

Newspapers get read:

Daily Readership in the Salt Lake PMA

Read <i>The Salt Lake Tribune</i>	251,660	29%
Read the <i>Deseret Morning News</i> ...	154,938	18%
Read Both Newspapers	36,056	4%
Combined Readership	370,542	44%

Sunday Readership in the Salt Lake PMA

Read <i>The Salt Lake Tribune</i>	291,491	33%
Read the <i>Deseret Morning News</i> ...	191,602	22%
Read Both Newspapers	24,500	3%
Combined Readership	458,593	52%

Average-issue readership for adults in the Salt Lake PMA



One of the strengths of newspapers is its pass along readership. For example, each copy of the Salt Lake newspapers is read by two or more adults. Not only is your ad hand delivered to more than 200,000 households, it's passed among family, neighbors and friends for a total readership of more than 370,000 adults daily and a whopping 458,593 on Sunday.

What's more *The Salt Lake Tribune* and *Deseret Morning News* have a very low rate of duplicate readership. In fact, only 3 to 4 percent of adults in the market read both newspapers. That means your ad in both papers reaches two very different segments of the population — increasing your ad's exposure and completely covering the Utah market.

Source: 2006 Release 1 Scarborough Report.

The marketing department at NAC has a wealth of statistical information about the Salt Lake market. For more information, contact your account executive or visit www.nacorp.com.