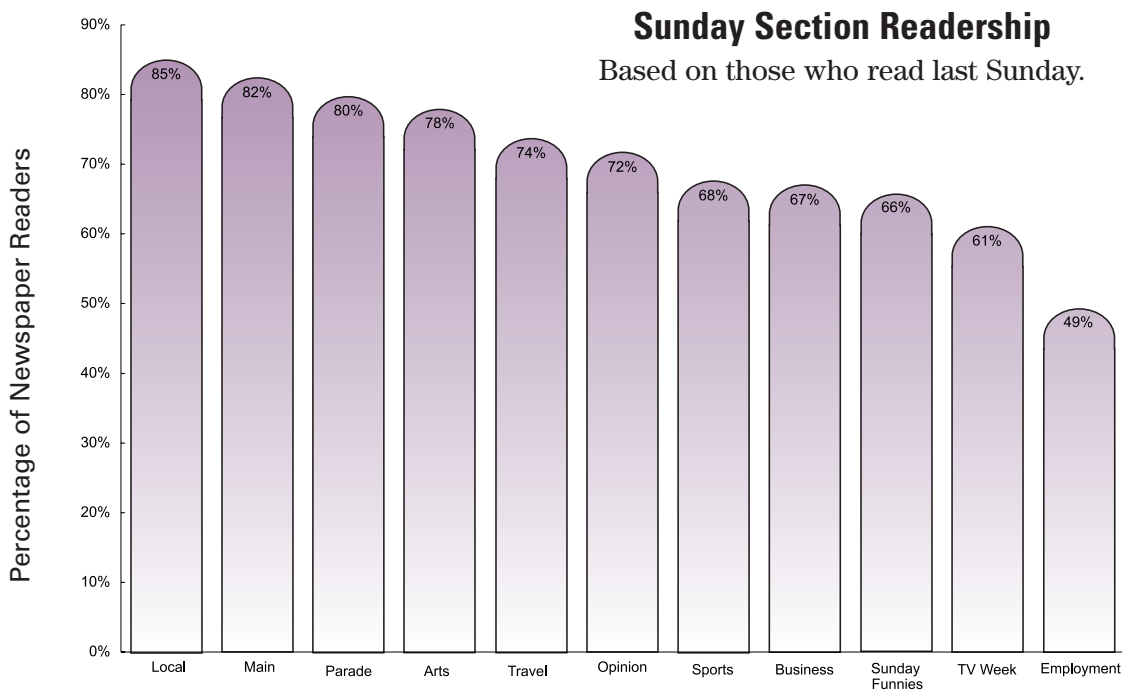
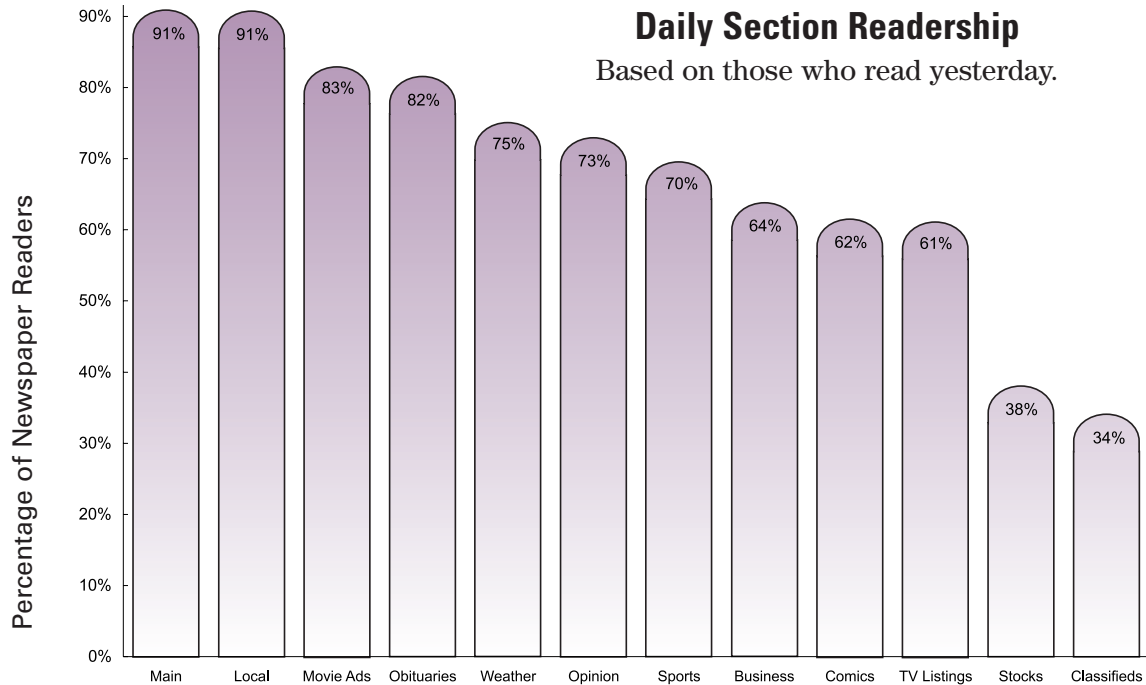


Section Readership Patterns

Each section of *The Salt Lake Tribune* and *Deseret Morning News* has a different target audience. This allows advertisers to reach a specific market, increasing the ad's effectiveness. The combined readership of *The Salt Lake Tribune* and *Deseret Morning News* Monday through Saturday is 349,860; on Sunday it is 378,420 adults in the Salt Lake Primary Market.

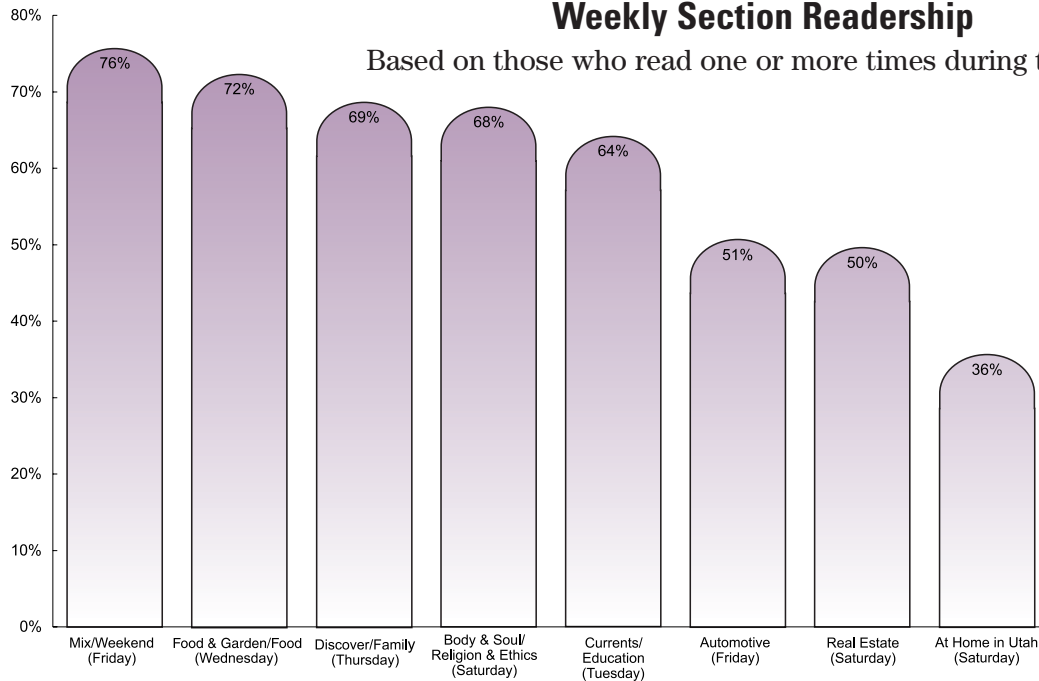


Source: Belden Continuing Market Study, 2003.

Weekly sections on reverse side

Weekly Section Readership

Based on those who read one or more times during the week.



Source: Belden Continuing Market Study, 2003.

Descriptions

The Mix (*The Salt Lake Tribune* | Friday)

Brimming with reviews and comprehensive listings of concerts, performances and other events, the *Tribune's* popular Friday entertainment section is requisite reading for a night on the town. Film critic Sean P. Means lets you know if the latest flick is worth a watch or a monumental flop.

Weekend (*Deseret Morning News* | Friday)

The large and lively *Weekend* section includes a comprehensive calendar of weekend events, and complete movie listings with capsule reviews from critic Jeff Vice. Also featured are columns from entertainment editor Chris Hicks. Popular music listings and a guide to appearances by local musicians mingle with other entertainment features.

Food & Garden (*The Salt Lake Tribune* | Wednesday)

This section offers a potpourri of topics central to everyday living. Food and drink, home and gardens, parenting, family, pets — you name it. If it's part of the domestic landscape, *Food & Garden* covers it.

Food (*Deseret Morning News* | Wednesday)

Wednesday's feature emphasis is on *Food*, with articles from food editor Valerie Phillips, columns, coupons and cooking tips. Recipes are presented in a handy, clip-out format, and Valerie's column offers an inside take on food news. Also in the section are features for school-age children and reviews of children's books, along with the regular features like comics, movies and TV reports.

Discover (*The Salt Lake Tribune* | Thursday)

Packed with engaging stories on science, technology, political science, animals, history and education, the section is guaranteed to broaden readers' understanding of their world. *Discover* is grounded by the week's second dose of humor columnist Robert Kirby.

Family Etc. (*Deseret Morning News* | Thursday)

Thursday's *Family Etc.*, an issue of major interest to residents of Utah, includes stories, columns and self-help information for families, parents and grandparents of all ages. This section features a popular column by Ann Cannon.

Body & Soul (*The Salt Lake Tribune* | Saturday)

An enlightening exploration of humanity's spiritual and physical well being, *Body & Soul* centers on values, charity, mental health, wellness, spirituality and religion. Humor columnist Robert Kirby angles his unique wit at Utah culture.

Religion • Ethics (*Deseret Morning News* | Saturday)

Saturday's award-winning *Religion • Ethics* section explores national and international religious and moral issues within a local context. Features about people who write, publish, lecture and research in the field are included, as is a comprehensive listing of local religious TV programming. Jerry Johnston's thoughtful — and thought-provoking — column is a weekly must read.

Currents (*The Salt Lake Tribune* | Tuesday)

Keeping tabs on the cultural social climate, both locally and worldwide, this eclectic section weaves together topics such as diversity, lifestyles, sex, gender, profiles, fashion and leisure. It includes the delightfully sardonic pop distillations of columnist Dan Nailen, the Culture Vulture.

Education (*Deseret Morning News* | Tuesday)

Education presents features and in-depth news stories on Utah's elementary, junior and senior high schools as well as its colleges and universities. Local and national columnists write on a wide range of educational topics and offer suggestions on how parents can enhance their children's learning. The section also features articles written by and for high school-age Utahns.

At Home in Utah (Both newspapers | Saturday)

At Home in Utah is the Saturday supplement to *The Salt Lake Tribune* and *Deseret Morning News* devoted to new-home construction and the new-home buyer. Promotional editorial space is available for advertisers in *At Home in Utah*.

Automotive (Both newspapers | Saturday)

The *Cars* section features reviews of the latest models, as well as the entertaining Click & Clack column.