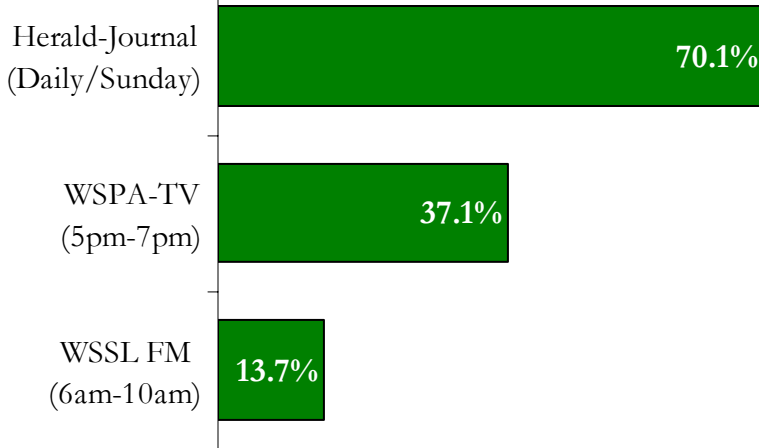


The Herald-Journal Reaches Furniture Buyers:

In the past 12 months, 118,747 adults in the tri-county area have shopped for furniture for their household at least once. The Herald-Journal reaches 33% more of these shoppers in an average week than any other media.



Did You Know?

Consumers who spent \$500 or more on low-ticket furniture items in the past 12 months are more likely to be heavy newspaper readers (index 143) than heavy prime time television watchers (index 83) or heavy radio listeners (index 99). In addition, consumers in all price ranges are more likely to read a newspaper home/furnishing section than a home service magazine.



- 76,928 adults purchased at least one item from a furniture or mattress store in the last 12 months. 61,090 of those adults were Herald-Journal readers.

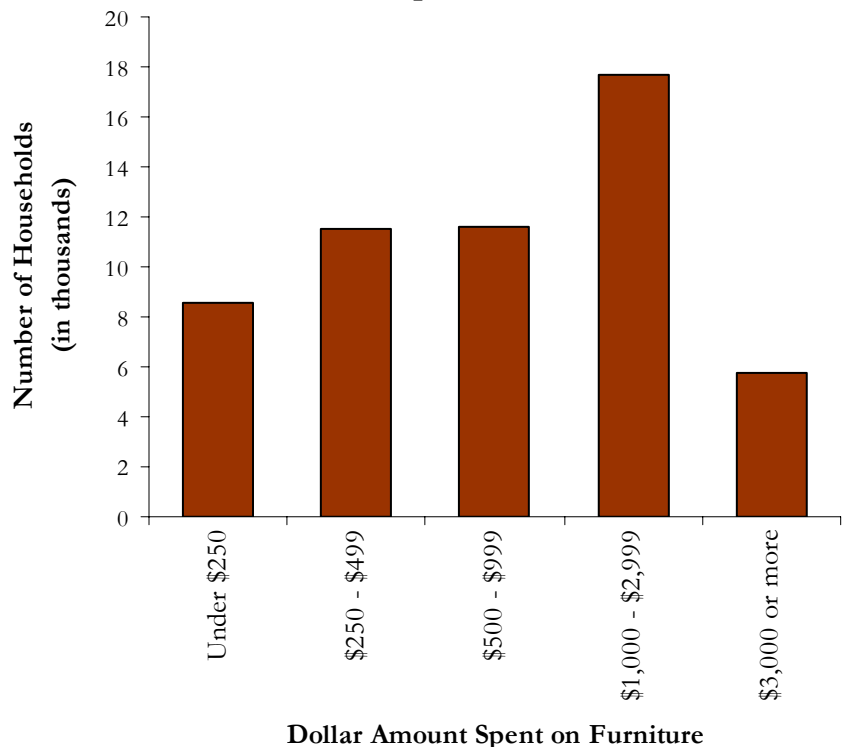
- 27,621 adults already have plans to purchase furniture for their homes in the next year.



Newspaper readership is strong among buyers of "big-ticket" furniture items.

Top Big-Ticket Items Purchased in the Last 12 Months	Newspaper Readership
Mattress	70%
Sofa/Sectional	69%
Bed Frame/Headboard	70%
Other Bedroom Furniture	67%
Recliner	71%
Kitchen Furniture	65%
Dining Room Furniture	65%
Home Office Furniture	68%

Nearly 77,000 adults in the tri-county area purchased furniture in the past 12 months. Of these buyers, more than 23,000 adults spent \$1,000 or more.



* Sources: Scarborough Research 2007, Mediamark Research 2005.