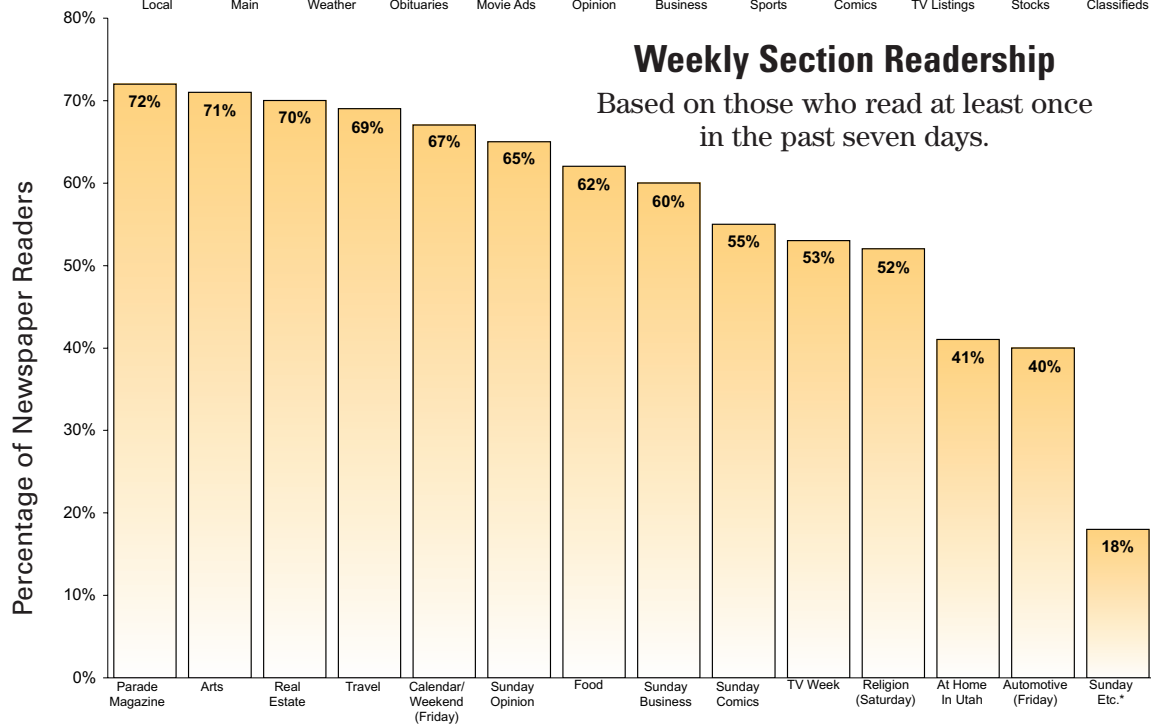
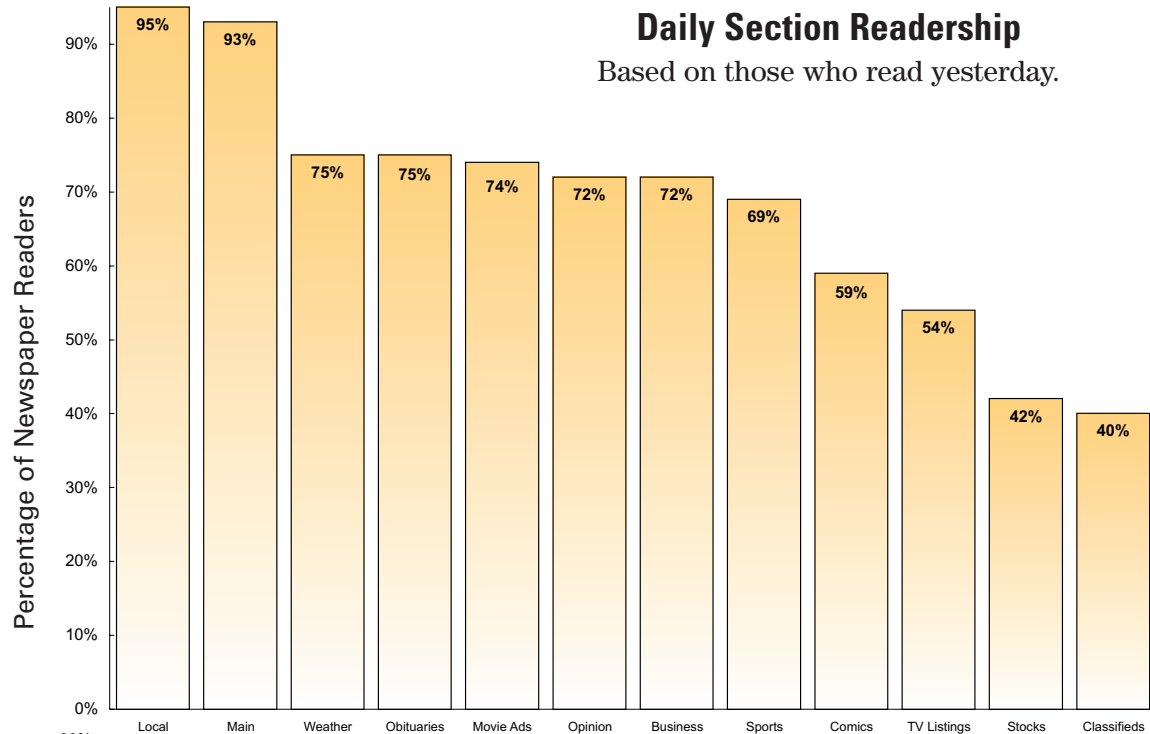




Section Readership Patterns

The combined readership of *The Salt Lake Tribune* and *Deseret News* for weekdays is 321,440 and for Sundays it is 387,040 in the Salt Lake Primary Market. Each section has a different target audience. This allows advertisers to reach a specific market, which will increase their advertising cost effectiveness.



Source: Belden Continuing Market Study, 2001.

*Based on adults who do not subscribe to a Sunday newspaper.