

New Readers In-Paper Promotion

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**Table 13: In-Paper Promotion
(Seven Day Average)**

1		Newspaper / Circulation Category				
		All	10-50K	50-100K	100-300K	300K+
124	Total promotions analyzed	340.1	228.3	304.3	382.2	437.1
125	Average number of promotions per day	48.6	32.6	43.5	54.6	62.4
126	Total area of promotions (square inch)	4224.6	2501.7	3545.1	5336.2	5491.6
127	Average area of promotion (square inch)	12.4	11.0	11.9	14.0	12.8
128	Section front	45.7	50.1	49.7	43.1	40.3
Type of Promotions						
129	Same day in-paper content	43.7	45.3	38.8	42.5	47.6
130	Upcoming in-paper content	13.3	14.6	12.0	12.7	13.6
131	General brand	26.0	28.8	28.5	24.5	22.4
132	Affiliated media	17.0	11.3	20.7	20.2	16.4
Presentation						
133	Above fold	51.6	52.3	56.8	54.2	44.6
134	In color	28.2	30.8	35.7	26.2	20.9
135	With graphics	29.8	28.4	32.1	31.3	28.1
136	With photos	15.8	14.7	16.3	16.4	15.9
103	With Spanish Language	1.0	1.1	0.9	1.3	0.6
58	First or second person	28.2	24.1	25.7	33.1	30.5
137	With a pay-off	18.1	14.5	16.9	19.8	21.0
Demographic Focus of Promotions						
97	African-American	0.2	0.1	0.2	0.2	0.3
98	Hispanic or Latino Origin	0.6	0.4	0.4	0.7	0.9
99	Asian and Pacific Islander	0.2	0.1	0.1	0.3	0.3
100	Women	1.2	1.1	1.2	1.1	1.5
101	Youth / Young Adults	3.5	3.7	3.7	3.1	3.4

**Table 14: Same Day Content Promotion
(Seven Day Average)**

1		Newspaper / Circulation Category				
		All	10-50K	50-100K	100-300K	300K+
124	Total promotions analyzed	150.7	102.8	117.1	164.9	211.0
125	Average number of promotions per day	21.5	14.7	16.7	23.6	30.2
126	Total area of promotions (square inch)	1013.4	605.5	923.6	1192.6	1313.3
127	Average area of promotion (square inch)	7.1	6.1	8.4	7.6	6.5
Content						
138	Specific story / Series	72.1	68.7	69.9	70.9	77.9
139	Section / Topic	2.8	2.2	2.5	3.8	2.9
140	Index / Multiple topics	15.4	19.3	16.5	14.1	12.0
141	Advertising	8.5	8.4	9.4	10.7	6.3
Presentation						
133	Above fold	56.8	60.7	61.1	57.3	49.5
134	In color	41.5	42.8	54.0	40.0	30.6
135	With graphics	17.9	19.6	23.0	18.0	12.0
136	With photos	18.8	18.8	22.1	18.0	16.5
103	With Spanish Language	0.6	0.5	0.5	1.0	0.6
58	First or second person	9.8	8.2	10.3	12.4	8.9
137	With a pay-off	4.9	4.6	5.1	5.3	4.7
Demographic Focus						
97	African-American	0.4	0.2	0.5	0.3	0.5
98	Hispanic or Latino Origin	0.8	0.4	0.5	0.8	1.3
99	Asian and Pacific Islander	0.3	0.2	0.3	0.5	0.3
100	Women	1.8	1.3	2.0	1.8	2.1
101	Youth / Young Adults	3.6	4.5	4.3	2.8	2.8
Top 10 Editorial Topics						
63	Sports	23.7	20.5	28.3	22.9	23.1
59	Politics / Government	12.0	12.9	9.7	13.0	12.6
64	Entertainment	10.0	5.7	9.1	11.3	13.4
62	Business	6.4	5.0	6.1	7.0	7.7
71	Environment / Weather	5.3	7.7	5.0	4.8	3.8
60	Crime / Legal	3.3	2.9	2.2	3.9	4.3
67	Health / Fitness / Medicine	2.8	4.1	2.5	2.7	2.1
74	Home / Garden / Real Estate	2.2	0.8	2.3	2.7	3.1
75	Food	2.1	1.9	2.0	2.7	1.9
73	Ordinary People	1.8	2.5	2.3	1.4	1.2
Advertising Topics						
142	General Classifieds	81.4	71.8	85.5	87.3	81.8

**Table 15: Upcoming Content Promotion
(Seven Day Average)**

1		Newspaper / Circulation Category				
		All	10-50K	50-100K	100-300K	300K+
124	Total promotions analyzed	44.5	33.8	36.5	47.7	58.1
125	Average number of promotions per day	6.4	4.8	5.2	6.8	8.3
126	Total area of promotions (square inch)	705.8	473.7	518.5	745.0	1040.5
127	Average area of promotion (square inch)	16.1	15.5	14.3	16.4	17.9
Content						
138	Specific story / Series	33.8	34.8	42.3	32.0	26.9
139	Section / Topic	17.8	15.1	13.8	17.5	23.9
140	Index / Multiple topics	3.0	1.5	4.6	3.5	2.5
141	Advertising	38.2	39.1	31.4	39.1	42.8
143	Contact Information	6.7	8.6	7.9	6.9	3.8
Presentation						
133	Above fold	38.4	35.9	40.5	44.7	34.2
134	In color	21.2	24.7	30.3	17.5	13.0
135	With graphics	38.8	43.1	34.6	35.6	40.9
136	With photos	21.5	19.1	27.2	17.1	21.8
103	With Spanish Language	1.3	1.9	0.7	2.0	0.7
58	First or second person	51.6	51.2	44.4	53.1	57.1
137	With a pay-off	36.2	33.1	32.3	35.2	43.0
Demographic Focus						
97	African-American	0.2	0.1	0.2	0.4	0.2
98	Hispanic or Latino Origin	0.5	0.6	0.3	0.8	0.4
99	Asian and Pacific Islander	0.1	0.0	0.0	0.0	0.3
100	Women	1.4	1.4	1.8	0.9	1.4
101	Youth / Young Adults	4.1	5.2	5.4	3.1	2.7
Top 10 Editorial Topics						
64	Entertainment	15.7	11.6	13.2	20.5	17.8
63	Sports	14.0	15.8	9.6	12.9	17.0
62	Business	7.9	10.1	4.2	8.7	8.6
59	Politics / Government	7.8	9.4	11.4	3.8	6.2
74	Home / Garden / Real Estate	7.5	4.3	8.7	7.3	9.2
75	Food	5.5	7.1	3.3	6.9	5.1
68	Education	4.6	5.5	8.0	3.5	1.7
67	Health / Fitness / Medicine	3.8	3.8	5.4	4.6	1.6
70	Leisure Travel	2.8	1.3	1.0	2.1	6.1
69	Automotive	2.5	0.9	2.7	2.3	3.7
Advertising Topics						
142	General Classifieds	91.1	93.1	92.5	90.4	88.6

**Table 16: General Brand Promotion
(Seven Day Average)**

1		Newspaper / Circulation Category				
		All	10-50K	50-100K	100-300K	300K+
124	Total promotions analyzed	84.6	65.0	85.0	93.0	94.9
125	Average number of promotions per day	12.1	9.3	12.1	13.3	13.6
126	Total area of promotions (square inch)	1733.5	1208.1	1473.5	2120.3	2130.6
127	Average area of promotion (square inch)	20.5	19.2	17.6	23.3	22.2
Content						
144	Name only	6.3	7.0	6.1	5.1	6.7
145	Name plus	9.6	12.1	7.8	11.6	7.7
146	Contact information	61.2	65.8	64.8	57.3	57.0
147	Program / Sponsor	22.9	15.2	21.3	26.0	28.6
Presentation						
133	Above fold	46.2	45.3	56.5	47.0	37.5
134	In color	17.1	22.8	21.5	13.6	10.7
135	With graphics	39.3	35.5	36.3	43.8	41.9
136	With photos	13.6	10.6	8.6	17.6	17.5
103	With Spanish Language	1.6	1.5	1.6	2.6	0.8
58	First or second person	39.6	34.2	33.4	44.3	46.2
137	With a pay-off	24.4	19.4	19.6	28.5	30.0
Demographic Focus						
97	African-American	0.0	0.0	0.0	0.0	0.1
98	Hispanic or Latino Origin	0.5	0.2	0.4	0.9	0.7
99	Asian and Pacific Islander	0.1	0.0	0.0	0.3	0.3
100	Women	0.7	0.3	0.5	0.5	1.5
101	Youth / Young Adults	4.5	2.6	4.0	5.5	6.0

**Table 17: Affiliated Media Promotion
(Seven Day Average)**

1		Newspaper / Circulation Category				
		All	10-50K	50-100K	100-300K	300K+
124	Total promotions analyzed	59.3	26.1	64.8	75.6	71.4
125	Average number of promotions per day	8.5	3.7	9.3	10.8	10.2
126	Total area of promotions (square inch)	759.3	213.0	618.7	1260.5	987.3
127	Average area of promotion (square inch)	12.4	8.2	9.4	17.4	14.9
Content						
148	Web site	88.6	90.0	91.5	86.7	86.1
149	Television station	2.9	2.4	2.3	2.2	4.5
150	Radio station	1.0	1.5	0.3	1.3	0.9
151	Other media	7.5	6.0	5.9	9.9	8.5
Presentation						
133	Above fold	55.7	54.3	60.9	58.6	50.4
134	In color	19.8	22.1	20.6	23.2	14.5
135	With graphics	38.9	30.5	39.5	41.2	44.0
136	With photos	8.6	4.3	7.9	12.9	9.7
103	With Spanish Language	0.4	0.1	0.8	0.2	0.7
58	First or second person	41.9	29.7	32.2	54.2	51.9
137	With a pay-off	29.3	17.5	24.6	32.6	41.2
Demographic Focus						
97	African-American	0.0	0.0	0.1	0.0	0.0
98	Hispanic or Latino Origin	0.2	0.1	0.2	0.1	0.5
99	Asian and Pacific Islander	0.0	0.0	0.0	0.0	0.0
100	Women	0.3	0.5	0.1	0.3	0.3
101	Youth / Young Adults	1.8	0.8	1.7	1.8	2.6

**Table 29: Page 1 In-Paper Promotion
(Seven Day Average)**

1		Newspaper / Circulation Category				
		All	10-50K	50-100K	100-300K	300K+
124	Total promotions analyzed	69.2	69.5	65.7	67.4	73.3
125	Average number of promotions per day	9.9	9.9	9.4	9.6	10.5
126	Total area of promotions (square inch)	368.5	311.5	405.2	381.9	376.1
127	Average area of promotion (square inch)	5.8	4.9	6.8	5.7	5.8
Type of Promotions						
129	Same day in-paper content	71.2	68.1	67.7	69.9	77.9
130	Upcoming in-paper content	2.7	4.9	3.4	2.1	0.6
131	General brand	15.5	18.3	16.0	15.2	12.8
132	Affiliated media	10.6	8.7	12.9	12.8	8.7
Presentation						
133	Above fold	51.7	49.6	61.3	55.3	42.7
134	In color	52.0	56.8	62.9	51.8	38.6
135	With graphics	17.7	22.3	20.0	19.0	10.8
136	With photos	19.0	21.4	19.3	17.8	17.4
103	With Spanish Language	0.6	0.2	0.7	0.8	0.6
58	First or second person	5.1	5.9	4.8	6.2	3.9
137	With a pay-off	4.0	3.4	4.9	4.6	3.3
Demographic Focus of Promotions						
97	African-American	0.4	0.2	0.5	0.1	0.6
98	Hispanic or Latino Origin	0.6	0.4	0.8	0.7	0.7
99	Asian and Pacific Islander	0.2	0.1	0.1	0.2	0.4
100	Women	1.2	1.0	1.2	1.0	1.4
101	Youth / Young Adults	3.0	4.3	2.9	2.2	2.6