

San Francisco Chronicle

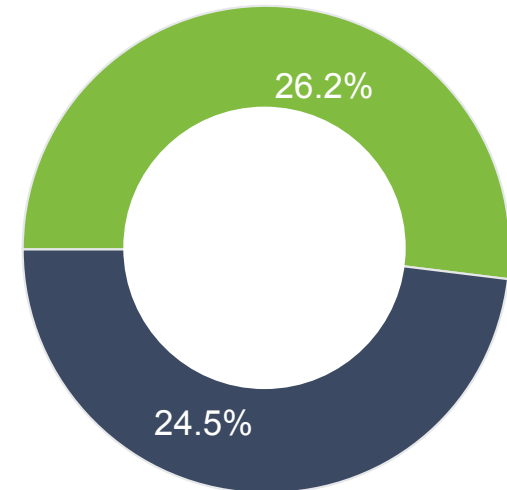
Demographics

Daily Newspaper Readership **864,693**
Sunday Newspaper Readership **1,060,135**

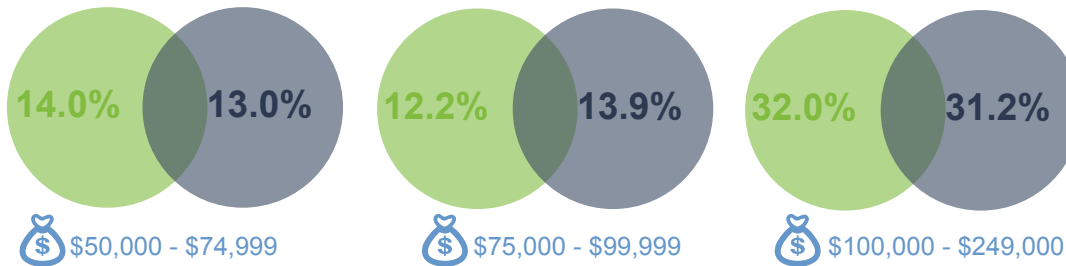
FINANCIAL SERVICES (HAS OR USE)



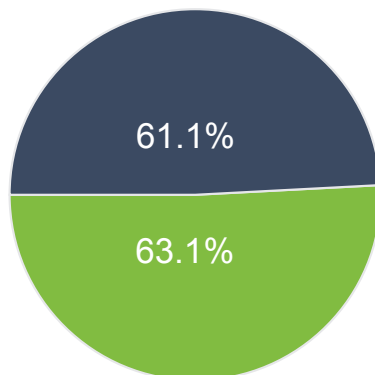
COLLEGE GRADUATE



HOUSEHOLD INCOME



OWN A HOME



Refinance Home Mortgage



Home Mortgage

Source: Market/Release: Scarborough USA+ 2015 Release 1 Total (Feb 2014 - Mar 2015)

Bankrate®

San Francisco Chronicle

Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 603