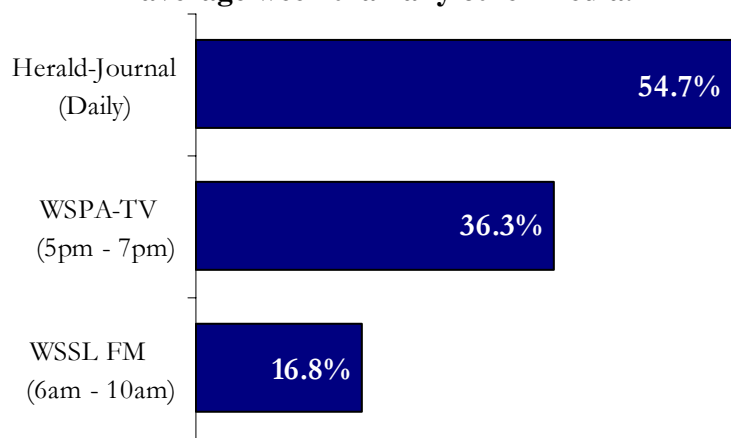


The Herald-Journal Reaches Jewelry Buyers:

In the past 12 months, 69,696 adults in the tri-county area have shopped a jewelry store at least once. The Herald-Journal reaches 18.4% more of these shoppers in an average week than any other media.

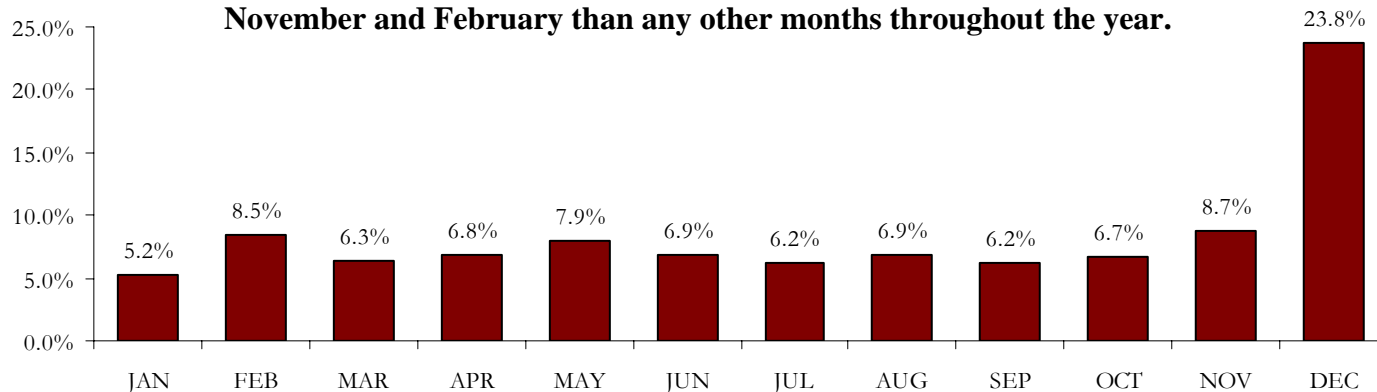


Did You Know?

Adults who spent \$1,000 or more on jewelry in the last 12 months are more likely to be heavy newspaper readers (index 116) than adults in general (index 100). These big spenders are less likely to be heavy primetime television viewers (index 85), or heavy radio listeners (index 102).



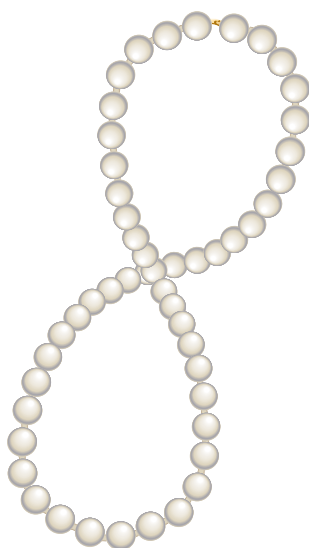
Jewelry purchases are steady all year long. Purchases are highest in December, November and February than any other months throughout the year.



Jewelry Purchases by Month

Nationally, newspapers outperform other media in reaching the jewelry shopper:

Type of Jewelry Bought Last 12 Months	Sunday Newspaper Readers	Primetime Television Viewers	Referred to Yellow Pages Today or Yesterday
Any Fine Diamond Jewelry Bought Last 12 Mo.	61%	44%	28%
Any Fine Gold Jewelry Bought Last 12 Mo.	60%	45%	27%
Any Fine Platinum Jewelry Bought Last 12 Mo.	62%	42%	30%
Any Fine Sterling Jewelry Bought Last 12 Mo.	61%	43%	27%
Any Fine Other Jewelry Bought Last 12 Mo.	58%	43%	29%



* Sources: Scarborough Research 2007, Mediamark Research 2005, Monthly Retail and Food Service Sales 2006.