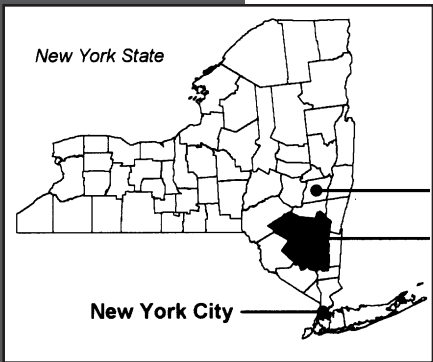
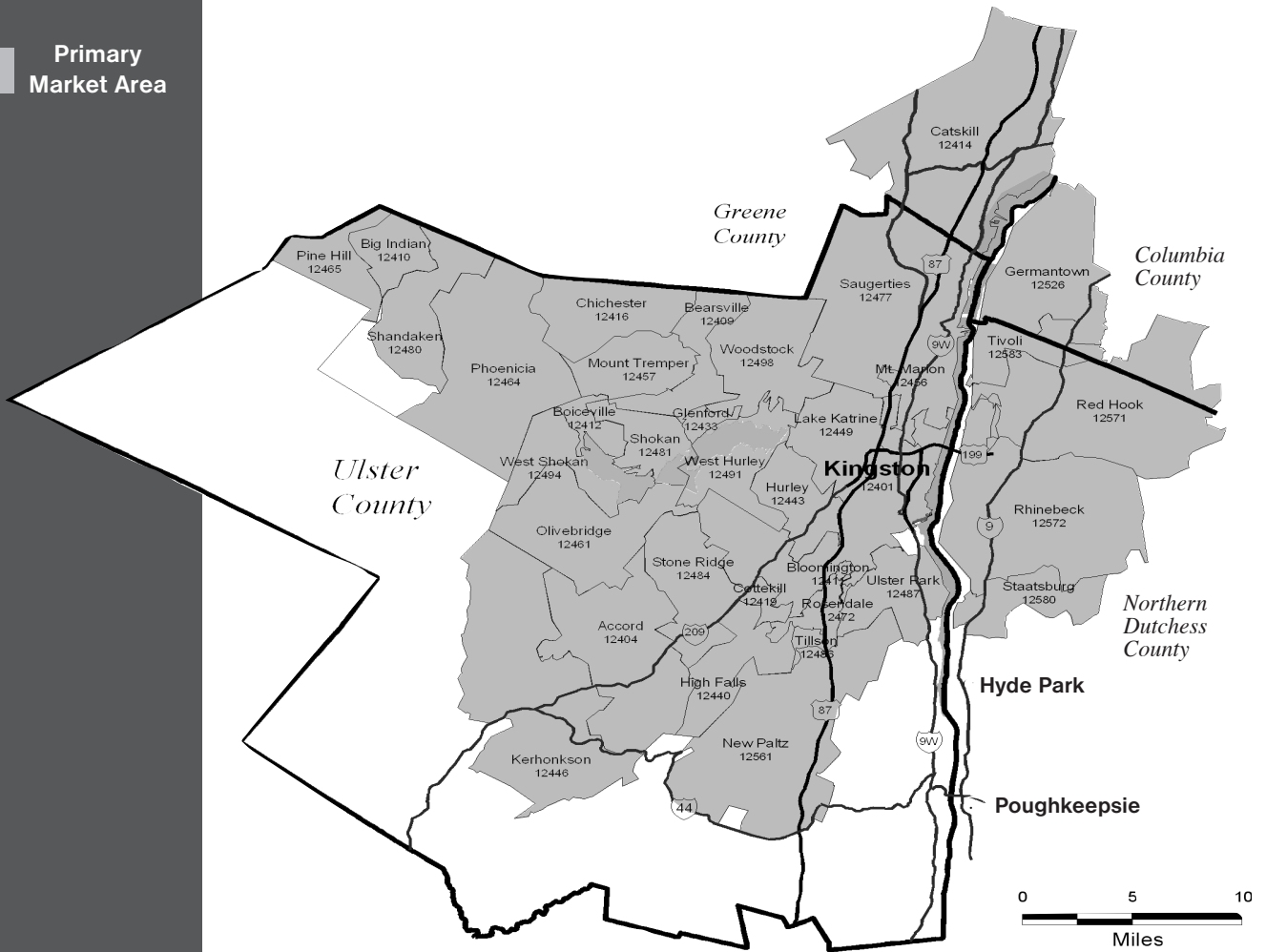


# Market Coverage Area

Primary Market Area



Situated in the heart of New York's Hudson Valley region, Ulster County ranks among the top U.S. suburban markets in retail sales. A steady migration of metro upscale income people to this region contributes to its dynamic retail sales growth.

DailyFreeman.com  
**Daily Freeman**  
**Sunday Freeman**

79 Hurley Ave., Kingston, NY 12401 • (845) 331-5000 • FAX (845) 338-0672

# READERSHIP

Daily: 56,800 • Sunday: 62,100

- ➔ 7 out of 10 read the Daily or Sunday Freeman!
- ➔ More than three times as many readers as any other area newspaper!
- ➔ More than three times as many Sunday readers as any other area newspaper!
- ➔ More than twice the readers of all Ulster County weeklies combined!
- ➔ 81,300 adults read Freeman Classifieds each week!

Source: MORI Research 2005

**Daily Freeman**  
**Sunday Freeman**



Circulation Audited by Audit Bureau of Circulations

79 Hurley Ave., Kingston, NY 12401 • (845) 331-5000 • FAX (845) 338-067  
[www.DailyFreeman.com](http://www.DailyFreeman.com)

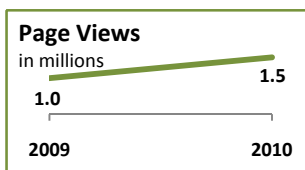
## We reach 294,305 of your customers online and in print every month

### Online Reach

	Monthly
Unique Visitors	181,503
Page Views	1,460,853



We continue to expand our online reach with a 54% YOY increase in unique visitors

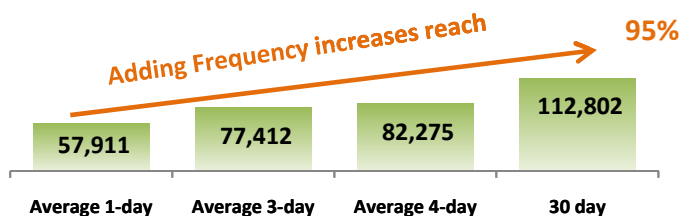


Readers are engaged with our content by the 41% YOY increase in page views

Source: Omniture average 4 mths ending Dec '10

### Print Reach

Average 1-day	57,911
Average 3-day	77,412
Average 4-day	82,275
30 day	112,802
Daily Circulation	15,818
Sunday Circulation	19,104



Sources: Scarborough 2009-2010 R2/ABC PS 9-30-2010

### with Yahoo! + online + print

Reach 90% of the consumers in the market each month

Source: Scarborough 2009-2010 R2

## Our readers are highly educated, affluent homeowners

### Print Reader Demographics

Average Household Income	\$75,088
College Educated	48%
Homeowners	91%
Households with children (under age 17)	15%
Men / Women	54% / 46%
Median Age	43.2

Source: Scarborough 2009-2010 R2

### www.dailyfreeman.com profile

Average Time Spent on our Site	5.93 mins
Average Page View per Visit	4.08 pages
Most people are on site	7am - 5pm

Methods used to access our site:

Personal Computer	96%
Mobile Device (includes iPad)	4%

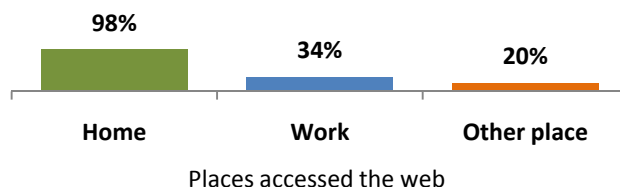
Video

Videos clicked	25,929
Video watched to completion	59%
Average play per Video	363

Sources: Omniture avg 4 mos end Dec '10/VMIX Media avg 4 mths end Dec '10

### Consumers in Ulster County

70% accessed the web (past 30 days)



### Media Site

Media Site	Index	Index read as
DailyFreeman.com	4,250	42.5 times more likely
DailyRecord.com	257	2.6 times more likely
Any Radio Station site	107	as likely
Any Broadcast TV site	79	not likely

DailyFreeman.com is 42.5 times more likely to be visited in the market than in the entire DMA. DailyRecord.com is 2.6 times more likely to be visited in our market.

Index value of 100 is average. Below 100 is less than average.

Source: Scarborough 2009-2010 R2

### www.dailyfreeman.com Demographics

HHI US: \$75K+	56.2%
College Educated	63.8%
Homeowners	76.7%
HH with Children	46.0%
Males / Females	42% / 59%
Persons: 25-54	57.8%
Persons: 18-34	42.4%
Persons: 35+	57.6%
Persons: 55+	18.4%

comScore avg 4 mths 2010/Scarborough 2009-2010 R2