

Baltimore, MD – #27 DMA

Reach 1.1+ million consumers each week, 51% market coverage

- The Baltimore Sun is the #1 newspaper and #1 news & information website in market
- B is the #1 daily commuter paper in market

PRINT



Newspaper: The Baltimore Sun

Circulation - Daily: 170,510; Sunday: 314,253
Audience – Daily: 471,002; Sunday: 795,743



Quick Read: b
Wednesday: 85,000



Magazine: Chesapeake Home + Living
Monthly: 62,723

DIGITAL

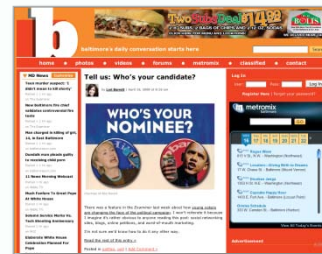


baltimoresun.com

UVs: 1.9 MM/ 6 month average
PVs: 41.3 MM/6 month average

mobile.baltimoresun.com

UVs: 206,028/6 month average
PVs: 2.0 MM/6 month average



bthesite.com

Mobile apps are also available for iPhone, Android and Blackberry platforms.

BROADCAST

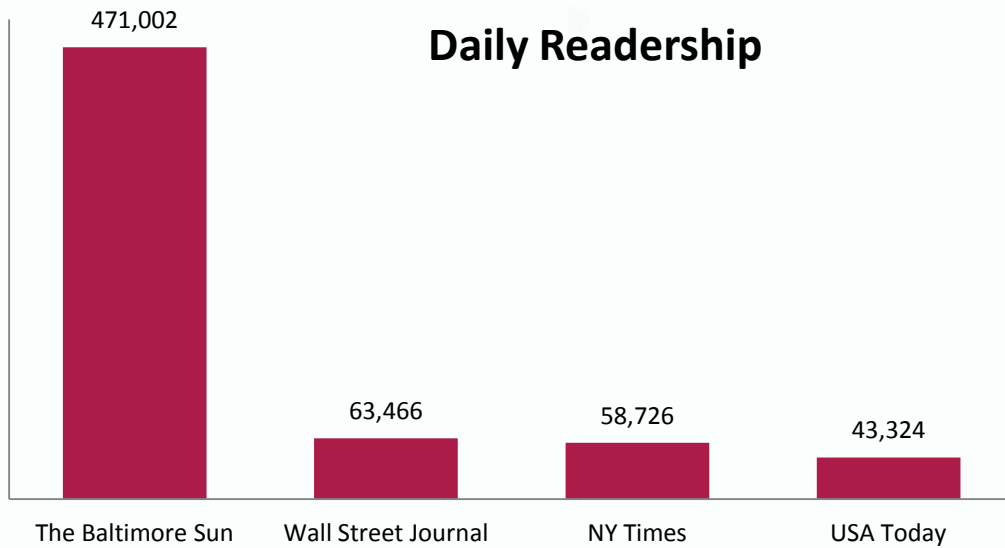


EVENTS

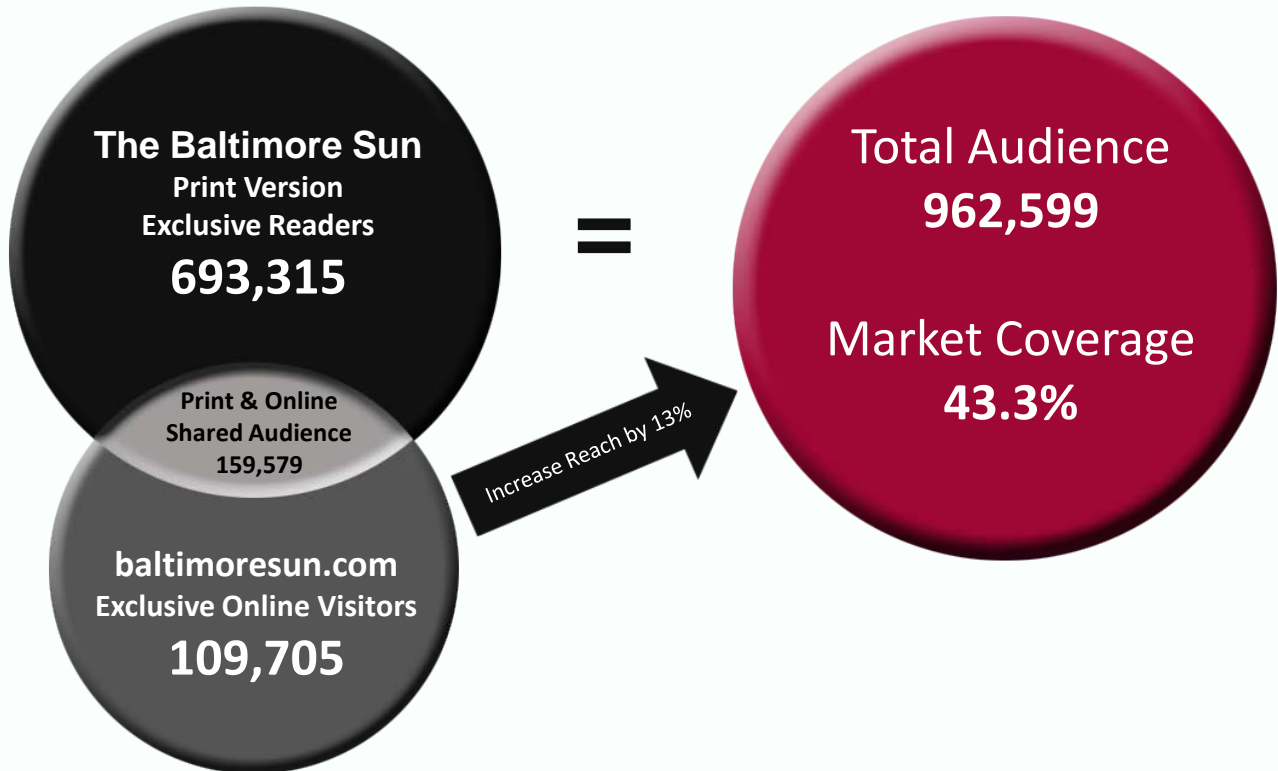
20+ annual events
Over 332,000 attendees



The Dominant Voice of the Baltimore DMA



Extend Your Reach with baltimoresun.com



Source: Scarborough 2011 Release 2. Note: Newspaper Audience = The Baltimore Sun average daily or average Sunday; Website Audience = visited baltimoresun.com in past 7 days. Baltimore DMA

Market Profile:

#27 DMA in America – 2.8 million people

Population 18+	2,221,552
Median Age	46.5
Median HHI	\$66,595

College Education	58%
Employed	66%
Own Home	72%

Demographics:

The Baltimore Sun Profile: Daily/Sunday	% Composition	% Coverage	Index
Male/Female	47/53	38/39	98/102
College Educated	62	41	107
Own Their Home	73	39	102
HHI \$100K+	24	33	86
Professional/Managerial	32	40	103
<i>Median HHI – \$63,965; Median Age – 51.5</i>			

baltimoresun.com Profile: Visited Site in Past 7 Days	% Composition	% Coverage	Index
Male/Female	56/44	14/10	118/84
College Educated	85	18	147
Own Their Home	76	13	105
HHI \$100K+	37	16	132
Professional/Managerial	52	20	164
<i>Median HHI – \$88,095; Median Age – 42.8</i>			

Content and Media Opportunities

	SU	MO	TU	WE	TH	FR	SA
Main News	•	•	•	•	•	•	•
Business & Jobs	•						
Maryland Business			•				
Business				•	•	•	•
Sports	•	•	•	•	•	•	•
Arts & Entertain.	•						
Anne Arundel	•						
Autos	•						
Real Estate	•						
Travel	•						
Deals at Your Door	•						
Howard	•						
Sunrise		•					
Taste				•			
Health & Style					•		
Sun Plus					•		
Live!						•	
At Home							•

GENERAL DEADLINES

Space:

- Color: 3 days prior to pub date
- B&W: 2 days prior to pub date

Material:

- Color: 3 days prior to pub date
- B&W: 2 days prior to pub date

DIGITAL OPPORTUNITIES

- 39 blogs and growing
- Behavioral and geo-targeting
- Data capturing

Other Advertising Opportunities

Community Newspapers

- BSMG Community Newspapers allow targeting of HHs by suburban neighborhoods
 - 18 Weekly Suburban Newspapers
 - 5 Monthly Suburban Newspapers
 - 67% Penetration of Suburban Neighborhoods

Hyper Local Community Websites

- BSMG offers three highly targeted community websites:
 - ExploreHoward.com
 - ExploreBaltimoreCounty.com
 - ExploreHarford.com



Distribution Map:

The Baltimore Sun Circulation – Sunday: 314,252 – Daily: 170,510



THE BALTIMORE SUN

Approach to police crimes is changing

Police victim turns out to be informant

Charity, veterans groups seek more gunlinks, cash prizes

Sports

Contract up, Kennedy out

There's no animosity in pitchers' rivalry

Loss to Duke stymies Maryland

SAVE 10% ON ANY ORDER

WWW.SUNFANSHOP.COM

Business & Jobs

RECHARGING THE electric car

RISKY BUSINESS

Greece

Real Estate

Modern remake

Waterfront townhome becomes contemporary showplace

READY, SET, MOBILE!








Travel

Resort Season

Best of Italy

Preprint Capabilities:

Increase market penetration by adding a preprint option to your buy

<u>Monday</u>	<u>Tuesday</u>	<u>Wednesday</u>	<u>Thursday</u>	<u>Friday</u>	<u>Saturday</u>	<u>Sunday</u>
		 <p>Baltimore Sun Sub-ZIP Capability 199,000 Distribution</p>	 <p>SunPlus - TMC Full ZIP Code 706,000 Distribution</p>	 <p>Baltimore Sun Sub-ZIP Capability 196,000 Distribution</p>	 <p>Baltimore Sun (Sunday Subscribers & S/C) Sub-ZIP Code 253,000 Distribution</p>	 <p>Baltimore Sun (Sunday Single Copy) Sub-ZIP Code 60,000 Distribution</p>
		 <p>b Full Run ONLY 85,000 Distribution</p>				 <p>Deals @ Your Door Sunday Select Full ZIP Code 43,000 Distribution</p>
<p>Community Newspaper preprint distribution available on various weekdays – 368,000 total</p>						

NOTE: Estimated distribution quantities are subject to change. Based on Q1 '12.

Data Solutions:



Preprint Optimization™

- Tribune365 merges a client's customer data with our subscriber and recipient data to yield the best combination of geographies and insert products to reach your most desirable households



Direct Delivery Plus™

- Campaign is targeted on the front end and fully measurable on the back end, with our recipient address file available for match back and backend analysis purposes
- Can be executed using "toppers/outserts" – delivered on top of/outside certain home-delivered print products
- Replacement for Direct Mail with up to 50% savings

