

Herald-Journal

Did You Know?

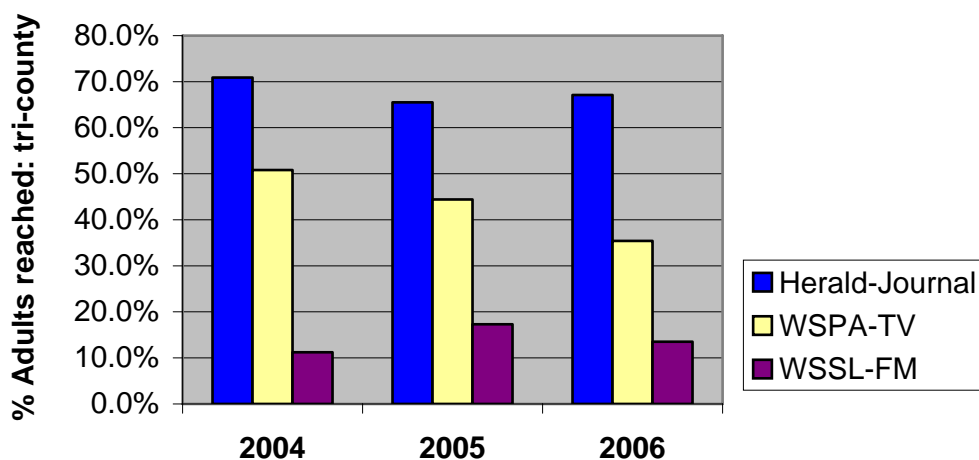
The Herald-Journal reaches **over 67%** of the adults in Spartanburg, Union and Cherokee counties! No other media can offer such a wide reach from a single product. The newspaper is sought out by its readers—invited into the home by paying subscribers or single copy buyers and used as a trustworthy source for news and shopping information.



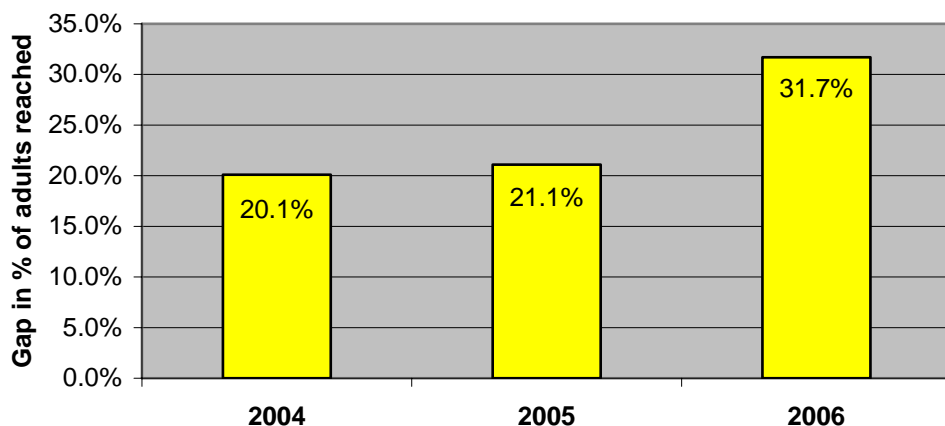
Over the past three years, the Herald-Journal has consistently reached more than 65% of adults in the tri-county area. When compared to the best television and radio stations in the Spartanburg, Union and Cherokee county market, the Herald-Journal remains at the top of the list.

The newspaper still reaches a majority of the population - no other media even comes close!

The Herald-Journal is increasingly outperforming other local media.



Herald-Journal vs. WSPA-TV: How many more people do we reach?



Each year, the Herald-Journal is reaching an increasingly larger percentage of tri-county adults than WSPA-TV.

In 2004, the Herald-Journal reached 20.1% more adults, and in 2006 that margin had grown to 31.7%. As fragmentation continues, there are more and more television and radio channels for consumers to choose from. There is only one trusted daily local newspaper - the Herald-Journal.

* Source: Scarborough Research 2006