

# The Media Audit

## NEWS RELEASE

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## Local Spot Buy Opportunities Increasing On the Internet; Newspaper Sites Shine

Houston – (4/20/04) – The Internet is offering an increasing number of local spot buy opportunities for national advertisers, according to The Media Audit.

The spot buy is an established strategy of national advertisers who want to supplement their national buy with a single or multi-market buy to enhance their impact.

“Local media websites in the metropolitan markets often offer greater local penetration than any national web site could offer in the same market,” says Bob Jordan, president of International Demographics, Inc., which produces The Media Audit. As an example, Jordan points to daily newspaper websites, which have experienced significant audience growth during the past three or four years.

### Atlanta Journal Website

Atlanta is a good example says Jordan. “More than 28 percent of the adults in that market of 3.2 million adults said they visited the website of the Atlanta Journal-Constitution during the month prior to the survey, 17.8 percent said they visited it during the previous week.”

And Atlanta is not alone. In Houston, the Chronicle attracts 21.2 percent of the 3.5 million adults in its market. The San Diego Union Tribune attracts 27.2 percent and, the Washington Post, the perennial

leader among daily newspaper websites, attracted 40.1 percent during the “past month,” 28.7 during “past week” and 16.8 “on an average weekday.” In addition, says Jordan, advertisers on these websites get a bonus. “Our numbers include only adults (18 years plus) from the immediate metro market. We do not gather data on website visitors who live outside the metro area.”

## Very Reasonable Costs

For national advertisers interested in reaching residents in the top 25 or top 50 markets, local media websites offer a unique advantage that national sites can't provide, says Jordan. “Local sites offer an assurance of reaching a very large local audience. In addition, if the national advertisers are also advertisers in the local paper or on the local television station these opportunities to increase their reach and frequency will be available at reasonable costs.”

In the 25 largest metro areas The Media Audit surveys, daily newspapers have the most successful websites in 22 markets. In Denver, Detroit and Dallas, a local TV/Network affiliate edges out the local newspapers as being the top sites in their markets. In Denver, the website of KUSA-TV drew 24.3 percent of adults in the market while the Denver Post website drew 20.7 percent. In Detroit the website of WDIV-TV drew 15.9 percent of adults while the website of the Detroit News attracted 15.8 percent. In Dallas the website of KXAS-TV attracted 12.7 percent while the website of the Dallas Morning News attracted 12.3, and the website of the Fort Worth Star-Telegram attracted 10.6.

“Newspapers have the content,” says Jordan, “and as a result their websites dominate almost all metro markets. Those newspapers that have been the most aggressive in the development of their sites and also aggressive in promoting their sites have been the most successful in building very strong numbers.”

Jordan also points out that websites are not demographic clones of the local media that spawned them. “Newspaper websites attract an equally affluent but younger audience than those that read the print edition. Local television station sites also attract a younger more affluent audience than their news programs,” says Jordan.

## Twenty Five Largest Markets

In the 25 largest metro defined markets, the local media that have attracted the greatest percentage of adults to their websites are:

<b>The Media Audit</b> <b>Newspaper Website Penetration</b> <b>Top 25 Local Media Websites</b>					
Market	Newspaper	Website	Percent Adults Logged On		
			Past Month	Last Week	Average Weekday
Washington, DC	The Washington Post	Washington Post.com	40.1	28.7	16.8
Atlanta, GA	Atlanta Journal-Constitution	AJC.com	28.5	17.8	6.5
San Diego	San Diego Union Tribune	SignOnSanDiego.com	27.2	16.3	6.4
Sacramento, CA	Sacramento Bee	SacBee.com	25.9	14.5	6.3
Minneapolis-St. Paul, MN	Minneapolis-St. Paul	StarTribune.com	25.3	16.4	6.8
Denver, CO	KUSA-TV	9News.com	24.3	13.8	4.1
Boston, MA	Boston Globe	Boston.com	23.6	15.5	7.7
Phoenix, AZ	Arizona Republic	AZCentral.com	23.0	16.5	6.9
St. Louis, MO	St. Louis Post-Dispatch	StLToday.com	23.0	14.5	5.8
Portland, OR	The Oregonian	OregonLive.com	22.7	11.7	3.5
Seattle, WA	Seattle Times	SeattleTimes.com	22.4	13.6	4.7
Houston, TX	Houston Chronicle	HoustonChronicle.com	21.2	11.6	5.0
Denver, CO	Denver Post	DenverPost.com	20.7	11.2	4.1
Chicago, IL	Chicago Tribune	ChicagoTribune.com	20.6	11.9	4.8
Tampa-St. Petersburg, FL	Tampa Tribune / WFLA.com	TBO.com (TampaBayOnline)	19.9	12.6	4.5
Baltimore, MD	The Baltimore Sun	SunSpot.net	19.6	13.2	5.3
Cleveland, OH	The Plain Dealer	Cleveland.com	19.4	11.3	4.4
Philadelphia, PA	The Inquirer / Daily News	Philly.com	17.8	9.4	3.5
Cincinnati, OH	Cincinnati Post / Enquirer / WCPO-TV	Cincinnati.com	17.7	11.2	4.7
Detroit, MI	WDIV-TV	ClickOnDetroit.com / WDIV.com	15.9	7.9	3.0
Detroit, MI	Detroit News	DetroitNews.com	15.8	8.8	3.8
Pittsburgh, PA	Pittsburgh Post-Gazette	Post-Gazette.com	15.8	9.8	4.3
Miami-Ft. Lauderdale, FL	Miami Herald	Herald.com	14.3	10.1	3.7
New York, NY	New York Times	NYTimes.com	13.9	8.8	4.8
San Francisco, CA	San Francisco Chronicle	SFGate.com	13.0	8.7	3.2
Dallas-Ft. Worth	KXAS-TV	KXAS.com	12.7	6.3	2.8
Miami-Ft. Lauderdale, FL	Sun-Sentinel	Sun-Sentinel.com	12.6	9.6	4.7
Dallas-Ft. Worth	The Dallas Morning News	DallasNews.com	12.3	8.0	3.3
San Francisco, CA	The Mercury News	MercuryNews.com	12.1	6.7	2.1
Boston, MA	Boston Herald	BostonHerald.com	12.0	6.3	3.3
Los Angeles, CA	Los Angeles Times	LATimes.com	11.7	7.1	2.2