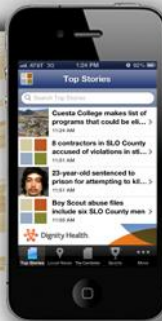


The Tribune & SanLuisObispo.com Audience Overview 2015



THE TRIBUNE
SanLuisObispo.com



The Tribune Sunday Distribution:

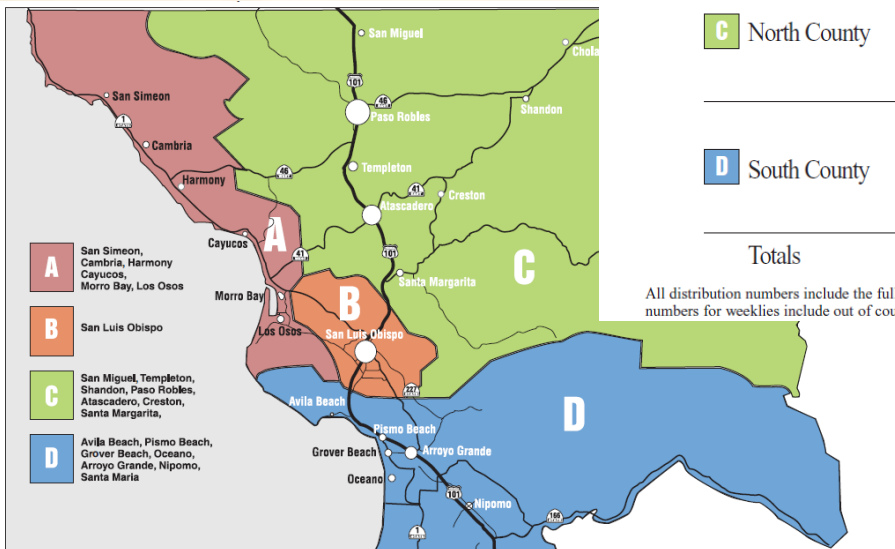
The Tribune Distribution

Orders are accepted for complete zones only.
The Cambrian CANNOT be zoned.
No Monday inserts.
Total Buy = Sunday + TMC + Sunday Select + Cambrian

Weekend Distribution and Penetration

Zone	Designation	City	Zip Code	Sunday**	TMC Non-Subscriber*	Sunday Select	The Cambrian	Total Buy
A	North Coast	San Simeon	93452	4,985	5,458	334	2,187	12,964
		Cambria	93428					
		Cayucos	93430					
		Morro Bay	93442					
		Los Osos	93402					
B	San Luis Obispo	San Luis Obispo	93401	5,758	10,852	1,940	18,550	
		San Luis Obispo	93405					
C	North County	San Miguel	93451	8,077	17,751	3,429	29,257	
		Templeton	93465					
		Bradley	93426					
		Paso Robles	93446					
		Shandon	93461					
		Atascadero	93422					
		Creston	93432					
		Santa Margarita	93453					
D	South County	Avila Beach	93424	8407	14679	2459	25,545	
		Pismo Beach	93449					
		Grover Beach	93433					
		Arroyo Grande	93420					
		Oceano	93445					
		Nipomo	93444					
		Santa Maria	93454					
		Totals						27,227

All distribution numbers include the full amount of copies distributed to homes, offices, newsracks and dealers in The Tribune's distribution area. Distribution numbers for weeklies include out of county mail.



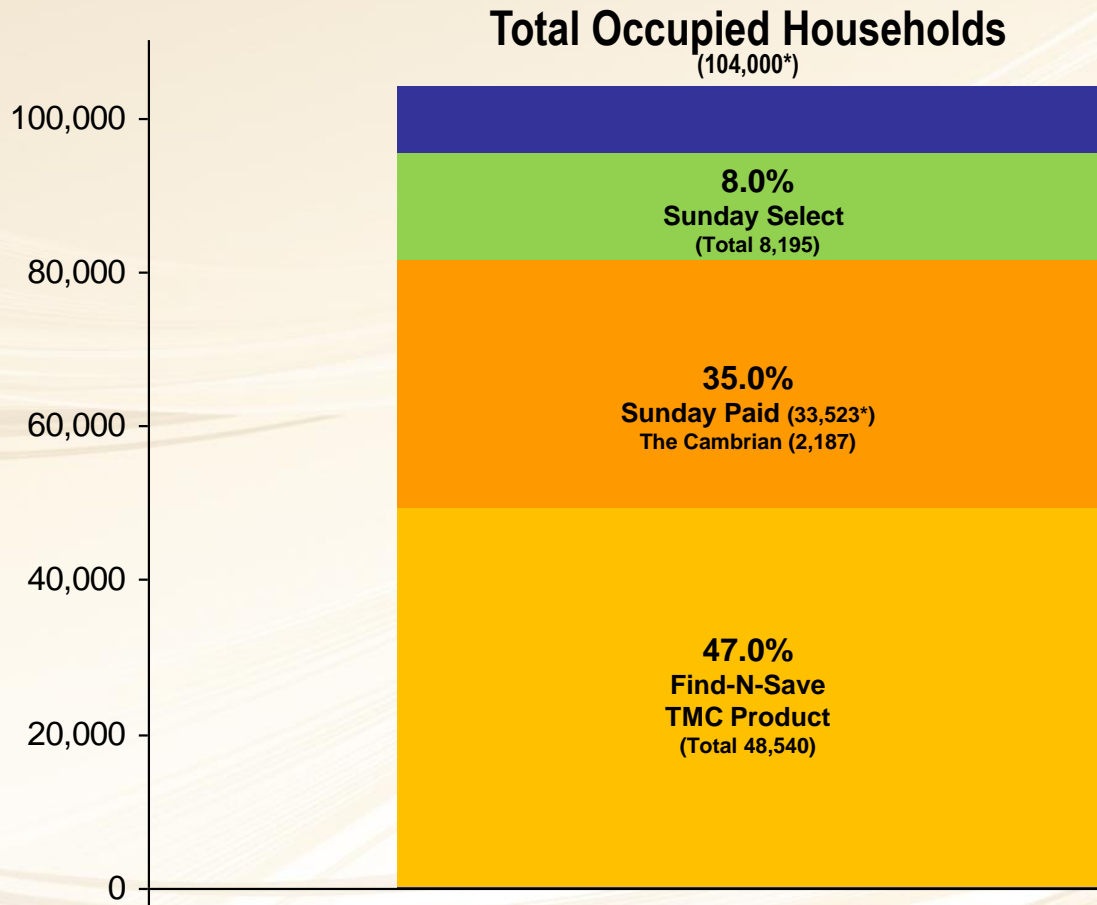
**AAM Publisher's Statement, September 30, 2014

* TMC is carrier delivered.

Updated 2/26/2015



The Tribune's Print Audience:



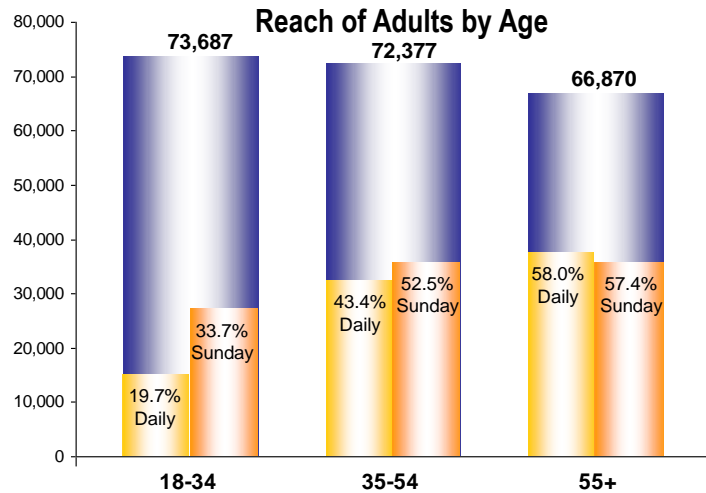
**Reach over 89%
of the county**
(Total 92,445)

* AAM Audit 2014 (Sept. 20, 2014 Publisher's Statement); Tribune Paid/Home Delivery/Digital Replica

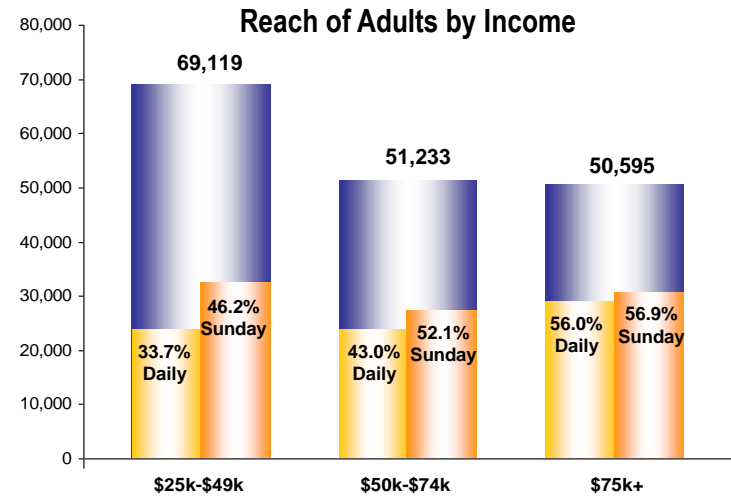


The Tribune's Print Audience

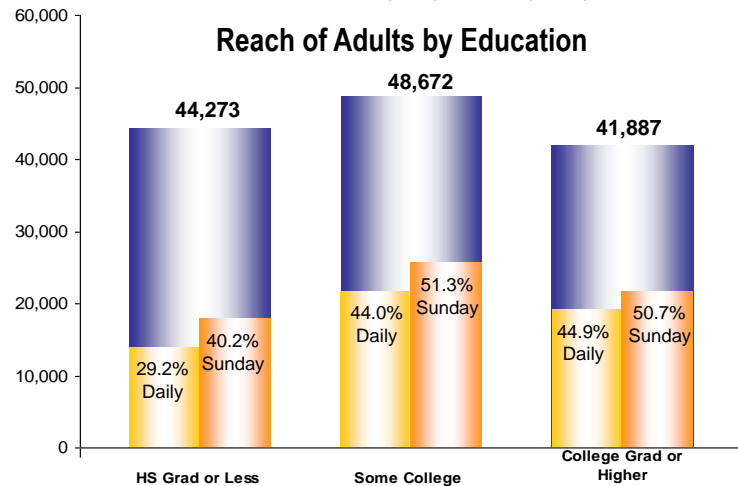
(212,675 Total SLO County Adults)



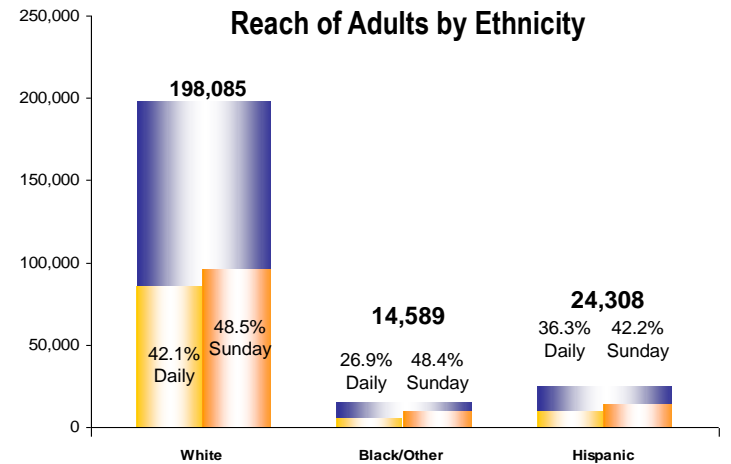
U.S. Census Bureau, 2006-2008 American Community Survey: San Luis Obispo County; 2005 Urban & Associates



U.S. Census Bureau, 2006-2008 American Community Survey: San Luis Obispo County; 2005 Urban & Associates



U.S. Census Bureau, 2006-2008 American Community Survey: San Luis Obispo County, Adults 25 -64 years; 2005 Urban & Associates



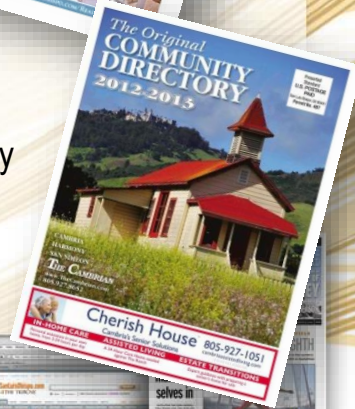
Print Products:

- The Tribune Daily
 - Ticket Entertainment Section (Thurs)
 - Real Estate Editions
 - Real Estate Weekly (Sat.)
 - Showcase (Sun.)
 - Real Estate Monthly
- The Cambrian Weekly (Thurs.)
- Yes! Sunday Select (Sun.)
- Find'n Save - Non-Subscriber (TMC) Product



Print Products:

- **The Cambrian Weekly:** The Cambrian is the community newspaper of Cambria. Averaging a weekly penetration of 96% of Cambria households.
 - Publishes Thursdays
 - 2,187 copies
 - Home-delivery subscribers
 - Mail order subscriptions
 - Residents have to shop at businesses in Paso Robles & San Luis Obispo
- **Castles & Cottages:** The real estate publication for Cambria.
 - Publishes Thursdays in The Cambrian
 - 3,500 copies.
 - 2,187 to Cambrian subscribers
 - Over 1,000 delivered to Cambria real estate offices and free racks
- **Cambria Community Directory:** Published for over 30 years, the Community Directory gives businesses the power of reaching a larger audience than any other phonebook.
 - Publishes in April
 - 7,000 copies
 - Mailed to every Cambria, Harmony and San Simeon resident & business
 - Mailed to 1,000 out of town subscribers
 - Distributed in free racks as well as wineries and hotels



SanLuisObispo.com Visitor Demographics:

Readership Data - SanLuisObispo.com

- Avg. Monthly Unique Visitors: 470,440
- Avg. Monthly Page Views: 3.9 million
- Avg. Page Views Per Visit: 8.24
- Avg. Time Spent Per Visit: 5.70 minutes

Source: Omniture, Average of Oct-Dec 2014

Mobile Page Views as % of Total Traffic: 55%

Device Page Views as % of Mobile Traffic:

SmartPhone: 34.0%

Tablet: 65.7%

Source: Omniture, Average of Oct-Dec 2014

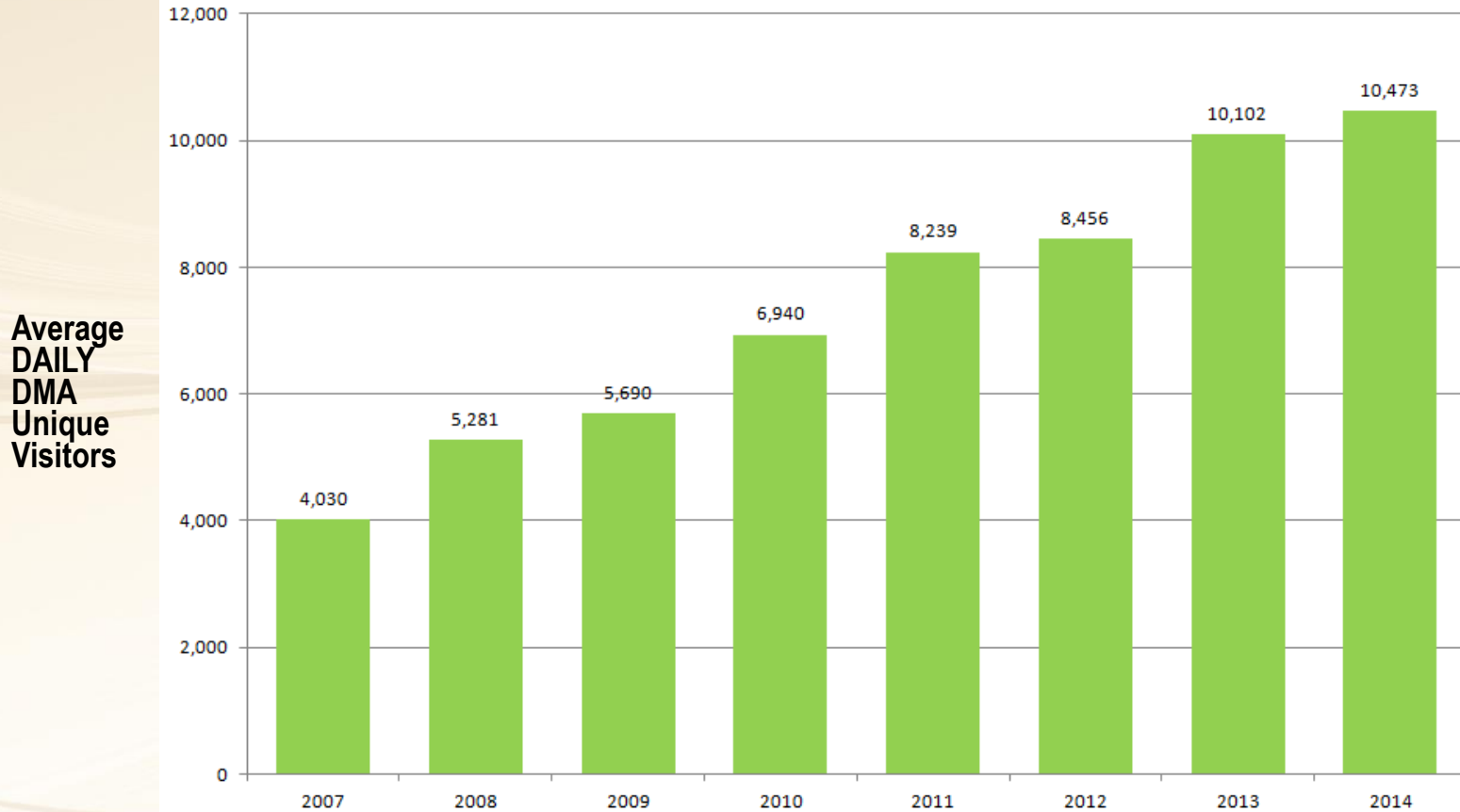
Active Paid Digital Subscribers: 7,373

Facebook Followers: 13,575

Twitter Followers: 7,934



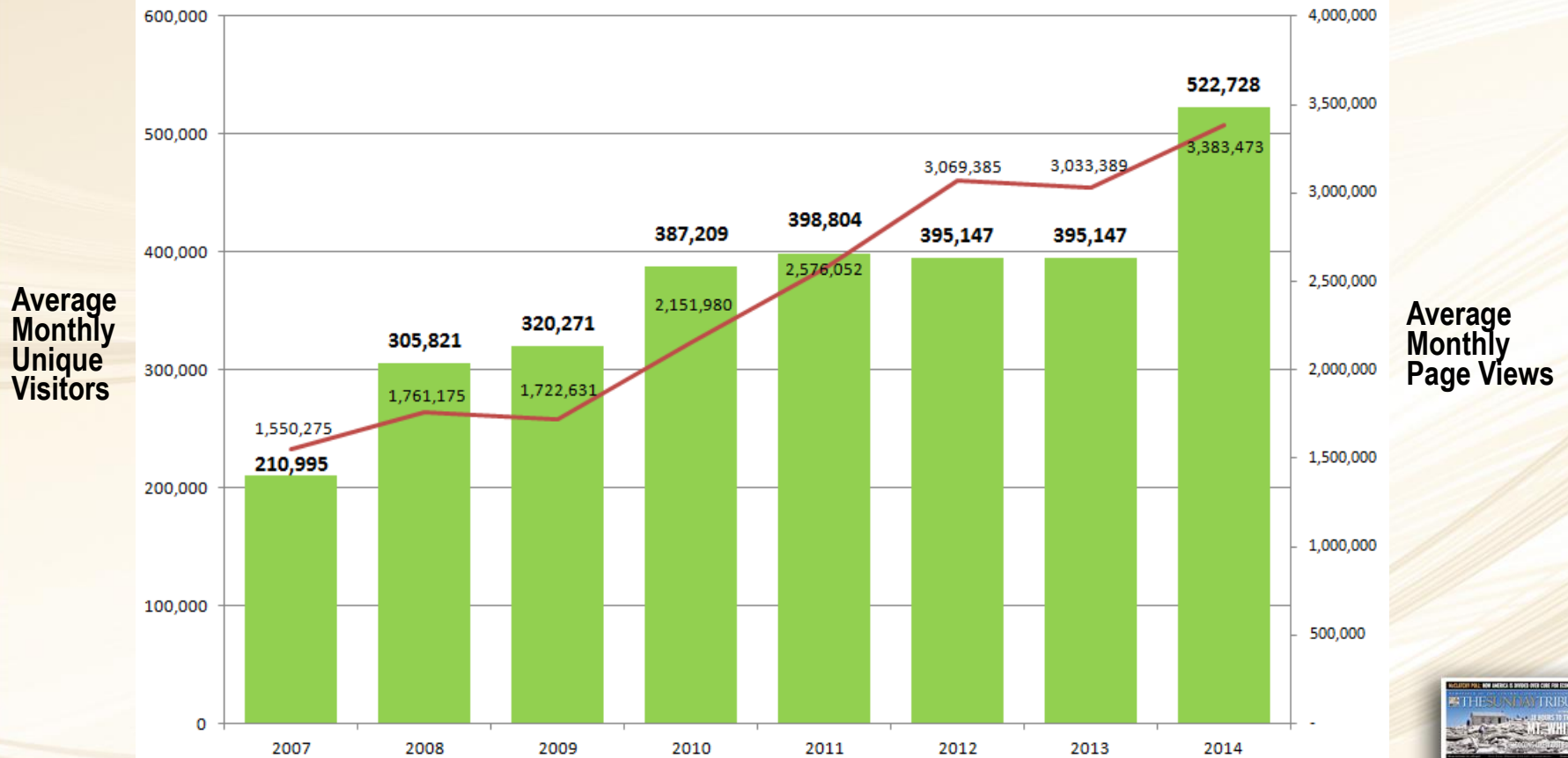
SanLuisObispo.com DMA Uniques:



Omniture SiteCatalyst © Copyright 2015. All rights reserved.



SanLuisObispo.com Monthly Uniques:



Omniture SiteCatalyst © Copyright 2015. All rights reserved.



The Tribune Delivers:

SanLuisObispo.com is the leading news site in the Santa Barbara/San Luis Obispo DMA



Source: 2015 Alexa.com



Digital Solutions

SanLuisObispo.com

Banner Advertising

- Desktop Version
- Mobile Version
- SmartPhone App
- Tablet App

High-Profile Ads

- Sliding Billboard
- Corner-peel
- Main-Page take-over
- Floorboard
- Wallpaper

Additional Opportunities

- E-mail newsletters
- Anchored ad placement
- Additional content and day parting
- Rich media ads, including video
- Employment advertising options

[impress] LOCAL

Products

- Online reputation intelligence
- Search engine marketing – Google, Yahoo & Bing
- Facebook placement
- Landing Page

Campaign Tracking

- Multi-product back-end impression and click-thru reporting
- Call-tracking phone numbers
- Web site activity tracking

Audience Extension Programs

YAHOO!

Banner Advertising

- Desktop Version
- Mobile Version
- SmartPhone App
- Tablet App

Targeting Opportunities

- Home page placement
- E-mail log-in page placement
- Geography
- Age, gender and income
- Specific content
- Behavioral
- Search retargeting

SanLuisObispo.com

- DMA targeting on McClatchy Audience Network
- Fresnobee.com
- Email Blasts (demo/geo/interests)
- Native Advertising

audience express

Banner Advertising

- Desktop
- Mobile Device

Content Targeting

- Premium news network
- Network content categories
- You Tube
- Broad-reach network
- Pre-roll video network

Targeting Opportunities

- Geography, including radius-targeting for mobile devices
- Age, gender, job title and income
- Contextual, search and site retargeting



Why The Tribune and SanLuisObispo.com?

- A One Stop Shop for Advertising solutions in Digital and in Print.
- SanLuisObispo.com continues to grow audience representing the largest media news website in the county & provides a digital suite of products with the ability to target markets of outside the county
- The Tribune is a premium advertising vehicle that provides the ability for advertisers to reach over 89% of San Luis Obispo County's households when they are ready to buy.
- The Tribune offers a diverse set of products designed to meet advertiser needs and provide a positive ROI
- The Tribune continues to invest in circulation sales and online
- The Tribune produces award winning, top quality journalism



Contact Information:

Terrie Banish
VP Advertising
The Tribune
805-781-7841
tbanish@thetribunenews.com

Sergio Holguin
Online & Marketing Manager
The Tribune
805-781-7880
sholguin@thetribunenews.com

