

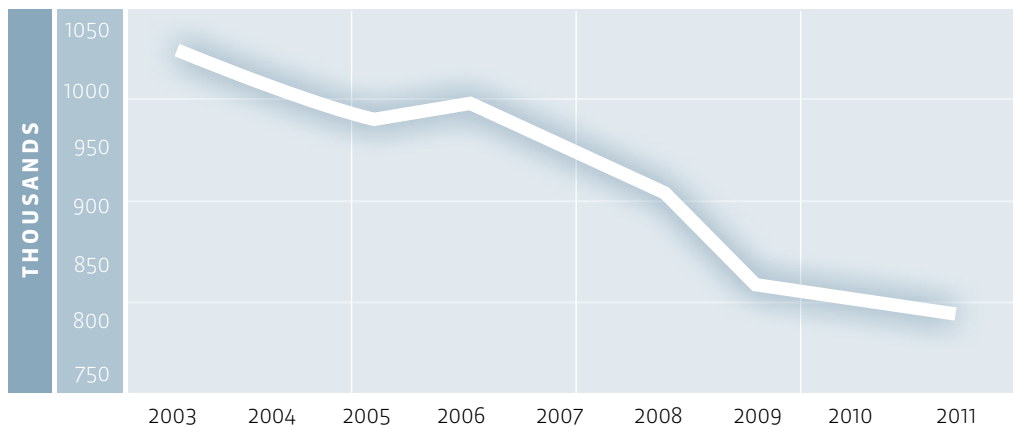
MARKETING PROCESS

Consumers are changing their media consumption habits. While television and radio remain popular, the number of minutes spent online each day is rapidly increasing, even as the amount of time spent reading the newspaper has fallen off dramatically.



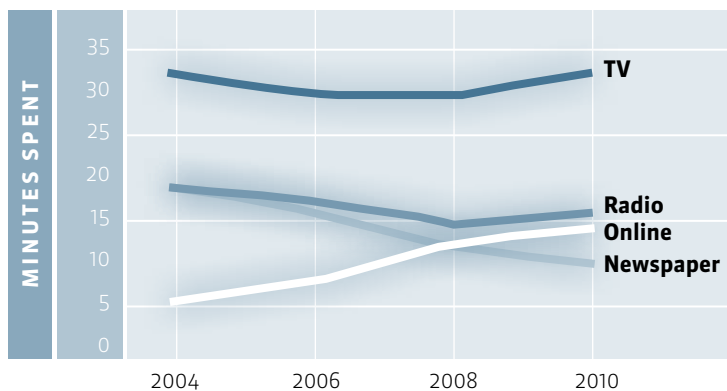
MEDIA TRENDS

SUNDAY CHICAGO TRIBUNE CIRCULATION



WHY TV, RADIO, & THE WEB?

Minutes Spent "yesterday" with each medium*



Sources: Chicago Tribune circulation data provided by Audit Bureau of Circulations semi-annual reports, as reported in the Chicago Tribune 2003-2011. Americans Spending More Time Following the News." Pew Research Center For The People & The Press. Sept 12, 2010.

