

<b>MARKET (indicate one): PITTSBURGH, PA CBSA</b>			
<b>Basic Demography</b>			
Total Adult Population	2,392,480	Median Age	42
Number of Households	994,864	Median Household Income	\$43,325
Data Used (pick one): DMA <input type="checkbox"/> CBSA <input checked="" type="checkbox"/> NDM <input type="checkbox"/>			
<b>Source Information</b>			
Source(s) with Date(s)	2006 U.S. Census Estimates - IMark, Version 4.2.2		

<b>COVERAGE</b>		
<b>ABC Audit Info<sup>1</sup></b>	<b>Sunday</b>	<b>Daily</b>
<b>Total Average Paid Circulation</b>	Information Available Upon Request. <a href="http://www.tribtotalmedia.com/advantages.php">www.tribtotalmedia.com/advantages.php</a>	
Core Newspaper (Total)		
Home Delivery and Mail (Total)		
Single Copy Sales (Total)		
Affiliated Publications (Total)		
<b>Coverage Maps</b> (insert URL for detailed map and zoning information, including delivery areas)	www.tribtotalmedia.com "Market Areas"	
<b>Audit Date (Month &amp; Year)</b>		

**Audience Demographics**

Source: Scarborough  
If Other, state source:

Source Date: Pgh, PA Release 1 (Total Mar '05 - Feb '06)

<b>AUDIENCE COMPOSITION</b>						
<i>Data based on CUME Readership</i>	<b>Sunday</b>			<b>Daily</b>		
	<b>Total Audience</b>	<b>Composition</b>	<b>Index</b> (U.S. avg. = 100)	<b>Total Audience</b>	<b>Composition</b>	<b>Index</b> (U.S. avg. = 100)
<b>Total Adult Readers</b>	475,143	100.00%	100	402,235	100.00%	100
Men	248,239	52.20%	111	242,039	60.20%	128
Women	226,904	47.80%	90	160,196	39.80%	75
<b>Age</b>						
18 to 34	110,910	23.30%	93	73,819	18.40%	73
35 to 54	179,417	37.80%	100	171,460	42.60%	113
55+	184,816	38.90%	105	156,956	39.00%	105
Median	50			51		

<sup>1</sup> The information and statistics contained in this document are intended to provide a general overview of our products, their market and their readers. While the data is correct overall, a sales representative should be contacted for further details and/or clarification.

Data based on CUME Readership	Sunday			Daily		
	Total Audience	Composition	Index (U.S. avg. = 100)	Total Audience	Composition	Index (U.S. avg. = 100)
<b>Education</b>						
Any College	119,517	25.20%	99	119,216	29.60%	116
College Graduate	77,754	16.40%	115	66,530	16.50%	116
Post-graduate Degree	33,045	7.00%	93	32,598	8.10%	108
<b>Occupation/Job Title</b>						
Employed Full-Time	207,900	43.80%	102	201,287	50.00%	116
Management, Business & Financial Operations	35,404	7.50%	106	33,459	8.30%	118
Professional & Related	53,404	11.20%	90	55,841	13.90%	111
<b>Business Decision Maker</b>	81,014	17.10%	114	66,226	16.50%	110
<b>Household Income</b>						
< \$35k	144,179	30.30%	93	114,090	28.40%	87
\$35k – \$75k	203,423	42.80%	105	178,502	44.40%	109
> \$75k	127,541	26.80%	102	109,643	27.30%	103
Median	\$48,866			\$49,988		
<b>Home Ownership and Principal Home Values</b>						
Home Owners	389,170	81.90%	108	325,174	80.80%	106
Value: \$100k – \$249k	191,637	40.30%	111	169,038	42.00%	115
Value: \$250k – \$499k	42,440	8.90%	116	40,202	10.00%	130
Value: > \$500k	8,083	1.70%	101	5,930	1.50%	88
Median Home Value	\$124,269			\$132,089		
Own 2+ Properties	42,404	8.9%	120	33,778	8.4%	113
<b>Marital Status</b>						
Married	304,275	64.00%	112	263,128	65.40%	114
Not Married	98,148	20.70%	85	78,072	19.40%	80

**Online Products:**

www.pittsburghlive.com  
www.pghtrib.com  
www.tribune-review.com  
www.steelerslive.com  
www.steelersliveextra.com

www.valleynewsdispatch.com  
www.valleyindependent.com  
www.dailycourier.com  
www.blairsvilledispatch.com  
www.leadertimes.com

www.tribrealestate.com  
www.autolive.com  
www.pajobmatch.com  
www.skiengine.com

www.fanfarethemagazine.com  
www.gatewaynewspapers.com  
www.pittsburghpennysaver.com

www.yourcranberry.com  
www.yourfoxchapel.com  
www.yourmoontwp.com  
www.yourmurrysville.com  
www.yournorthhills.com  
www.yournorwin.com  
www.youroakmont.com  
www.yourpennhills.com  
www.yourpenntrafford.com  
www.yourplum.com  
www.yoursewickley.com  
www.yoursouthhills.com

### Pricing: Open Rates of Most Commonly Used Units

Publication Page Size (standard):	Width:	6 Columns
	Height:	21 Inches

RETAIL: Tribune-Review						
	Columns	Inches	Black & White Rates		Color Rates	
			Sunday	Daily	Sunday	Daily
<b>Full Page<sup>2</sup></b>	6	<b>21.00</b>	\$	\$	\$	\$
<b>Half Page Horizontal</b>	6	<b>10.50</b>	<div style="border: 1px solid black; padding: 10px; margin: 0 auto; width: 80%;"> <p><b>Information Available Upon Request:</b>  <a href="http://www.tribtotalmedia.com/advantages.php">www.tribtotalmedia.com/advantages.php</a></p> </div>			
<b>Half Page Vertical</b>	3	<b>21.00</b>				
<b>Quarter Page</b>	3	<b>10.50</b>				
<b>Full-Page Double Truck</b>	13	<b>21.00</b>				
<b>Horizontal Strip Ad</b>	6	<b>3.00</b>				
<b>Premium Position One</b>						
Describe Position:						
<b>Premium Position Two</b>			\$	\$	\$	\$
Describe Position:						

RETAIL: Pittsburgh Tribune-Review						
	Columns	Inches	Black & White Rates		Color Rates	
			Sunday	Daily	Sunday	Daily
<b>Full Page</b>	6	<b>21.00</b>	\$	\$	\$	\$
<b>Half Page Horizontal</b>	6	<b>10.50</b>	<div style="border: 1px solid black; padding: 10px; margin: 0 auto; width: 80%;"> <p><b>Information Available Upon Request:</b>  <a href="http://www.tribtotalmedia.com/advantages.php">www.tribtotalmedia.com/advantages.php</a></p> </div>			
<b>Half Page Vertical</b>	3	<b>21.00</b>				
<b>Quarter Page</b>	3	<b>10.50</b>				
<b>Full-Page Double Truck</b>	13	<b>21.00</b>				
<b>Horizontal Strip Ad</b>	6	<b>3.00</b>				
<b>Premium Position One</b>						
Describe Position:						
<b>Premium Position Two</b>			\$	\$	\$	\$
Describe Position:						

**Additional Rate Information (insert URLs):**

<sup>2</sup> The information and statistics contained in this document are intended to provide a general overview of our products, their market and their readers. These rates only represent an overview of rates and ad units this newspaper accepts. Please contact a sales representative (or refer to the Media Kit) for a complete listing of all category rates, ad units and other specifications. While the data is correct overall, a sales representative should be contacted for further details and/or clarification.

## Products

DAILY AND WEEKLY SECTIONS AT-A-GLANCE	
<b>Sunday</b>	
<b>Full-run Sections (TR)</b>	Main News - Sports - Local - Business - Entertainment - Classified - - - <b>Additional Weekly Sections:</b> Focus - Food - Travel - Real Estate - USA Weekend
<b>Full-run Sections (PTR)</b>	Main News - Local - Sports - Entertainment - Classified - Business - - - <b>Additional Weekly Sections:</b> Focus - Food - Travel - Real Estate - USA Weekend
<b>Monday</b>	
<b>Full-run Sections (TR)</b>	Main News - Local - Sports - Entertainment - Classified - Business <b>Additional Weekly Sections:</b>
<b>Full-run Sections (PTR)</b>	Main News - Local - Sports - Business - Entertainment - Classified <b>Additional Weekly Sections:</b>
<b>Tuesday</b>	
<b>Full-run Sections (TR)</b>	Main News - Local - Sports - Entertainment - Classified - Business <b>Additional Weekly Sections:</b> Kid Scoop
<b>Full-run Sections (PTR)</b>	Main News - Local - Sports - Business - Entertainment - Classified <b>Additional Weekly Sections:</b> Kid Scoop
<b>Wednesday</b>	
<b>Full-run Sections (TR)</b>	Main News - Local - Sports - Entertainment - Classified - Business <b>Additional Weekly Sections:</b> Food
<b>Full-run Sections (PTR)</b>	Main News - Local - Sports - Business - Entertainment - Classified <b>Additional Weekly Sections:</b> Food
<b>Thursday</b>	
<b>Full-run Sections (TR)</b>	Main News - Local - Sports - Entertainment - Classified - Business <b>Additional Weekly Sections:</b> Ticket
<b>Full-run Sections (PTR)</b>	Main News - Local - Sports - Business - Entertainment - Classified <b>Additional Weekly Sections:</b> Ticket
<b>Friday</b>	
<b>Full-run Sections (TR)</b>	Main News - Local - Sports - Entertainment - Classified - Business <b>Additional Weekly Sections:</b>
<b>Full-run Sections (PTR)</b>	Main News - Local - Sports - Business - Entertainment - Classified <b>Additional Weekly Sections:</b>
<b>Saturday</b>	
<b>Full-run Sections (TR)</b>	Main News - Local - Sports - Entertainment - Classified - Business <b>Additional Weekly Sections:</b>
<b>Full-run Sections (PTR)</b>	Main News - Local - Sports - Business - Entertainment - Classified <b>Additional Weekly Sections:</b>

**Additional Properties with Integrated Sales:**

**PREPRINTS AND RELATED PRODUCTS****General - Tribune-Review & Pittsburgh Tribune-Review**TMC Available? Yes  No  If so, Day(s) of Week: \_\_\_\_\_ Zoning Available? Yes  No **Freestanding Inserts**Days of Week Available: Monday - Sunday Zip-level Zoning? Yes  No  Zip+4 Zoning? Yes  No Rates and Other Details (insert URL) Custom Pricing, [www.tribtotalmedia.com/advantages.php](http://www.tribtotalmedia.com/advantages.php)**Catalog and Product Sample Distribution**Days of Week Available: Monday - Saturday Zip-level Zoning? Yes  No  Zip+4 Zoning? Yes  No Rates and Other Details (insert URL) Custom Pricing, [www.tribtotalmedia.com/advantages.php](http://www.tribtotalmedia.com/advantages.php)**Printed Home Delivery Bags**Days of Week Available: Monday - Saturday Zip-level Zoning? Yes  No  Zip+4 Zoning? Yes  No Rates and Other Details (insert URL) Custom Pricing, [www.tribtotalmedia.com/advantages.php](http://www.tribtotalmedia.com/advantages.php)**DIGITAL PRODUCTS**

<b>Online Products (insert URLs)</b>	See bottom of page 2
<b>Unique Visitors per Month</b>	1.2 Million <b>Source:</b> Internal, Insight XE
<b>Page Views per Month</b>	14.5 Million <b>Source:</b> Internal, Insight XE
<b>Digital Rate Card (insert URL)</b>	<a href="http://mediakit.pittsburghlive.com">http://mediakit.pittsburghlive.com</a>
<b>Net Reach (print &amp; online)</b>	812,500 <b>Source:</b> The Media Audit, PIT 406AI (Oct - Nov 2006)
<b>Print-online Duplication</b>	25%
<b>Online Targeting Capabilities</b>	No <input type="checkbox"/> Yes <input checked="" type="checkbox"/> If yes, please describe: Community specific "Your" sites; see page 1 for list

**Production****PRODUCTION GUIDELINES**Info on production specifications, acceptable electronic file formats and column-inch conversions (insert URLs) [www.tribtotalmedia.com/advantages.php](http://www.tribtotalmedia.com/advantages.php)**Additional Info**Reserving an Ad (insert URL) [www.tribtotalmedia.com/advantages.php](http://www.tribtotalmedia.com/advantages.php)Closing Times (insert URL) [www.tribtotalmedia.com/advantages.php](http://www.tribtotalmedia.com/advantages.php)**Contracts/Credits****Contract Information – Statement of commissions, terms of payments and rate policies (insert URLs):**  
[www.tribtotalmedia.com/advantages.php](http://www.tribtotalmedia.com/advantages.php)**Credit Application – Guidelines and application (insert URLs):**  
[www.tribtotalmedia.com/advantages.php](http://www.tribtotalmedia.com/advantages.php)**Advertising Contacts – List of locations, contacts and contact information (insert URL):**  
[www.tribtotalmedia.com/advantages.php](http://www.tribtotalmedia.com/advantages.php)