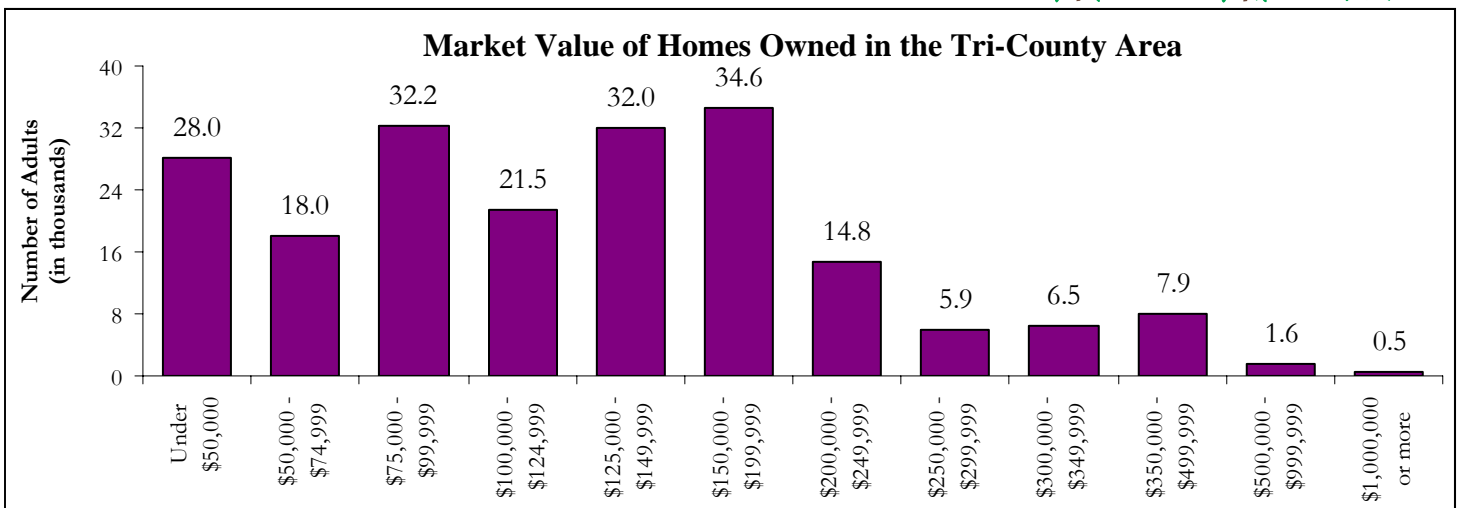
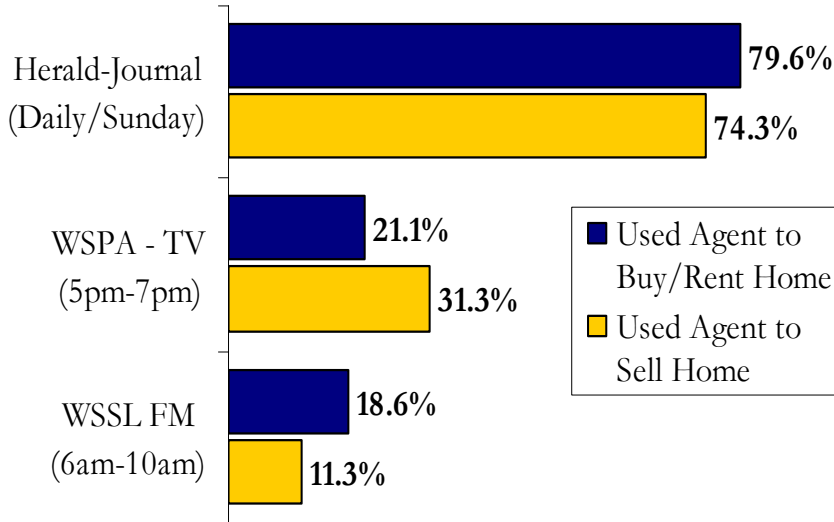


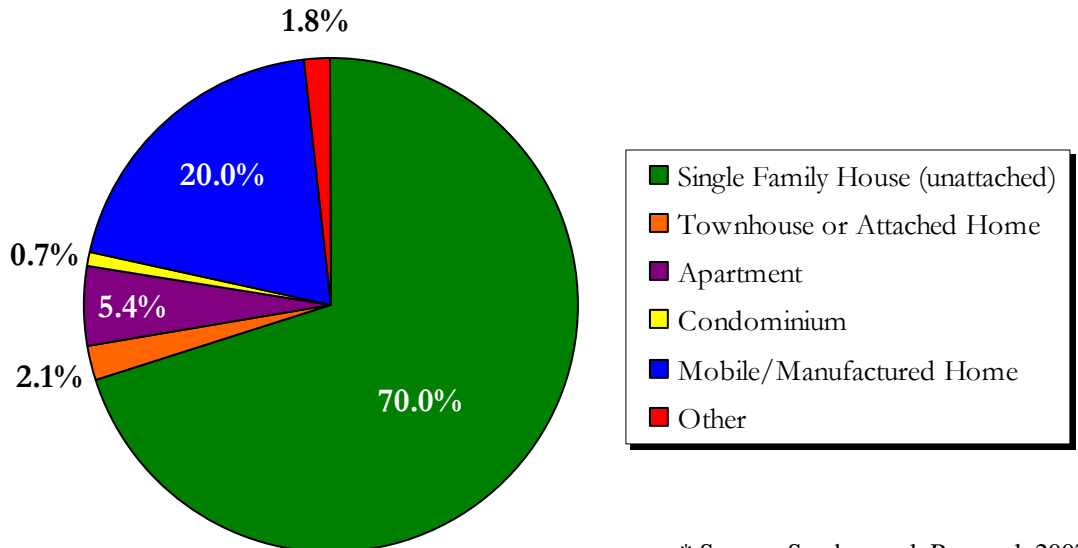
The Herald-Journal Reaches Real Estate Buyers:

In the past 12 months, 7,644 adults in the tri-county area have used a real estate agent to buy or rent a home. During the same time period, 6,548 tri-county adults have used a real estate agent to sell a home. The Herald-Journal reaches more of these adults in both categories than any other media!

- 76.1% of tri-county adults own their own homes.
- 20,597 tri-county adults have investments in second homes or real estate property.
- 29,282 adults in the tri-county area have lived in their present home for two years or less.



The majority of adults in the tri-county area (70%) live in a standalone, single family home. Another 20% of tri-county adults live in a mobile or manufactured home.



* Source: Scarborough Research 2007