



# Media Audit Ranker Report

The Media Audit Ranker Report is an independent survey for newspaper, television and radio audience reach for adults age 18 or older in a particular market.

Media Audit results indicate *The Salt Lake Tribune* and *Deseret News* are the dominant advertising media in the Salt Lake market area, reaching 61.6 percent of adults on weekdays and 62.8 percent on Sundays. *The Salt Lake Tribune* and *Deseret News* online Web sites reach 26.6 percent of adults weekly.

## Media Audit Ranker Report, March - April 2001, Adults 18+

Media	Persons	Rating	Ratings Graph
Trib/D.News Sunday	379,600	62.8	
Trib/D.News Weekday	372,700	61.6	
Early News - KSL Ch. 5	222,800	36.8	
Late News - KSL Ch. 5	209,800	34.7	
Early News - KUTV Ch. 2	199,600	33.0	
Prime News - KSTU Ch. 13	168,300	27.8	
SLTRIB.COM/DESNEWS.COM	161,100	26.6	
Late News - KUTV Ch. 2	160,000	26.5	
Early News - KTVX Ch. 4	148,400	24.5	
Late News - KTVX Ch. 4	134,200	22.2	
Morning News - KSL Ch. 5	132,100	21.8	
Morning News - KUTV Ch. 2	111,400	18.4	
KSL-AM	105,800	17.5	
KSFI-FM	99,700	16.5	
Morning News - KTVX Ch. 4	91,500	15.1	
Morning News - KSTU Ch. 13	84,800	14.0	
KODJ-FM	74,000	12.2	
KUBL-FM	69,500	11.5	
KISN-FM	69,200	11.4	
KBER-FM	66,500	11.0	
KXRK-FM	63,300	10.5	
KNRS-FM	55,000	9.1	
KUER-FM	49,400	8.2	
KBYU-FM	47,700	7.9	

Source: Media Audit, March - April 2001. Total audience is 604,800 based on 490 respondents out of a total sample of 490 adults age 18 or older. Area covered is the entire Salt Lake County and ZIP Codes 84010, 84014, 84025, 84054 and 84087 in Davis County. [Radio = 7-day Cume] [TV News = 7-day Cume] [Daily newspaper = 5-day Cume] [Other print media = 4-edition Cume] [Internet = Past 30 days].

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)