



Reach and Frequency Matrix

Newspaper reach indicates how many adults in the Salt Lake primary market area, or what percentage of all adults, are reached with a specific combination of Sunday and weekday advertisements. Average frequency is the number of times the average reader will have seen the advertisement during the ad campaign.

Reach and Frequency Matrix

Number of Sunday Issues

		0	1	2	3
Number of Weekday Issues	0		59.0 356,832 1.0	61.2 370,138 1.9	62.3 376,790 2.8
	1	51.1 309,053 1.0	80.0 483,840 1.4	81.0 489,888 2.1	81.6 493,517 2.8
	2	56.6 342,317 1.8	82.2 497,146 2.0	83.2 503,194 2.6	83.6 505,613 3.3
	3	59.4 359,251 2.6	83.4 504,403 2.5	84.2 509,242 3.2	84.7 512,266 3.9
	4	61.1 369,533 3.3	84.1 508,637 3.1	84.9 513,475 3.8	85.3 515,894 4.5
	5	61.6 372,557 4.1	84.3 509,846 3.7	85.1 514,685 4.4	85.5 517,104 5.1

How to read the table: An advertisement run in one weekday issue and two Sunday issues of *The Salt Lake Tribune* and *Deseret News* will reach 81 percent of the Salt Lake primary market area, or 489,888 adults, with an average frequency of 2.1.

Note: Percentages based on a population of 604,800 adults age 18 or older.

Source: Media Audit, March – April 2001.