

# NEWSPAPER PERFORMANCE REPORT

## CIRCULATION, PENETRATION, REACH AND FREQUENCY ANALYZER

Newspaper(s): **WINSTON-SALEM JOURNAL (Monday-Saturday Morning)**

Market: **Greensboro-High Point, NC; Winston-Salem, NC**

CMSA Population (Adults 18+)	CMSA Households	Total Avg. Print Circulation	Market Penetration	% of Market Not Reached
1,075,786	561,600	48,220	9%	91%

Readers per Copy	Average Daily Readers
2.2	106,084

### TRENDING DATA

YEAR	CMSA HOUSEHOLDS		TOTAL AVG. PRINT CIRCULATION		ADVERTISING COST	
	NUMBER	% CHANGE	NUMBER	% CHANGE	SAU RATE	% CHANGE
2009-F/W <small>Base</small>	487,000	0.0%	75,290	0.0%	\$ 106.00	0.0%
2009-S/S	482,200	-1.0%	68,005	-9.7%	\$ 106.00	0.0%
2010-F/W	482,200	-1.0%	64,341	-14.5%	\$ 109.00	2.8%
2010-S/S	490,700	0.8%	62,730	-16.7%	\$ 109.00	2.8%
2011-F/W	490,700	0.8%	59,904	-20.4%	\$ 109.00	2.8%
2011-S/S	491,900	1.0%	56,966	-24.3%	\$ 109.00	2.8%
2012-F/W	491,900	1.0%	56,359	-25.1%	\$ 109.00	2.8%
2012-S/S	557,700	14.5%	52,432	-30.4%	\$ 109.00	2.8%
2013-F/W	557,700	14.5%	51,835	-31.2%	\$ 109.00	2.8%
2013-S/S	561,600	15.3%	49,473	-34.3%	\$ 109.00	2.8%
2014-F/W	561,600	15.3%	48,220	-36.0%	\$ 109.00	2.8%

**AVERAGE DAILY ONLINE CIRCULATION:** Digital Replica: Monday-Friday @ 163; Saturday @ 166  
**AVERAGE DAILY PRINT CIRCULATION:** Monday-Friday @ 48,089; Saturday @ 48,872  
**AVERAGE DAILY PRINT/ONLINE CIRCULATION:** **48,383** (Monday-Friday @ 48,252; Saturday @ 49,038)

### PRINT NEWSPAPER REACH

	1st Day	2nd Day*	3rd Day*	4th Day*	5th Day*
Number of Persons Reached by Print:	106,084	121,997	130,483	134,727	138,970
Newspaper's Reach Rating (% of Population)	9.9	11.3	12.1	12.5	12.9
Frequency	1	1.7	2.4	3.1	3.9

\* Assumes same ad is placed over multiple days

### PRINT REACH & DELIVERY

Ad Size	Noting Factor	% of Population Reached: Persons Reached: GRPs					
Full Page Ad	42%	Reach (#)	44,555	51,239	54,803	56,585	58,367
		Reach (%)	4.1%	4.8%	5.1%	5.3%	5.4%
		GRPs	4.1	8.1	12.2	16.3	21.2
3/4 Page Ad	38%	Reach (#)	40,312	46,359	49,584	51,196	52,809
		Reach	3.7%	4.3%	4.6%	4.8%	4.9%
		GRPs	3.7	7.3	11.1	14.8	19.1
1/2 Page Ad	34%	Reach (#)	36,069	41,479	44,364	45,807	47,250
		Reach (%)	3.4%	3.9%	4.1%	4.3%	4.4%
		GRPs	3.4	6.6	9.9	13.2	17.1
1/4 Page Ad	28%	Reach (#)	29,704	34,159	36,535	37,723	38,912
		Reach	2.8%	3.2%	3.4%	3.5%	3.6%
		GRPs	2.8	5.4	8.2	10.9	14.1
1/8 Page Ad	23%	Reach (#)	24,399	28,059	30,011	30,987	31,963
		Reach	2.3%	2.6%	2.8%	2.9%	3.0%
		GRPs	2.3	4.4	6.7	8.9	11.6

**SOURCES:** Circulation: Alliance for Audited Media (formerly Audit Bureau of Circulations) Snapshot (3/31/09-3/31/14); Rates: SRDS National Standard Advertising Unit Rate or Modular Rate Households and Population: Nielsen Claritas 2013

Noting Factors: Starch Newspaper Ad Readership Studies; F/W=Audit period ending 3/31; S/S=Audit period ending 9/30

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### PRINT REACH & DELIVERY

Section	Read Regularly	% of Population Reached: Persons Reached: GRPs					
<b>Section 1</b>	36%	Reach (#)	38,190	43,919	46,974	48,502	50,029
		Reach (%)	3.5%	4.1%	4.4%	4.5%	4.7%
		GRPs	3.5	6.9	10.5	14.0	18.1
<b>Sports</b>	19%	Reach (#)	20,156	23,179	24,792	25,598	26,404
		Reach (%)	1.9%	2.2%	2.3%	2.4%	2.5%
		GRPs	1.9	3.7	5.5	7.4	9.6
<b>Business</b>	19%	Reach (#)	20,156	23,179	24,792	25,598	26,404
		Reach (%)	1.9%	2.2%	2.3%	2.4%	2.5%
		GRPs	1.9	3.7	5.5	7.4	9.6
<b>Automotive Classified</b>	5%	Reach (#)	5,304	6,100	6,524	6,736	6,949
		Reach (%)	0.5%	0.6%	0.6%	0.6%	0.6%
		GRPs	0.5	1.0	1.5	1.9	2.5
<b>Employment/ Classified</b>	5%	Reach (#)	5,304	6,100	6,524	6,736	6,949
		Reach (%)	0.5%	0.6%	0.6%	0.6%	0.6%
		GRPs	0.5	1.0	1.5	1.9	2.5

**SOURCES:** Circulation: Alliance for Audited Media (formerly Audit Bureau of Circulations) Snapshot (3/31/09-3/31/14); Rates: SRDS National Standard Advertising Unit Rate or Modular Rate Households and Population: Nielsen Claritas 2013

Sectional Readership: The Media Audit Regular Readers (1/12-3/13); F/W=Audit period ending 3/31; S/S=Audit period ending 9/30

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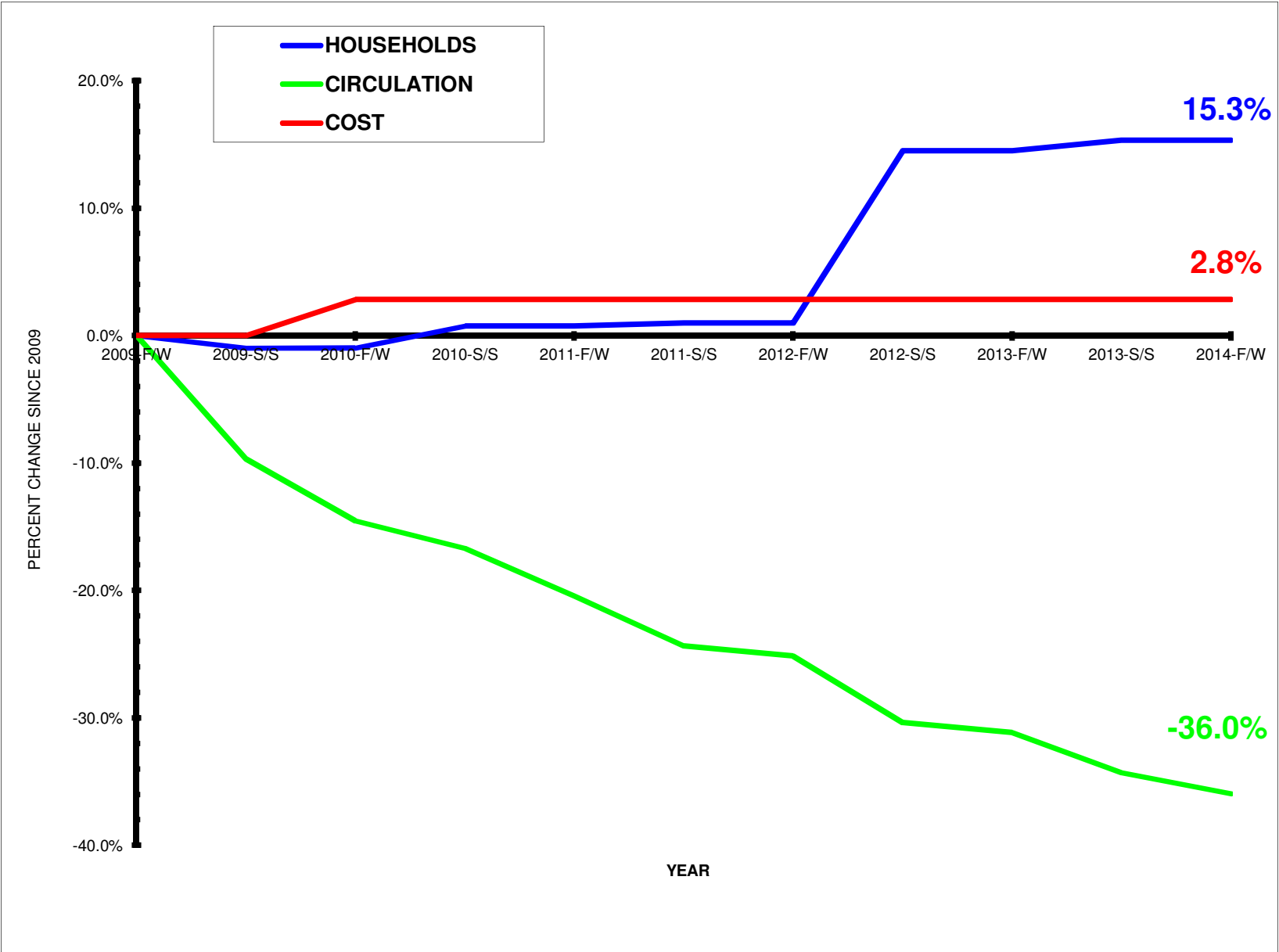
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**NEWSPAPER PERFORMANCE TREND REPORT**

**WINSTON-SALEM JOURNAL (Monday-Saturday Morning)**



# NEWSPAPER PERFORMANCE REPORT

## CIRCULATION, PENETRATION, REACH AND FREQUENCY ANALYZER

Newspaper(s): **WINSTON-SALEM JOURNAL (Sunday)**

Market: **Greensboro-High Point, NC; Winston-Salem, NC**

CMSA Population (Adults 18+)	CMSA Households	Total Avg. Print Circulation	Market Penetration	% of Market Not Reached
1,075,786	561,600	62,283	11%	89%

Readers per Copy	Average Daily Readers
2.5	155,708

### TRENDING DATA

YEAR	CMSA HOUSEHOLDS		TOTAL AVG. PRINT CIRCULATION		ADVERTISING COST	
	NUMBER	% CHANGE	NUMBER	% CHANGE	SAU RATE	% CHANGE
2009-F/W <small>Base</small>	487,000	0.0%	87,965	0.0%	\$ 119.00	0.0%
2009-S/S	482,200	-1.0%	83,959	-4.6%	\$ 119.00	0.0%
2010-F/W	482,200	-1.0%	80,892	-8.0%	\$ 119.00	0.0%
2010-S/S	490,700	0.8%	79,529	-9.6%	\$ 119.00	0.0%
2011-F/W	490,700	0.8%	77,377	-12.0%	\$ 119.00	0.0%
2011-S/S	491,900	1.0%	76,732	-12.8%	\$ 119.00	0.0%
2012-F/W	491,900	1.0%	73,773	-16.1%	\$ 119.00	0.0%
2012-S/S	557,700	14.5%	68,244	-22.4%	\$ 119.00	0.0%
2013-F/W	557,700	14.5%	67,285	-23.5%	\$ 119.00	0.0%
2013-S/S	561,600	15.3%	64,557	-26.6%	\$ 119.00	0.0%
2014-F/W	561,600	15.3%	62,283	-29.2%	\$ 119.00	0.0%

**AVERAGE SUNDAY ONLINE CIRCULATION:** Digital Replica: 152  
**AVERAGE SUNDAY PRINT/ONLINE CIRCULATION:** 62,435

### PRINT NEWSPAPER REACH

	1st Week	2nd Week*	3rd Week*	4th Week*	5th Week*
Number of Persons Reached by Newspaper	155,708	179,064	191,520	197,749	203,977
Newspaper's Reach Rating (% of Population)	14.5	16.6	17.8	18.4	19.0
Frequency	1	1.7	2.4	3.1	3.9

\* Assumes same ad is placed over multiple days

### PRINT REACH & DELIVERY

Ad Size	Noting Factor	% of Population Reached; Persons Reached; GRPs					
Full Page Ad	42%	Reach (#)	65,397	75,207	80,438	83,054	85,670
		Reach (%)	6.1%	7.0%	7.5%	7.7%	8.0%
		GRPs	6.1	11.9	17.9	23.9	31.1
3/4 Page Ad	38%	Reach (#)	59,169	68,044	72,778	75,144	77,511
		Reach	5.5%	6.3%	6.8%	7.0%	7.2%
		GRPs	5.5	10.8	16.2	21.7	28.1
1/2 Page Ad	34%	Reach (#)	52,941	60,882	65,117	67,234	69,352
		Reach (%)	4.9%	5.7%	6.1%	6.2%	6.4%
		GRPs	4.9	9.6	14.5	19.4	25.1
1/4 Page Ad	26%	Reach (#)	40,484	46,557	49,795	51,415	53,034
		Reach	3.8%	4.3%	4.6%	4.8%	4.9%
		GRPs	3.8	7.4	11.1	14.8	19.2
1/8 Page Ad	23%	Reach (#)	35,813	41,185	44,050	45,482	46,915
		Reach	3.3%	3.8%	4.1%	4.2%	4.4%
		GRPs	3.3	6.5	9.8	13.1	17.0

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CIRCULATION, PENETRATION, REACH AND FREQUENCY ANALYZER**

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Market: **Greensboro-High Point, NC;  
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<b>2009-S/S</b>	482,200	-1.0%	83,959	-4.6%	\$ 119.00	0.0%
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**PRINT NEWSPAPER REACH**

	<u>1st Week</u>	<u>2nd Week*</u>	<u>3rd Week*</u>	<u>4th Week*</u>	<u>5th Week*</u>
<b>Number of Persons Reached by Newspaper</b>	155,708	179,064	191,520	197,749	203,977
<b>Newspaper's Reach Rating (% of Population)</b>	14.5	16.6	17.8	18.4	19.0
<b>Frequency</b>	1	1.7	2.4	3.1	3.9

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**PRINT REACH & DELIVERY**

<u>Section</u>	<u>Read Regularly</u>	<u>% of Population Reached; Persons Reached; GRPs</u>					
<b>Section 1</b>	<b>37%</b>	Reach (#)	57,612	66,254	70,862	73,167	75,471
<b>Front Page Section</b>		Reach (%)	5.4%	6.2%	6.6%	6.8%	7.0%
		GRPs	5.4	10.5	15.8	21.1	27.4
<b>Sports</b>	<b>19%</b>	Reach (#)	29,584	34,022	36,389	37,572	38,756
		Reach	2.8%	3.2%	3.4%	3.5%	3.6%
		GRPs	2.8	5.4	8.1	10.8	14.0
<b>Business</b>	<b>19%</b>	Reach (#)	29,584	34,022	36,389	37,572	38,756
		Reach (%)	2.8%	3.2%	3.4%	3.5%	3.6%
		GRPs	2.8	5.4	8.1	10.8	14.0
<b>Automotive</b>	<b>5%</b>	Reach (#)	7,785	8,953	9,576	9,887	10,199
<b>Classified Ads</b>		Reach	0.7%	0.8%	0.9%	0.9%	0.9%
		GRPs	0.7	1.4	2.1	2.8	3.7
<b>Sunday Ad</b>	<b>26%</b>	Reach (#)	40,484	46,557	49,795	51,415	53,034
<b>Inserts</b>		Reach	3.8%	4.3%	4.6%	4.8%	4.9%
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