

Daily Press

Norfolk/Portsmouth/Newport News, VA – #43 DMA Reach 393,340 consumers each week, 27% market coverage

- Daily Press is the #1 newspaper in the Greater Peninsula area
- dailypress.com is the #1 news & information website in the Greater Peninsula area

PRINT



Newspaper: Daily Press

Circulation - Daily: 59,200 ; Sunday: 90,924
Audience – Daily: 197,418; Sunday: 278,235



Weekly Pub: Virginia Gazette
Weekly: 21,000

DIGITAL



dailypress.com

UVs: 386,000/6 month average

PVs: 8.2 MM/6 month average

mobile.dailypress.com

UVs: 35,356/6 month average

PVs: 351,758/6 month average

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

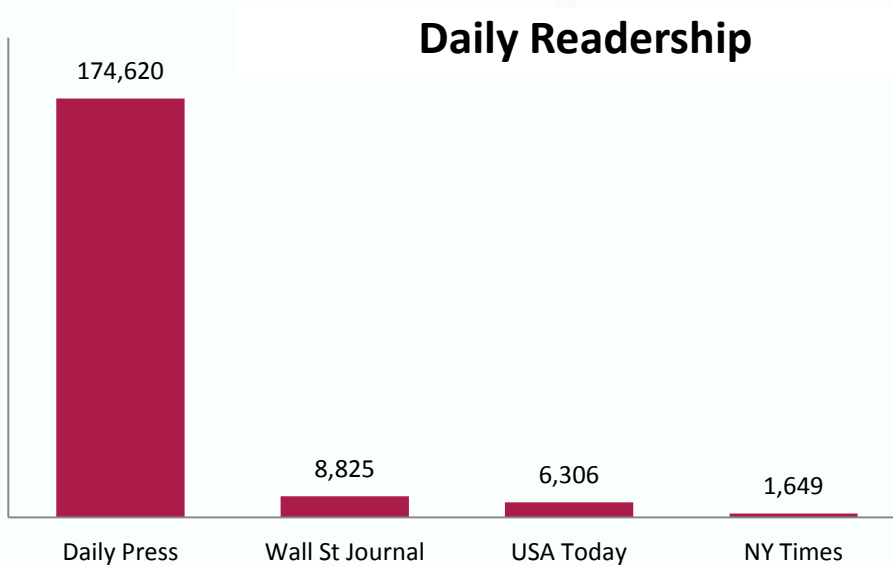
EVENTS

10+ annual events
Over 200,000 attendees

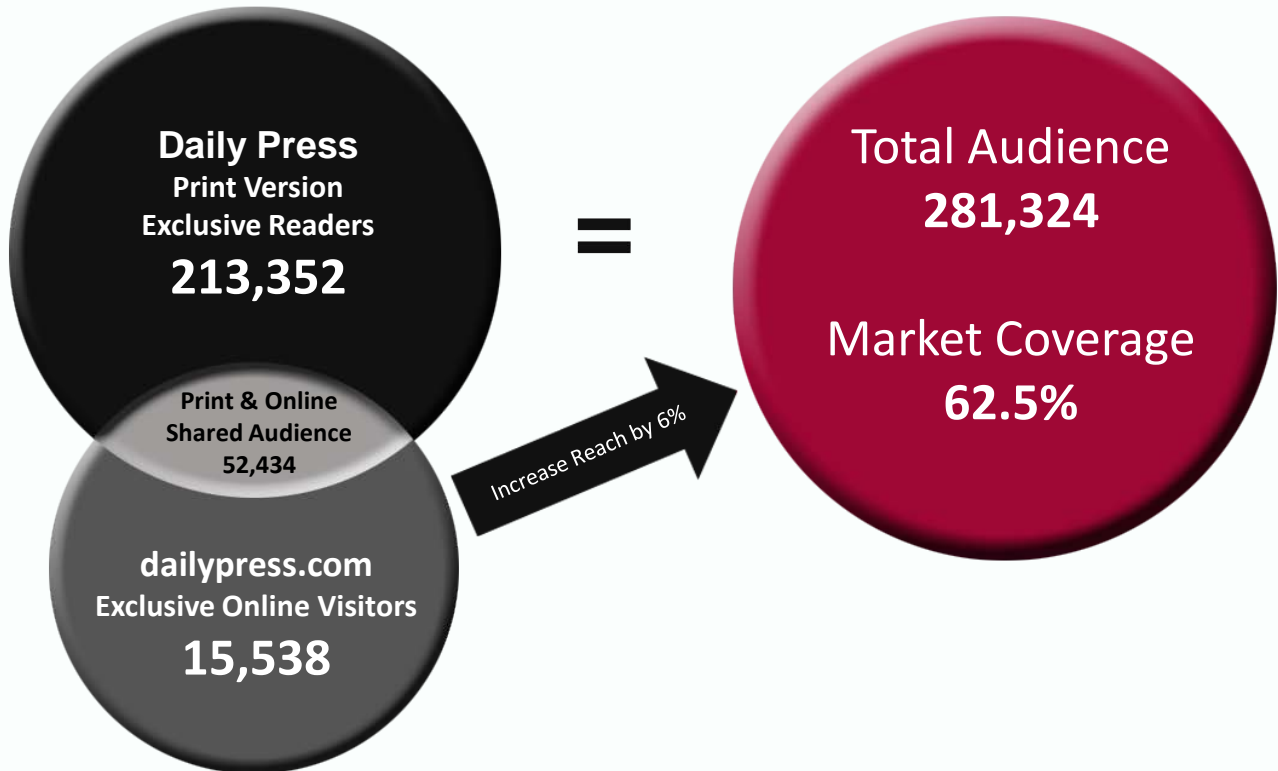


Daily Press

The Dominant Voice of the Newport News NDM



Extend Your Reach with dailypress.com



Source: Scarborough 2011 Release 2. Note: Newspaper Audience = Daily Press average daily or average Sunday; Website Audience = visited dailypress.com in past 7 days. Newport News NDM

Market Profile: For Newport News

Population 18+	450,024
Median Age	45.3
Median HHI	\$60,610

College Education	61%
Employed	64%
Own Home	65%

Demographics:

Daily Press Profile: Daily/Sunday	% Composition	% Coverage	Index
Male/Female	42/58	52/66	88/111
College Educated	61	59	99
Own Their Home	67	61	104
HHI \$100K+	17	62	105
Professional/Managerial	22	51	87
<i>Median HHI – \$64,267; Median Age – 50.7</i>			

dailypress.com Profile: Visited Site in Past 7 Days	% Composition	% Coverage	Index
Male/Female	30/70	10/20	63/134
College Educated	67	17	110
Own Their Home	61	14	94
HHI \$100K+	18	16	108
Professional/Managerial	30	17	116
<i>Median HHI – \$70,355; Median Age – 40.6</i>			

Content and Media Opportunities

	SU	MO	TU	WE	TH	FR	SA
Main News	•	•	•	•	•	•	•
Your Money	•						
Business			•	•	•	•	•
Sports	•	•	•	•	•	•	•
Good Life	•						
Life – Fitness		•					
Life – Savvy Shopper			•				
Life – Food & Drink				•			
Life – Room & Yard					•		
Life – Ticket						•	
Life – Health							•

GENERAL DEADLINES

Space:

- Color: 5 days prior to pub date
- B&W: 4 days prior to pub date

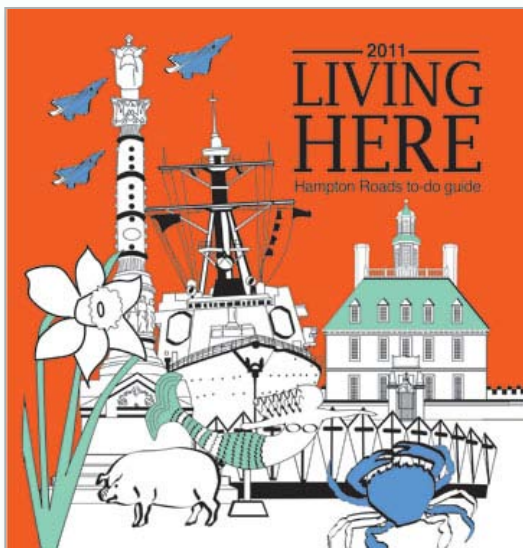
Material:

- Color: 5 days prior to pub date
- B&W: 4 days prior to pub date

DIGITAL OPPORTUNITIES

- 26 blogs
- Search engine marketing
- Behavioral and geo-targeting
- Data capturing

Other Advertising Opportunities

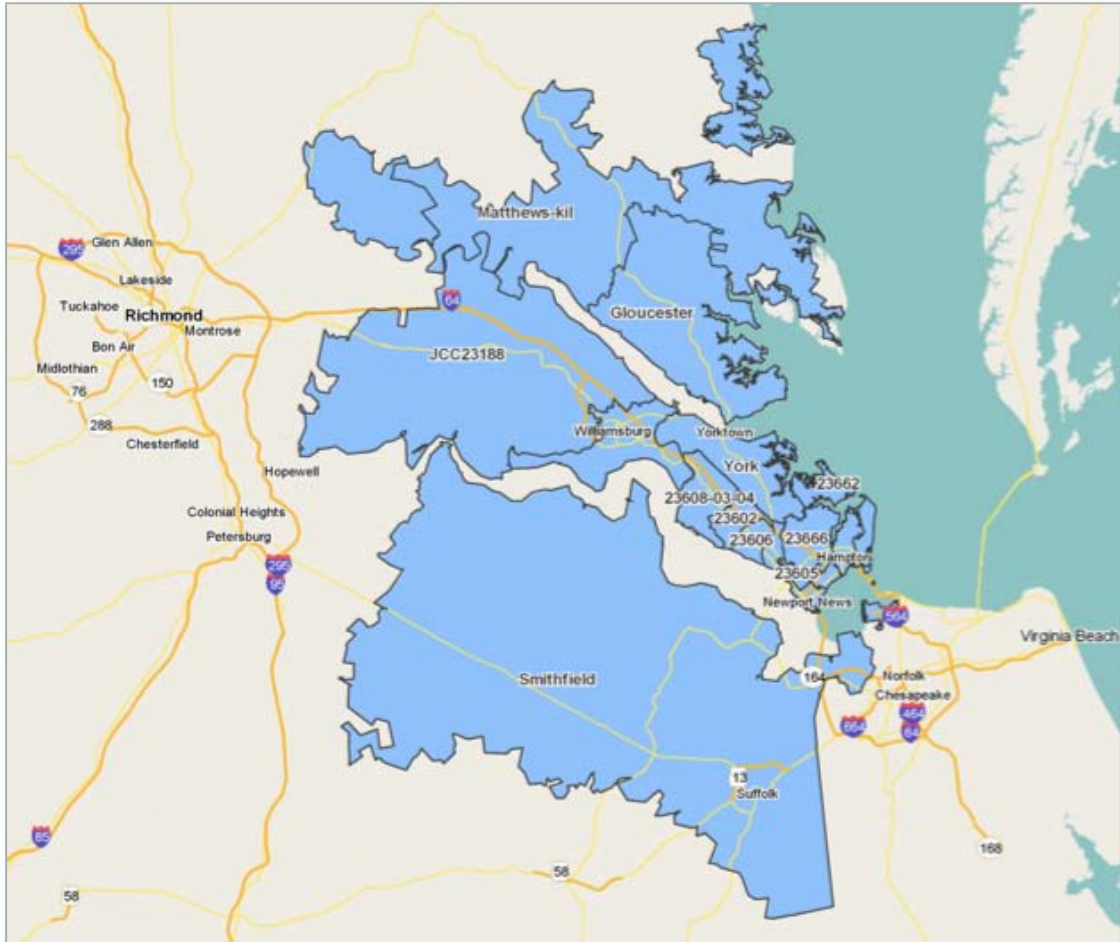


Living Here – The guide to everything that is happening in Hampton Roads! A frequently used tool for residents seeking information on schools, shopping, entertainment, housing, recreation, healthcare and more!

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Distribution Map:

Daily Press Circulation – Sunday: 90,924 – Daily: 59,200



This page features the masthead 'Daily Press' and a 'Tourney time!' headline. A major article is titled 'Region among worst for STDs', with sub-headlines '2nd' and '3rd'. Below this is an advertisement for 'HOW TO GET THE MOST OUT OF EVERY DROP' featuring a yellow funnel. Other small ads include 'SLC' and 'DRUMMOND'S'.

This page is the 'Opinion' section, featuring a large headline 'The BIG bully' and a sub-headline 'WORLD GOVERNANCE GROUP'. It includes a small image of an airplane and several columns of text.

This page is the 'Home & Garden' section, with a headline 'Lettuce grow gourmet greens'. It features a large photo of a person working in a garden and several columns of text. At the bottom, there is an advertisement for 'The free Daily Press iPhone app'.



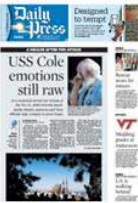






This page is the 'Sports' section, featuring a headline 'FINAL PUSH' and a sub-headline '3-point surge begins mission'. It includes photos of two men in suits and several columns of text. At the bottom, there is an advertisement for 'What People Earn'.

This page contains classifieds, a weather forecast, and several advertisements. A prominent ad for 'QUALITY ADVANTAGE' is visible, along with other smaller ads and a 'What People Earn' ad at the bottom.

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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>Daily Press Zone Capability 60,000 Distribution</p>	 <p>Daily Press Zone Capability 60,000 Distribution</p>	 <p>Daily Press Zone Capability 66,000 Distribution</p>	 <p>Daily Press Zone Capability 67,000 Distribution</p>	 <p>Daily Press Zone Capability 96,000 Distribution</p>
		 <p>Daily Press TMC Zone Capability 66,000 Distribution</p>			 <p>Virginia Gazette Full ZIP Code 21,000 Distribution</p>	 <p>Sunday Select Zone Capability 7,000 Distribution</p>
		 <p>Virginia Gazette Full ZIP Code 17,700 Distribution</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 measureable 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

