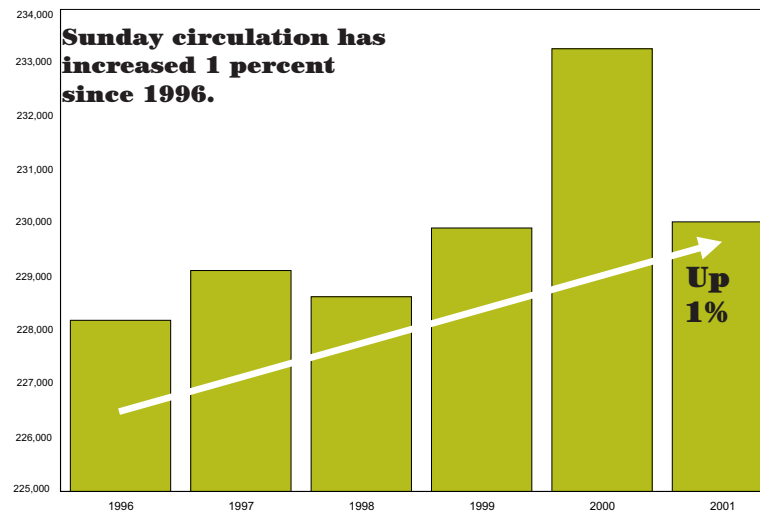
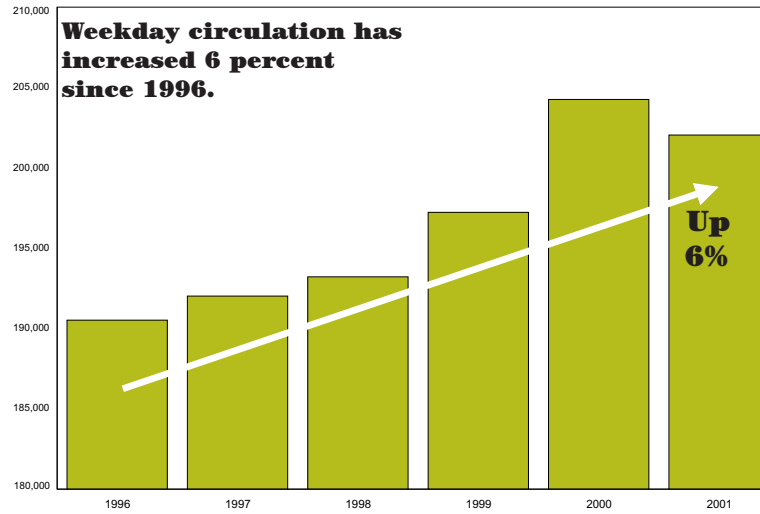




# Circulation is Still Strong!

The total average paid circulation of *The Salt Lake Tribune* and *Deseret News* remains strong!

	1996	1997	1998	1999	2000	2001	% Gain
Daily .....	190,511	192,018	193,203	197,220	204,254	202,032	<b>6%</b> (since 1996)
Sunday .....	228,191	229,121	228,633	229,918	233,263	230,033	<b>1%</b> (since 1996)



The strength of the newspaper is its pass-along readership. On average, a daily copy of the Salt Lake newspapers is read by more than two adults. That multiple indicates the active nature of newspapers in the home and office. Newspaper advertising does not disappear into the airwaves or get discarded after one exposure, but is passed on from one family member or office worker to another.

Source: Audit Bureau of Circulations, Audit Report, 1996 to 2001. Belden Continuing Market Study, 2001.

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](http://www.nacorp.com).

**The Salt Lake Tribune**  
[www.sltrib.com](http://www.sltrib.com)



**Deseret News**  
[www.deseretnews.com](http://www.deseretnews.com)