

Post-Standard

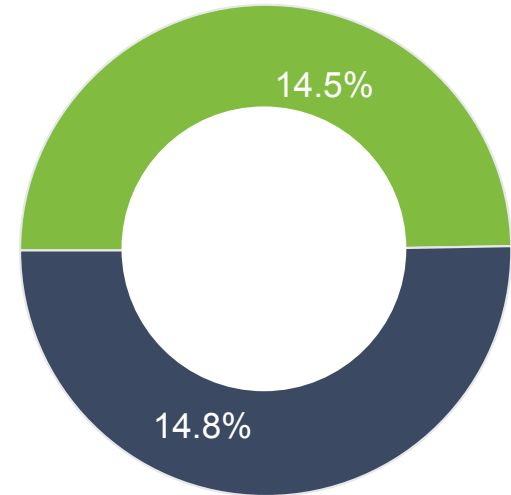
Demographics

Daily Newspaper Readership ■ 215,425
 Sunday Newspaper Readership ■ 379,310

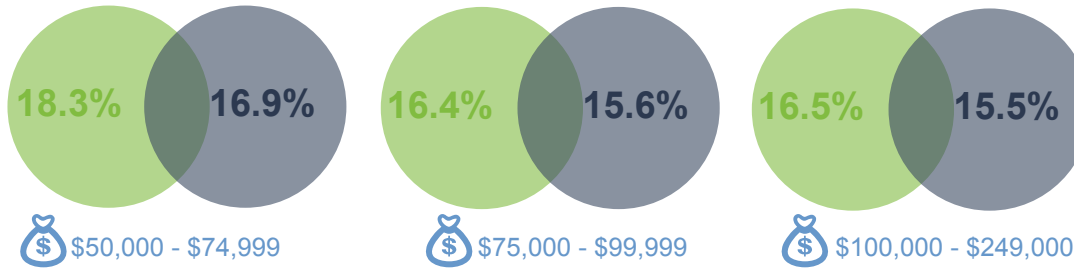
FINANCIAL SERVICES (HAS OR USE)



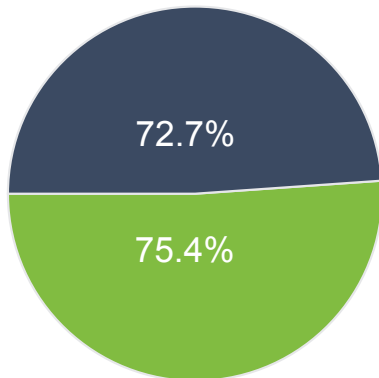
COLLEGE GRADUATE



HOUSEHOLD INCOME



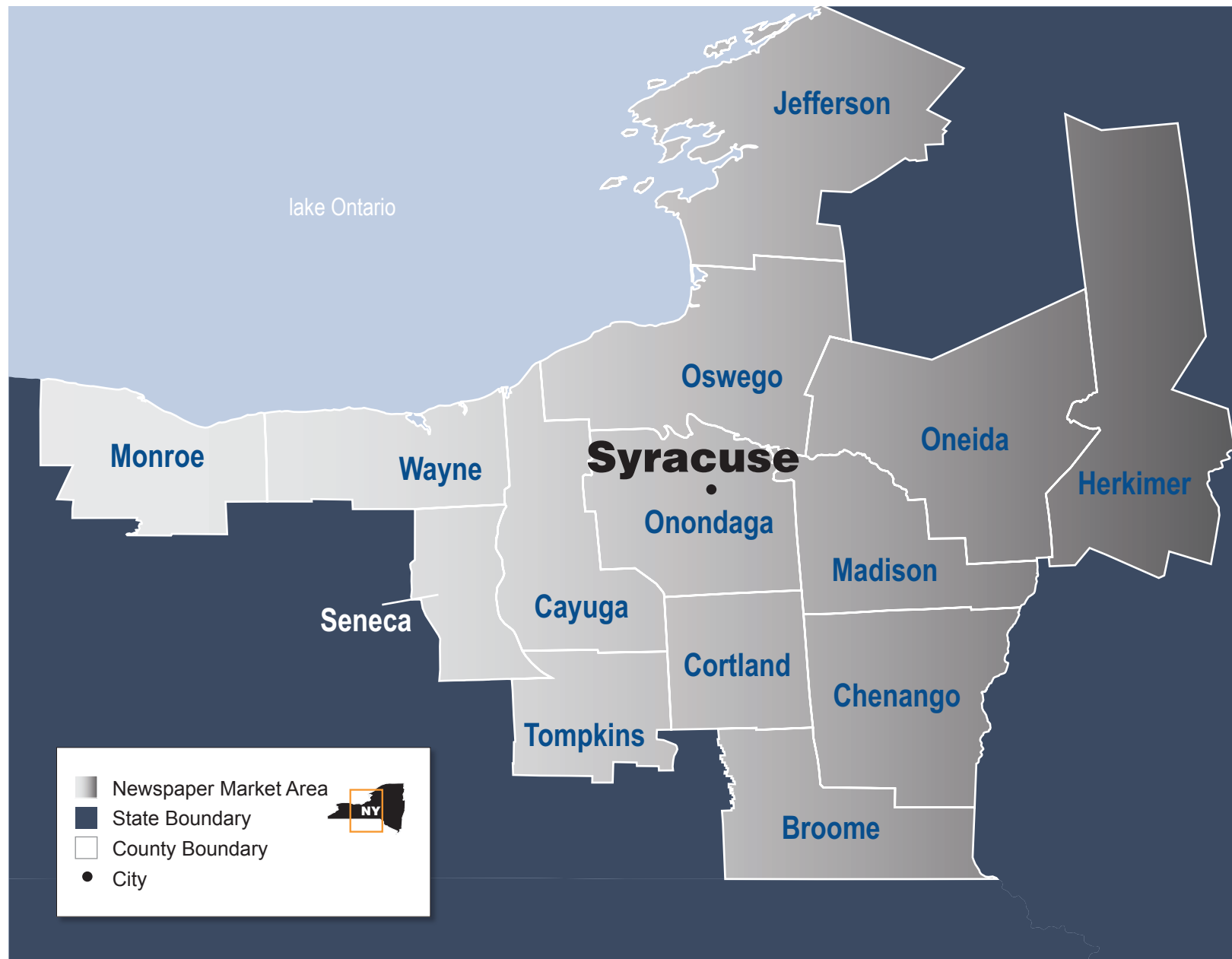
OWN A HOME



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.603