



Local Audience NETWORK

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Audience

The Local Audience Network provides ready access to active, engaged consumers. Newspaper web site users are younger, more affluent, better educated, more likely to have broadband, and spend twice as much time online on a daily basis, both at work and at home. They are also much more engaged by the Internet, as shown by their significant use of the medium both for advertising and shopping information and for various types of news and other information.

DEMOGRAPHICS

Newspaper Web Site Users

Men	50%
Women	50%
18-34	40%
35-54	49%
55+	21%
College Degree+	52%
Average Household Income	\$73,200
Own Home	69%
Rent/Other	31%
Employed	90%
Excutive/Managerial	15%
Professional	36%
Technical and Sales	11%
Administrative Support	14%
Blue Collar/Service/Other	14%
Married/Partnered	64%
Children in Household	42%
Hispanic	11%
Non-White	15%

Source: 2006 Power Users Study, NAA, MORI

ONLINE ENGAGEMENT

Newspaper Web Site Users

Hours Online per week	19
Home High-Speed	68%
Office High-Speed	65%
Online Daily @ Home	58%
Online Daily @ Work	71%
Use E-Mail Daily	76%
Check News Daily	63%
Comparison Shop Online	75%
Shopped Online	91%
Bought Online	89%

Source: 2006 Power Users Study, NAA, MORI



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Network Sites

LOCAL NEWS

- www.gainesville.com
- www.ocala.com
- www.heraldtribune.com
- www.snn6.com
- www.theledger.com
- www.newschief.com
- www.pressdemocrat.com
- www.arguscourier.com
- www.starnewsonline.com
- www.BlueRidgeNow.com
- www.the-dispatch.com
- www.goupstate.com
- www.tuscaloosanews.com
- www.timesdaily.com
- www.gadsdentimes.com
- www.houmatoday.com
- www.dailycomet.com

BUSINESS NEWS

- www.ocalabusinessjournal.com
- www.northbaybusinessjournal.com
- www.bayoubusinessreview.com

SPORTS

- www.tidesports.com
- www.Gatorsports.com
- www.palmettosports.com
- www.scpigskinprep.com
- www.gadsdenfootballfriday.com

ENTERTAINMENT

- www.gainesvillemagazine.com
- www.ledgertimeout.com
- www.petaluma360.com
- www.thewilmingtonmagazine.com
- www.tuscaloosamagazine.com
- www.tuskmag.com
- www.thelakelandmagazine.com
- www.eastpolklifestyles.com
- www.spartanburgmagazine.com

COMMUNITY NEWS

- www.gainesvillevoice.com
- www.gainesvilleguardian.com
- www.fourcornersfla.com
- www.polkvoice.com
- www.summerfieldpress.com
- www.bellevuepress.com
- www.leaderon200.com
- www.myreporter.com
- www.portcharlottevoice.com
- www.davidsonreporter.com
- www.brunswickvoice.com

TRAVEL & LEISURE

- www.exploreshoals.com
- www.coastalcarolinaescape.com
- www.winetravel.com

MOMS & WOMEN

- www.gainesvillemoms.com
- www.polkmoms.com
- www.ocalamom.com
- www.tuscmoms.com
- www.shoalswoman.com

HISPANIC

- www.vozlatinaflorida.com
- www.lavisionlatina.com

WEATHER

- www.ibiseye.com

HEALTH

- www.polkmd.com