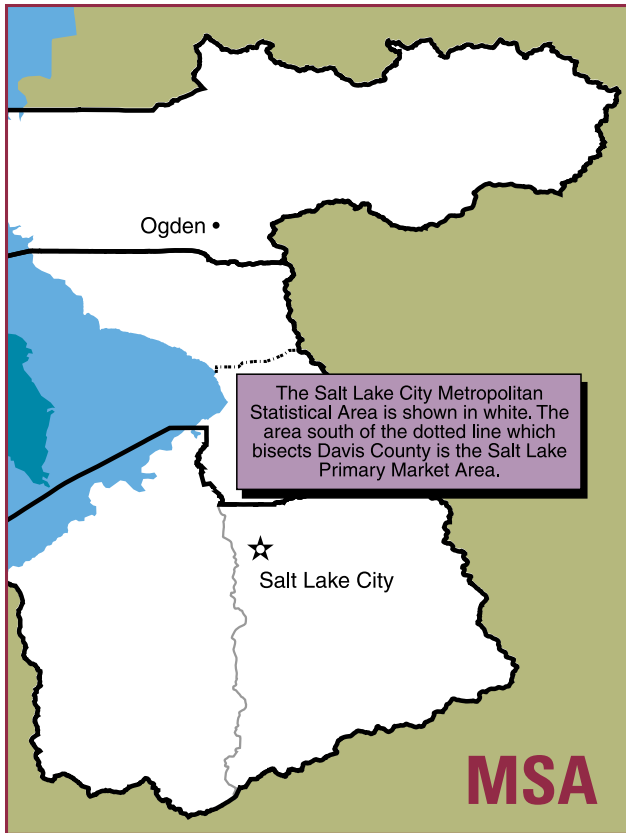




# Market Areas



## The Metropolitan Statistical Area

The Salt Lake City-Ogden MSA is defined by the U.S. Census Bureau. It includes Weber, Davis and Salt Lake counties and ranks 36th in the nation for total population. The Salt Lake City-Ogden MSA ranks 39th in the nation in terms of population growth over the last 10 years at 24.4 percent. Salt Lake County makes up 67 percent of the Salt Lake City-Ogden MSA, Davis County makes up 18 percent and Weber County makes up 15 percent.

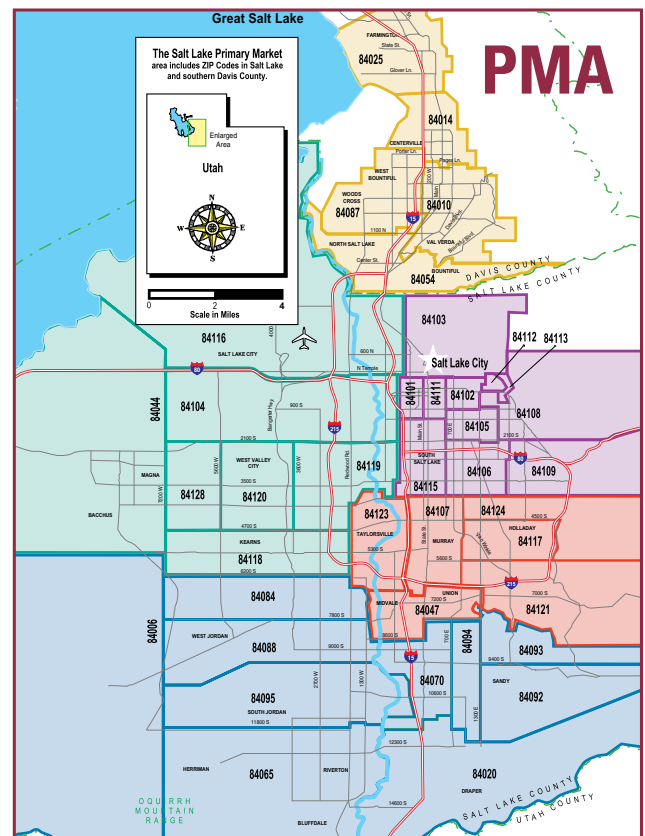
Area	Population	Daily	Sunday
MSA	1,333,914	37.9%	43.7% (Coverage)
PMA	656,000	49%	59% (Readership)

Source: Belden Continuing Market Study, 2001; SRDS Circulation 2001.

Calculating audience reach depends on the geographic area used as a base. There are several standard areas used by media planners. The most important area for a particular business is the region that best resembles the geography of the firm's market. In both of these standard markets, the Salt Lake newspapers have the greatest reach of any media.

## The Primary Market Area

The geography and population patterns within the MSA create two separate primary markets, one centered around Salt Lake City, and the other centered around Ogden. The larger of these, the Salt Lake PMA, includes roughly half the households in the entire state. While the MSA is most common in national statistical summaries, the PMA is the area most commonly called "the Salt Lake market" by Utah retailers.



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).

Updated 11/16/01 jc

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