

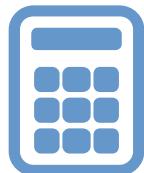
Palm Beach Post

Demographics

Daily Newspaper Readership 432,179
Sunday Newspaper Readership 486,793

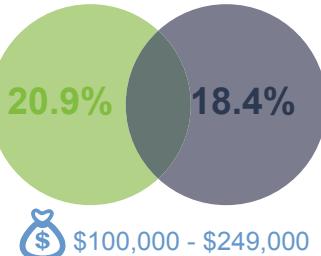
FINANCIAL SERVICES (HAS OR USE)

8.2%
Certificates of Deposit
8.9%

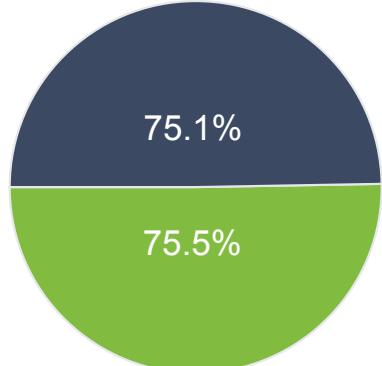


55.0%
Savings Account
60.7%

HOUSEHOLD INCOME



OWN A HOME

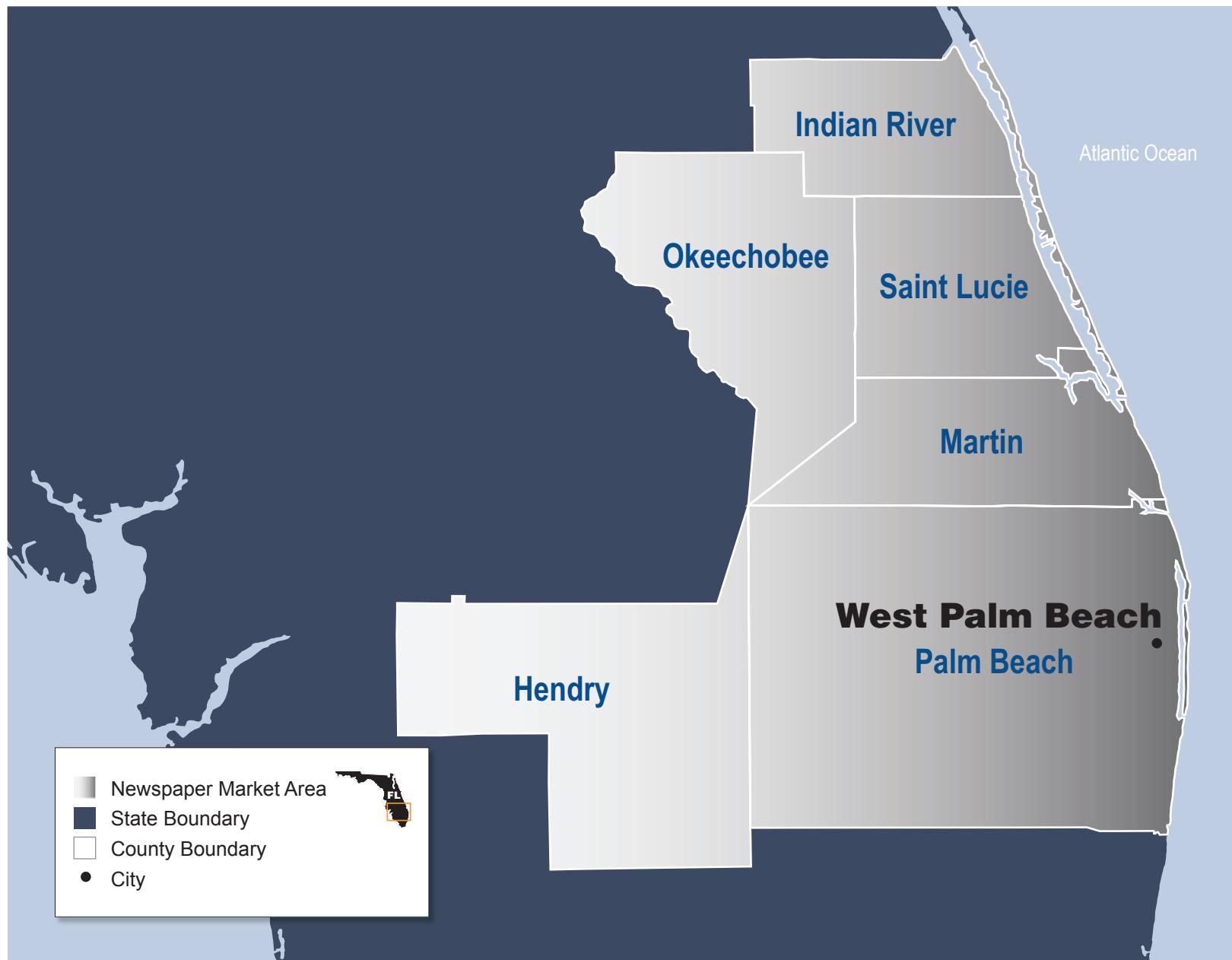


Source: Market/Release: Scarborough USA+ 2015 Release 1 Total (Feb 2014 - Mar 2015)

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Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 281

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