiston Tribune Online	Lewiston, Idaho	25,000	1999	\$8	450
 LMTonline.com	Laredo, Texas	25,000	N/A	\$4	N/A
 Messenger-Inquirer.com	Owensboro, Kentucky	24,000	2006	\$6.95	800

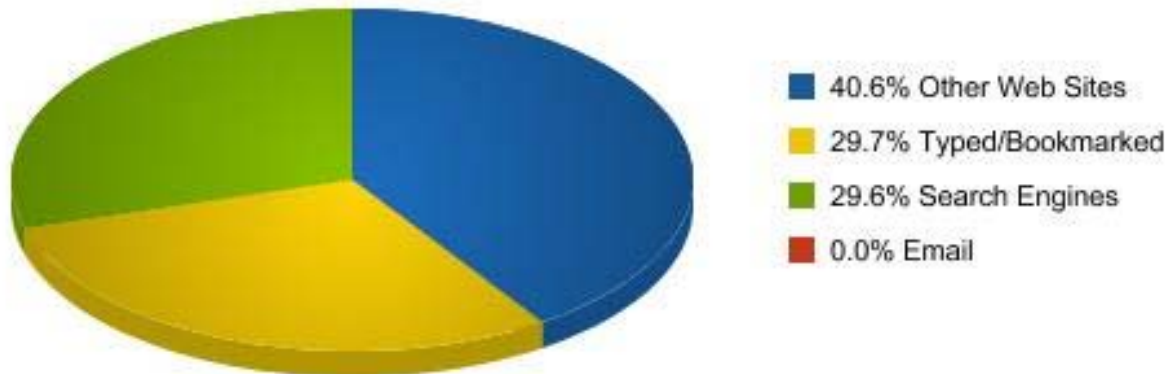
	Nampa, Idaho	20,000	N/A	\$5.50	200
	Northampton, Mass.	16,000	2004	\$8	580
	Mount Washington Valley, New Hampshire	16,000	N/A	\$0.55	N/A
	Brunswick, Georgia	15,000	N/A	\$7	N/A
	Keene, New Hampshire	14,000	2005	\$9	200
	Martha's Vineyard, Mass.	13,000	N/A	\$0.57	N/A
	Newport, Rhode Island	12,000	2009	\$35	N/A
	Manhattan, Kansas	10,000	2009	\$12.89	150
	Key West, Florida	8,000	N/A	\$12	N/A
	Ellensburg, Washington	6,000	N/A	\$5	N/A

This list was derived from our own web research and conversations with publishers, as well as a recent survey by the American Press Institute. Some details: The number of online subscribers is the most recent data we could find; it is not, however, necessarily up to date, although none of these statistics are more than seven months old. Circulation numbers, when available, are rounded to the nearest thousand. And when monthly subscription rates were not available, we either took the price of a weekly subscription and multiplied that by four or divided the price of a yearly subscription by 52.

Reported by Joseph Tartakoff

Published: April 9, 2010 (updated: April 11)

## Referral types for ArkansasOnline.com



## Referrer Types

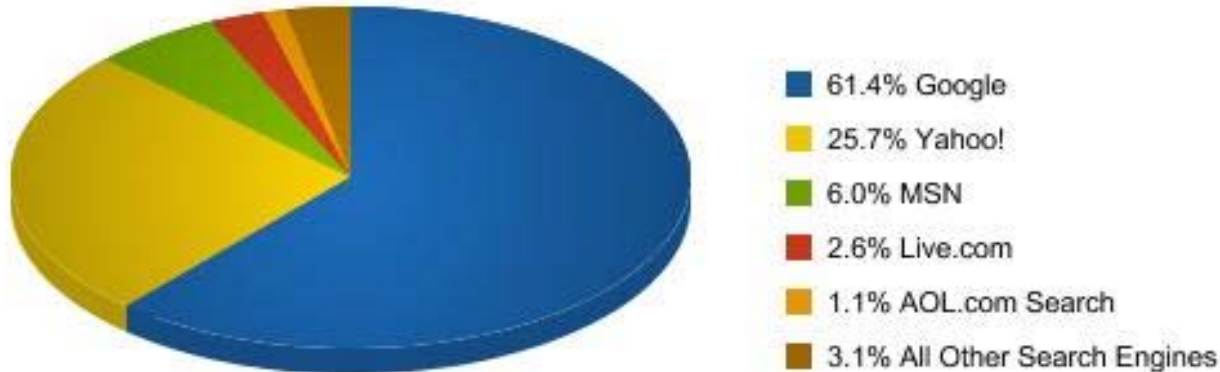
2009

Graph Generated by SiteCatalyst using Report Accelerator at 2:45 PM CDT, 11 May 2009

## Top 5 referring domains

1.	<b>google.com</b>	722,142	28.06%
2.	<b>yahoo.com</b>	318,781	12.39%
3.	<b>nwanews.com</b> (web site for Northwest Arkansas Times, owned by WEHCO Media)	285,870	11.11%
4.	<b>adqic.com</b> (Classified ad-order-entry site for Arkansas Democrat-Gazette)	199,333	7.74%
5.	<b>hogville.net</b> (University of Arkansas Razorbacks fan site – links to ADG blogs)	139,271	5.41%

## Most popular search engine referrals for ArkansasOnline.com



## Search Engines

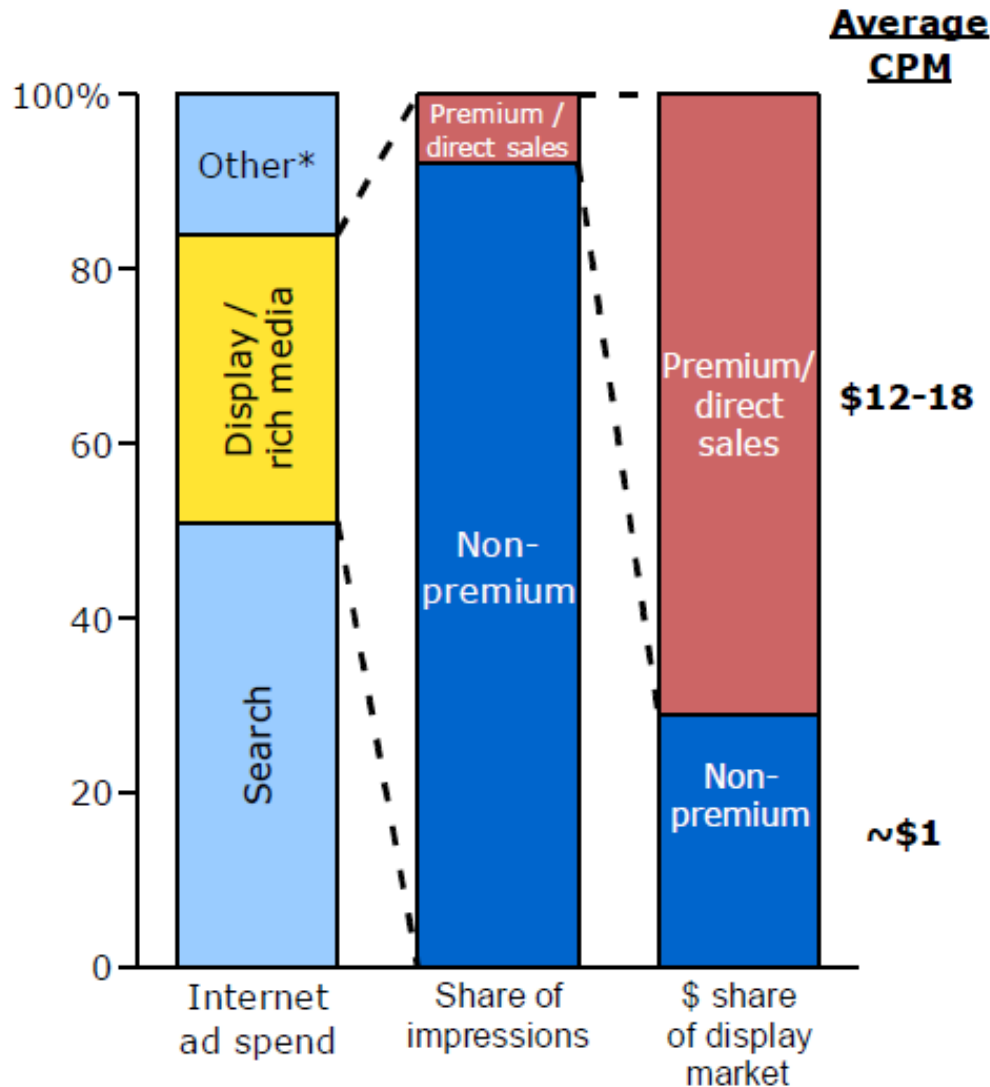
2009

Graph Generated by SiteCatalyst using Report Accelerator at 2:49 PM CDT, 11 May 2009

## Top 5 referring domains

1.	<b>Google</b>	656,035	61.45%
2.	<b>Yahoo!</b>	274,462	25.71%
3.	<b>MSN</b>	64,562	6.05%
4.	<b>Live.com</b>	27,600	2.59%
5.	<b>AOL.com Search</b>	11,983	1.12%

## Display ad sales dominated by indirect networks



**Remnant** (non-premium) networks sell the bulk of available ad inventory, but generate **only 30 percent** of all display ad revenues.

Source:

Bain IAB Digital Pricing Study August 2008  
 CIBC; ThinkEquity; literature searches;  
 Deutsche Bank; Bear Stearns; CIBC; Advertising  
 Age; Piper Jaffray; eMarketer; Forrester;  
 Veronis; company filings; Bain Analysis

# Classified Recruitment Advertising

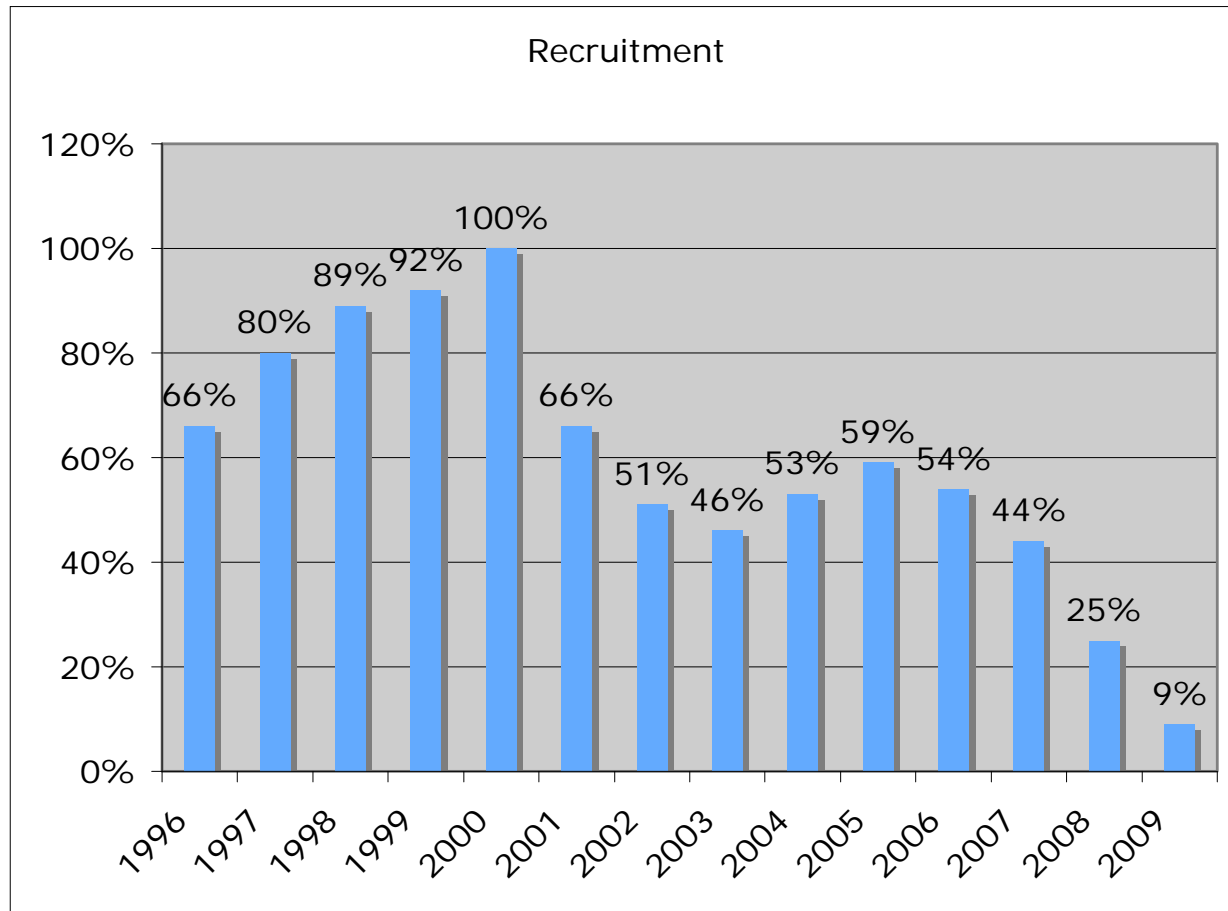
## All U.S. Daily Newspapers (Dollars in Billions)



Source: NAA

# Classified Recruitment Advertising

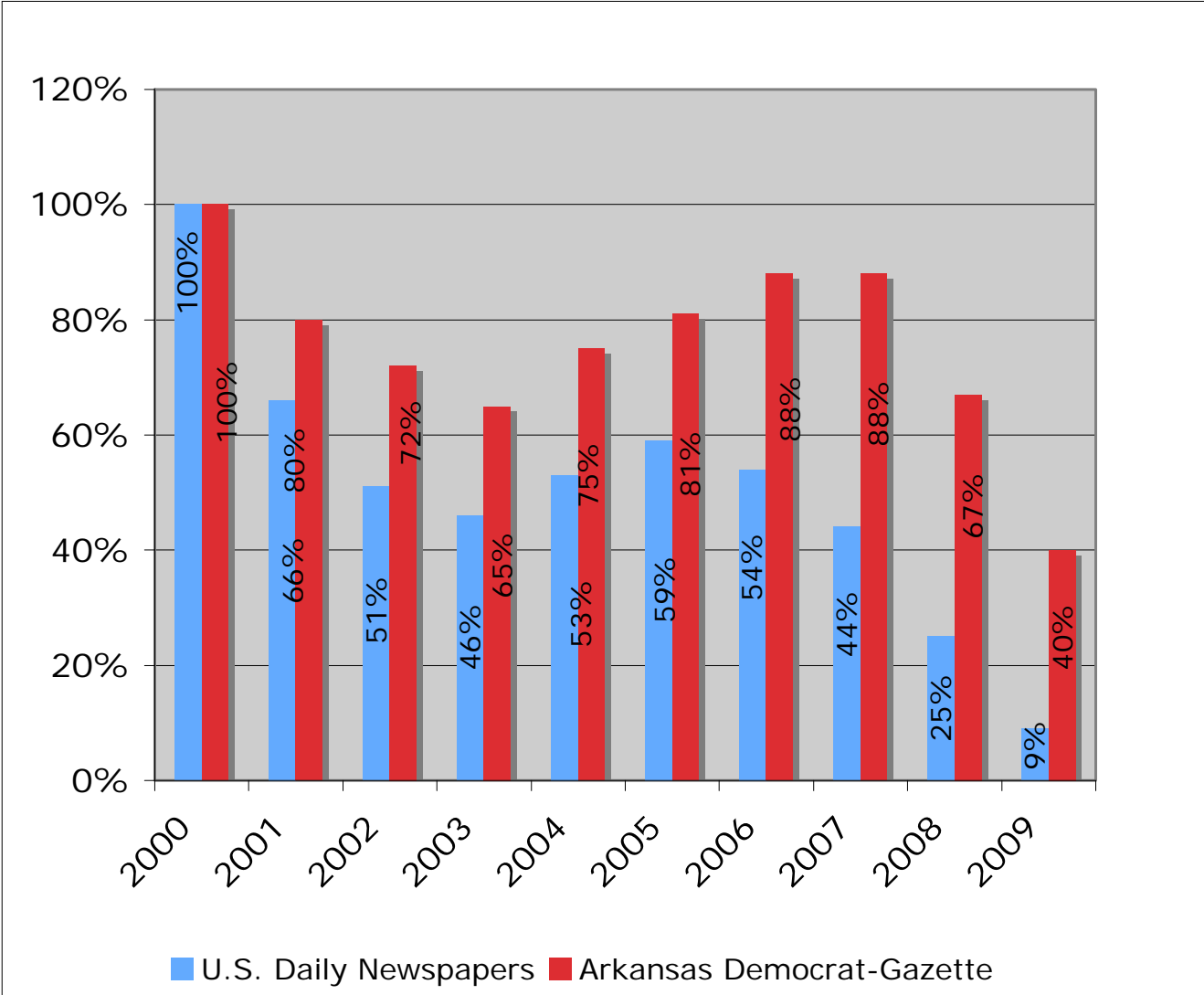
All U.S. Daily Newspapers (2000 of \$8.7 billion = 100%)



Source: NAA

# Classified Recruitment Advertising

## Arkansas Democrat-Gazette Comparison



# Revenue down but strong within industry

	NAA Industry Average	Arkansas Democrat-Gazette Performance
2002	-0.45	2.29
2003	4.65	4.3
2004	4.52	4.59
2005	2.47	3.54
2006	-0.32	3.88
2007	-7.91	-5.98
2008	-16.58	-13.18
2009	-27.2	-14.6

- *If the Democrat-Gazette had performed along the industry average, it would have taken in a total of \$18.6 million less in advertising revenue for the past two years, 2008-2009.*