

The Primary Market area

By the Numbers

- ❁ Median household income: \$57,384
- ❁ Median home value: \$190,402
- ❁ Median household size: 3.0
- ❁ Adults who are homeowners: 74%

From the bedroom communities of Davis County to the expanding neighborhoods of Utah Valley and from the rural pastures of Tooele to the resort town of Park City, the Primary Market Area of *The Salt Lake Tribune* and *Deseret Morning News* covers the most populated areas of Utah reaching more than 370,000 readers daily. No other advertising outlet in Utah comes close to delivering advertisers the same size, diversity or quality of audience as the Salt Lake newspapers. So whether you want to reach the downtown banker, the rural rancher or anyone in between, *The Salt Lake Tribune* and *Deseret Morning News* are your source for affordable, effective and targeted advertising.

Market area



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.

The Salt Lake Tribune
www.sltrib.com



DESERET Morning News
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