

2007 NNN Integrated Newspaper Footprint Study



June 18, 2007

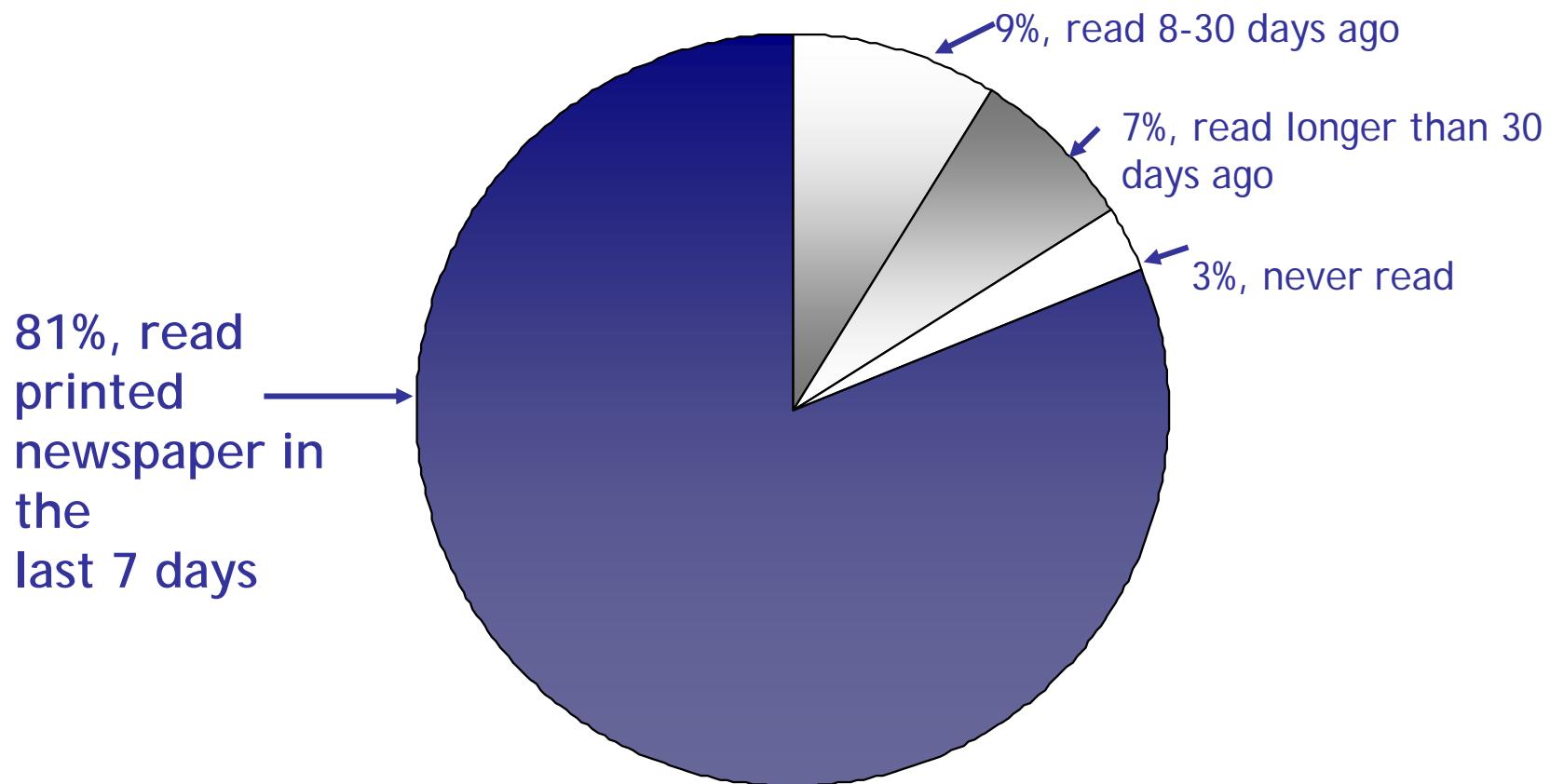


NNN Footprint Methodology

- Telephone re-contact study using Scarborough's Syndicated Research Database
- Respondents were newspaper web users who "visited newspaper site within past 7 days"
- Survey conducted exclusively for NNN

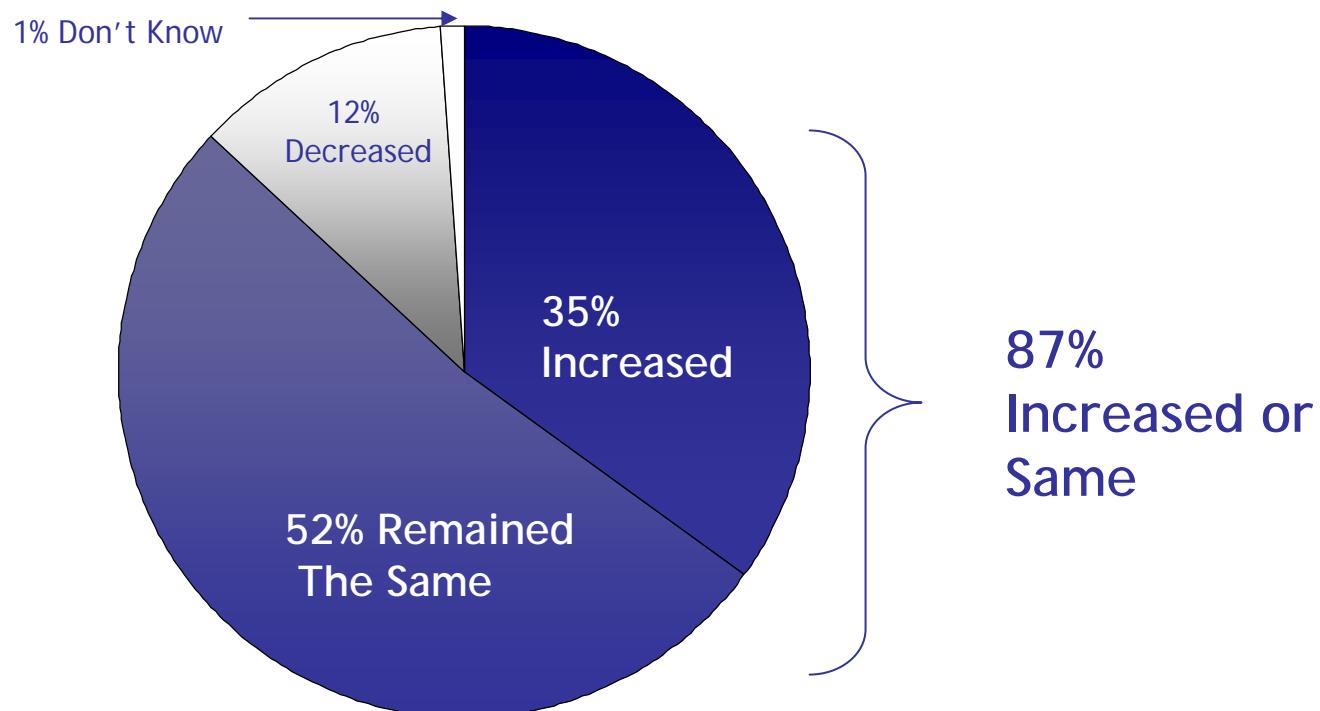


81% of Respondents Are Crossover Users: Use Newspapers Online *and* Read Printed Paper in last 7 Days



Q.5: When was the last time you read or looked into any printed copy of the (insert newspaper name)...? Base: 710 Newspaper Site Visitors

87% of Crossover Respondents Report that They Have Maintained or Increased Their Time Spent with Newspaper Media



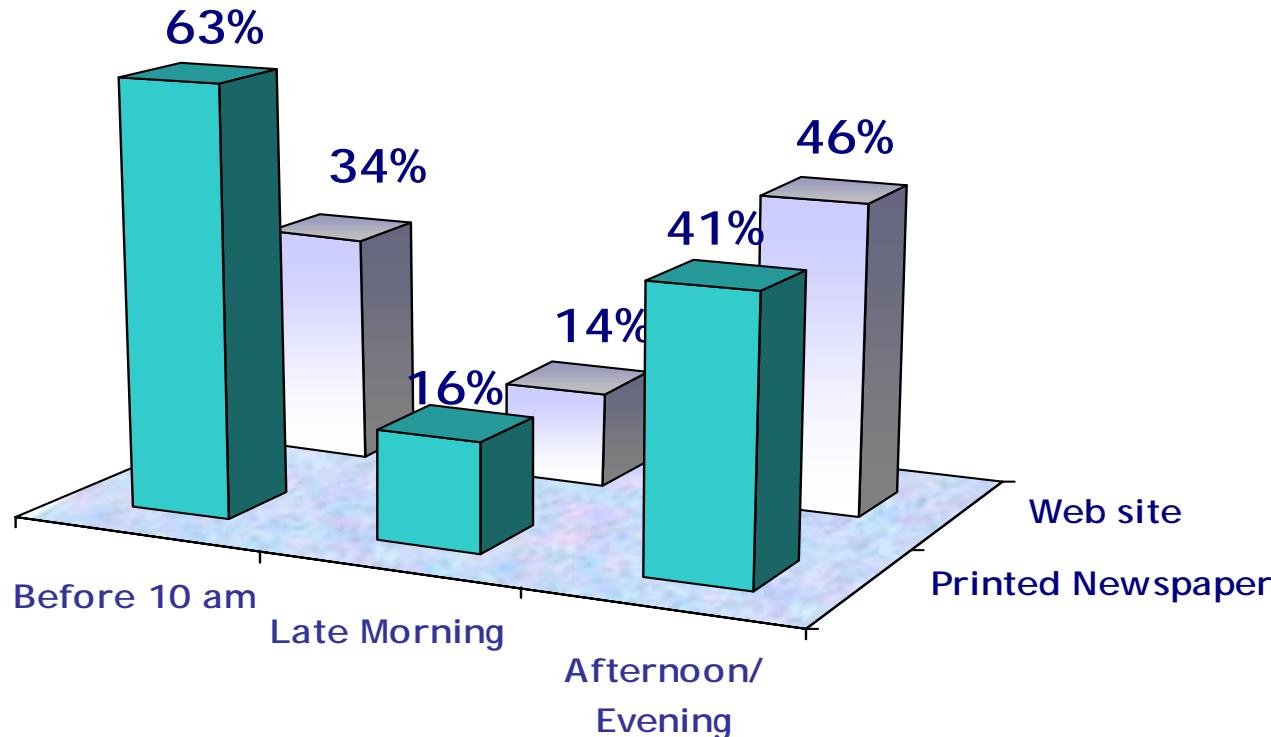
Q.7: Since you began using a newspaper Web site, has your combined time spent with print and web-based newspaper media...?

Base: 576 Newspaper Site Visitors Reading Printed Newspaper



Typical Usage Pattern for Crossover Users:

- Print in the Morning
- Websites in the Afternoon

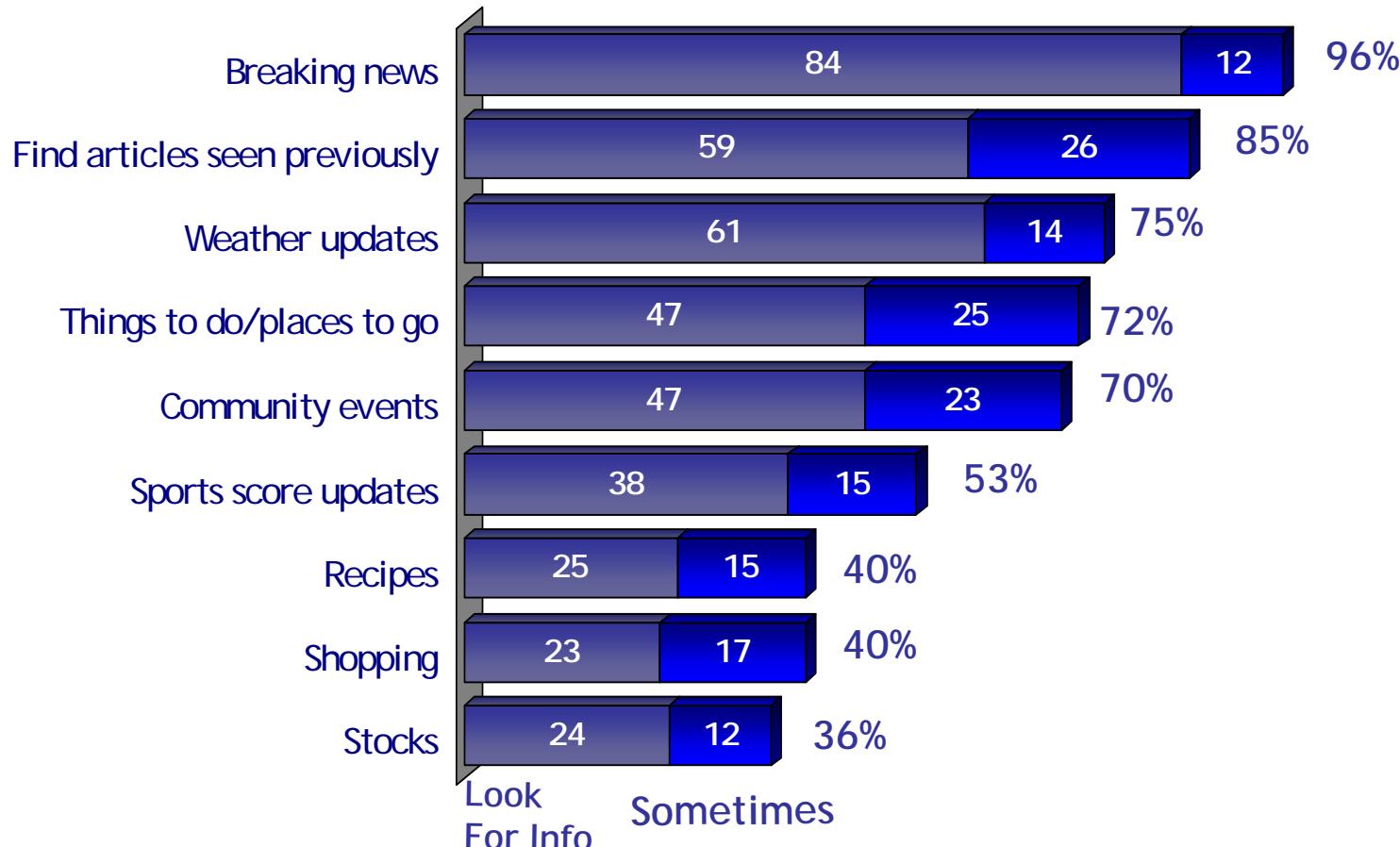


Q.6/10...What time or times of day do you (read or look into the print edition of the newspaper) (go on-line to visit newspaper web sites?)

Base =574 Crossover Users



Crossover Users Go to Newspaper Websites to Supplement their Print Readership; Not Replace it



Q.9: If yes for Q8 (look to website for additional information), which of the following types of information do you look for?

Base: 392 print readers using site for additional/updated information

Web Only Users Access Newspaper Websites For Section Information

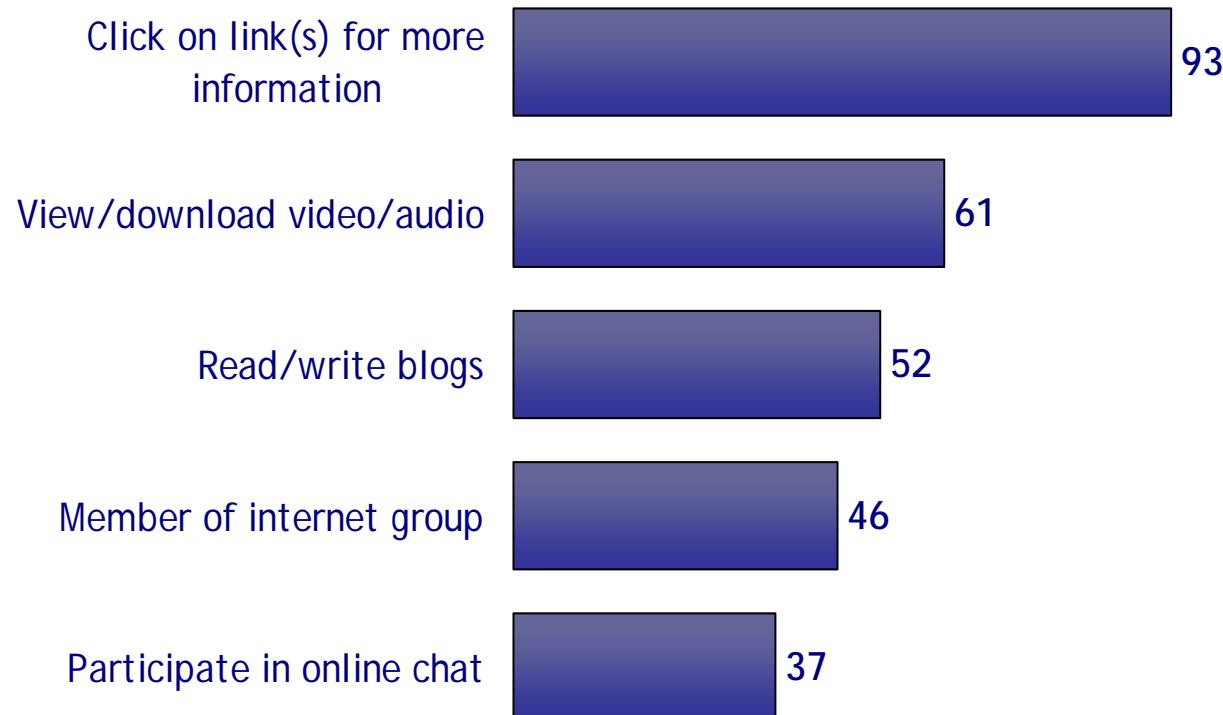
| Information Found On Newspaper Website | Web Only |
|--|----------|
| Breaking News/Updates | 90% |
| Local Community News | 84 |
| Weather Info | 75 |
| Entertainment | 74 |
| Food | 58 |
| Business | 56 |
| Sports | 49 |
| Health | 47 |

Q.2 Think now of the kinds of information you look for when you visit a newspaper website. I will read a list of information topics and for each one would like to know if you look for it on your local newspaper web site?



Web-Only Users are Highly Involved

Implication: More Involved, Engaged Reader with Advertising Information



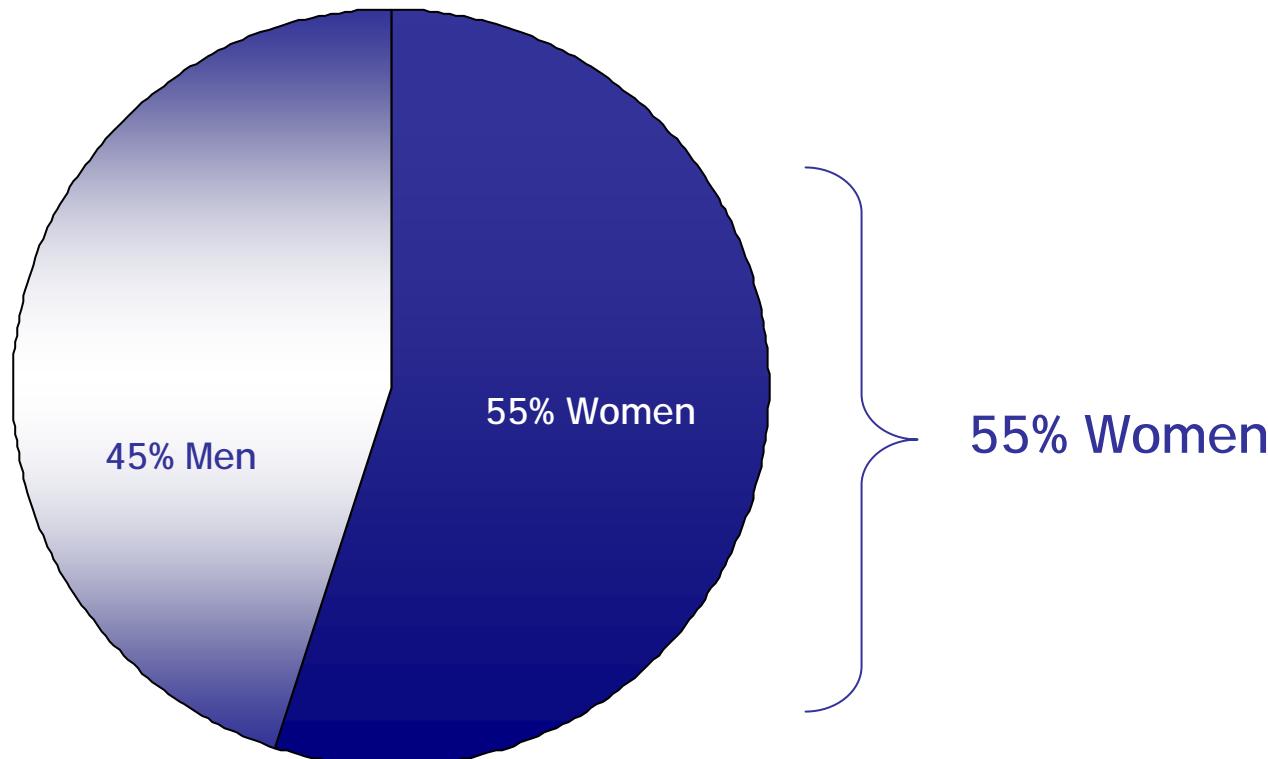
Q.1 Which of these tasks or capabilities have you used on the Internet?

Base 134 Web-Only Users



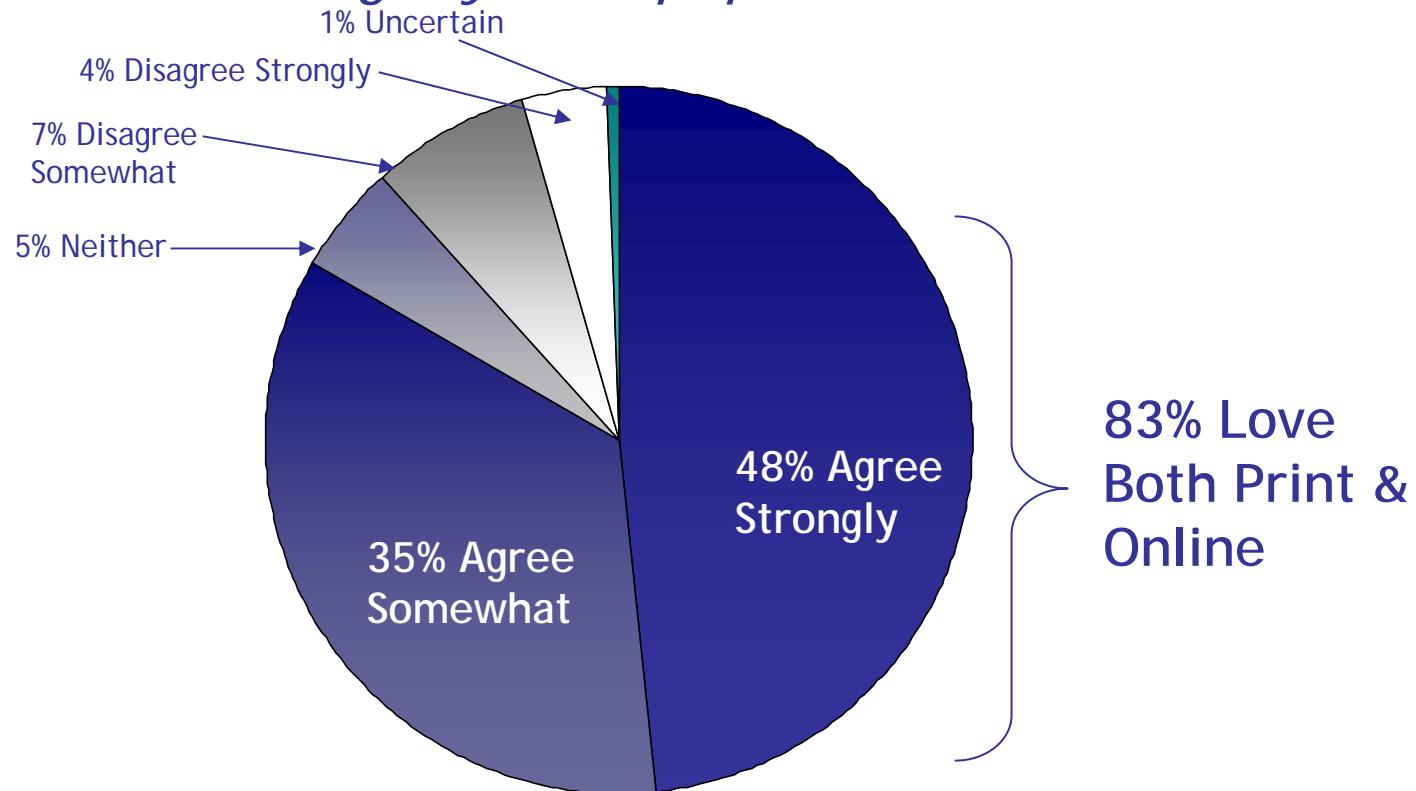


More Than Half Of Web Only Users Are Women



Crossover Users Love *both* Print and Online

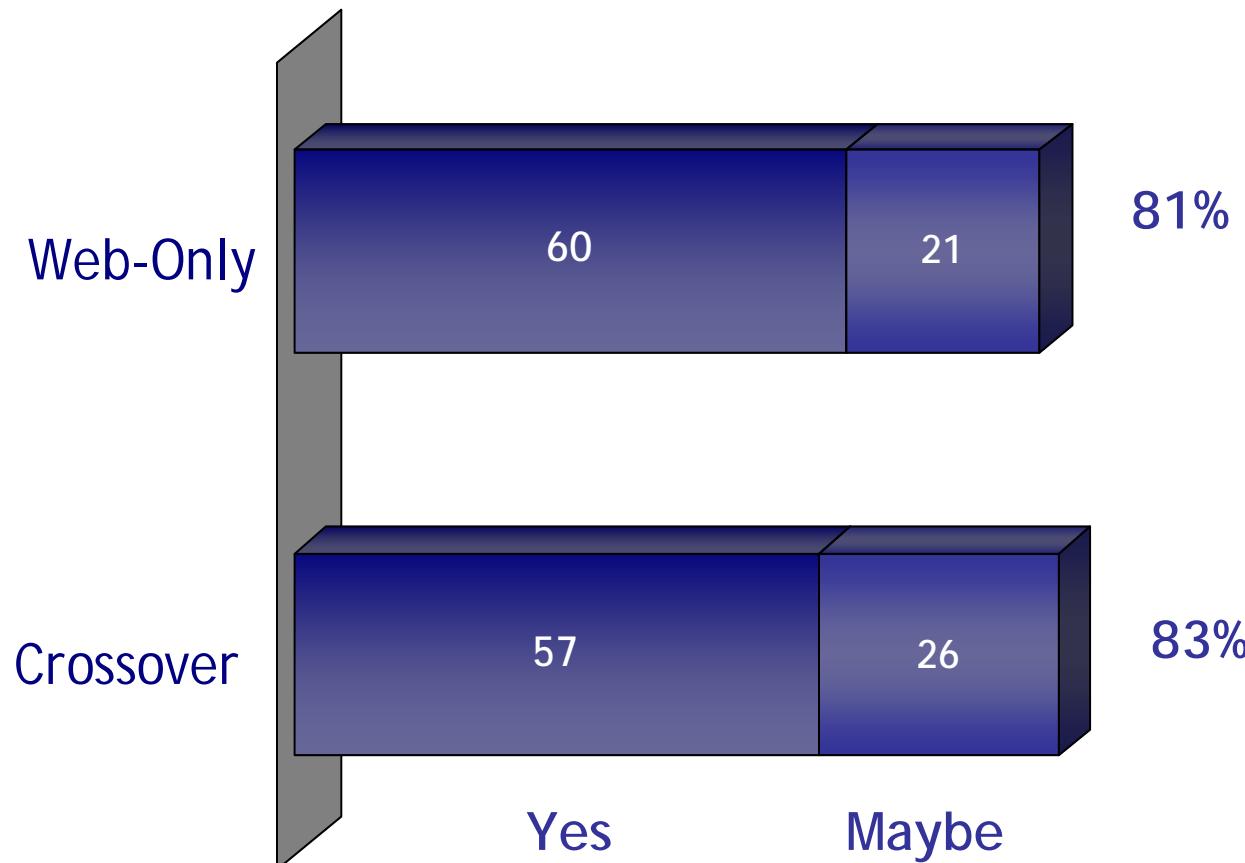
83% say "I LOVE reading BOTH my printed newspaper and visiting my newspaper's website"



Q.11: I am going to read you some statements people might use to describe printed newspapers or their web sites. As I read each one, please tell me if you agree strongly ...? Base: 576 Crossover Users



83% Say Their Newspaper Site Will Be Among Their Primary Destinations 5 Years From Now



Q.12: In five years, do you think your newspaper Web site will be one of your main destinations that you visit on the web? Base: 710 Newspaper Site Visitors.





Newspaper Footprint Study Conclusions

- Print and Online are Complementary, not Competitive
- Overall newspaper footprint usage is *increasing* as a result of the web
- Crossover users *value both* media for different and complementary reasons
- The future for newspaper footprint is bright
 - 83% Say Their Newspaper Site Will Be Among Their Primary Destinations 5 Years From Now

