

Memphis Commerical Appeal

Demographics

Daily Newspaper Readership **425,701**
Sunday Newspaper Readership **506,829**

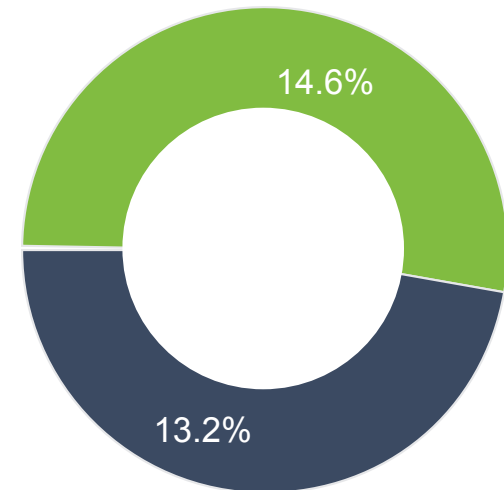
FINANCIAL SERVICES (HAS OR USE)

8.0%
Certificates of Deposit
6.8%

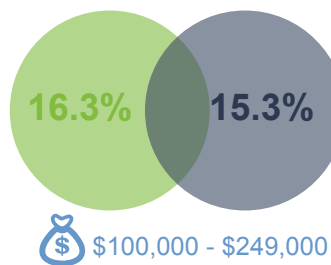
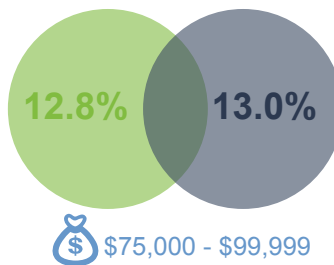
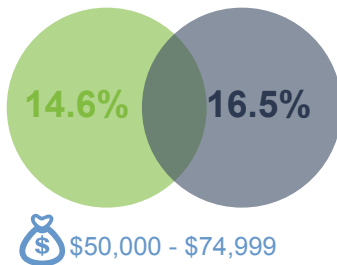


58.5%
Savings Account
59.3%

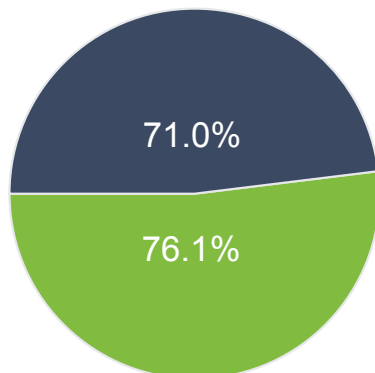
COLLEGE GRADUATE



HOUSEHOLD INCOME



OWN A HOME

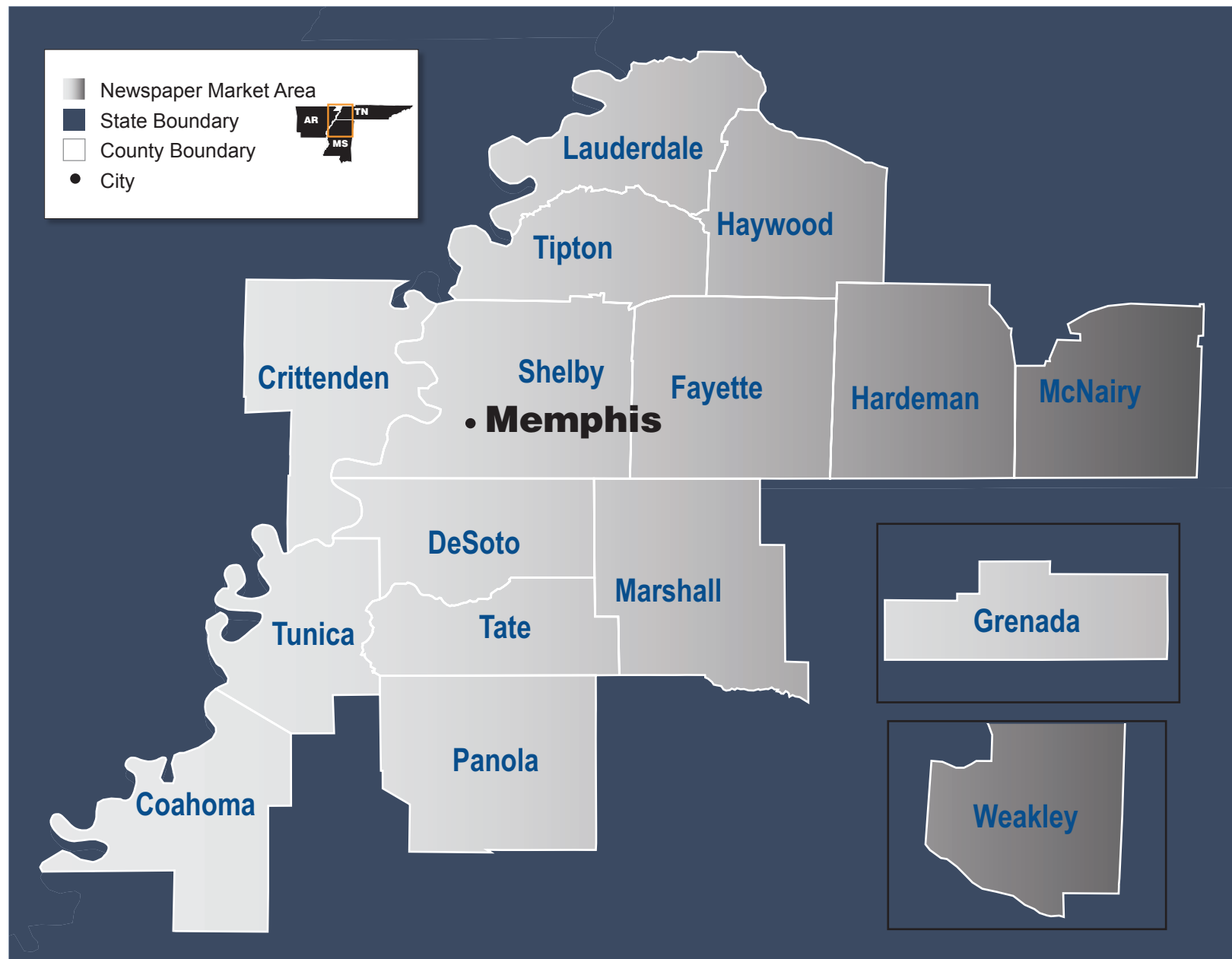


Source: Market/Release: Scarborough USA+ 2015 Release 1 Total (Feb 2014 - Mar 2015)

Bankrate®

Memphis Commercial Appeal

Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 723