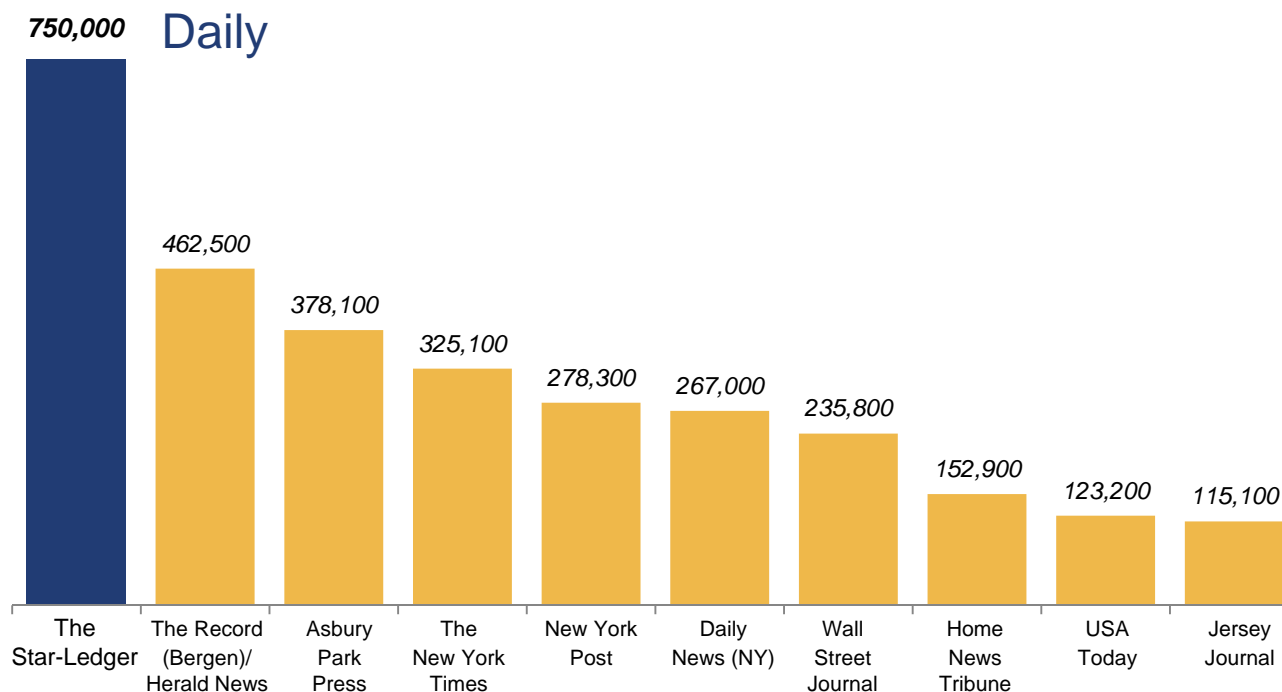


The Star-Ledger

The most read weekday newspaper in North/Central New Jersey.

Select Weekday Newspaper Average Issue Readership Adults in North/Central New Jersey



- The Star-Ledger delivers more readers than any other New Jersey newspaper and the two largest New York newspapers combined .
- The Star-Ledger delivers **almost 2½ times** the weekday readership of The New York Times.

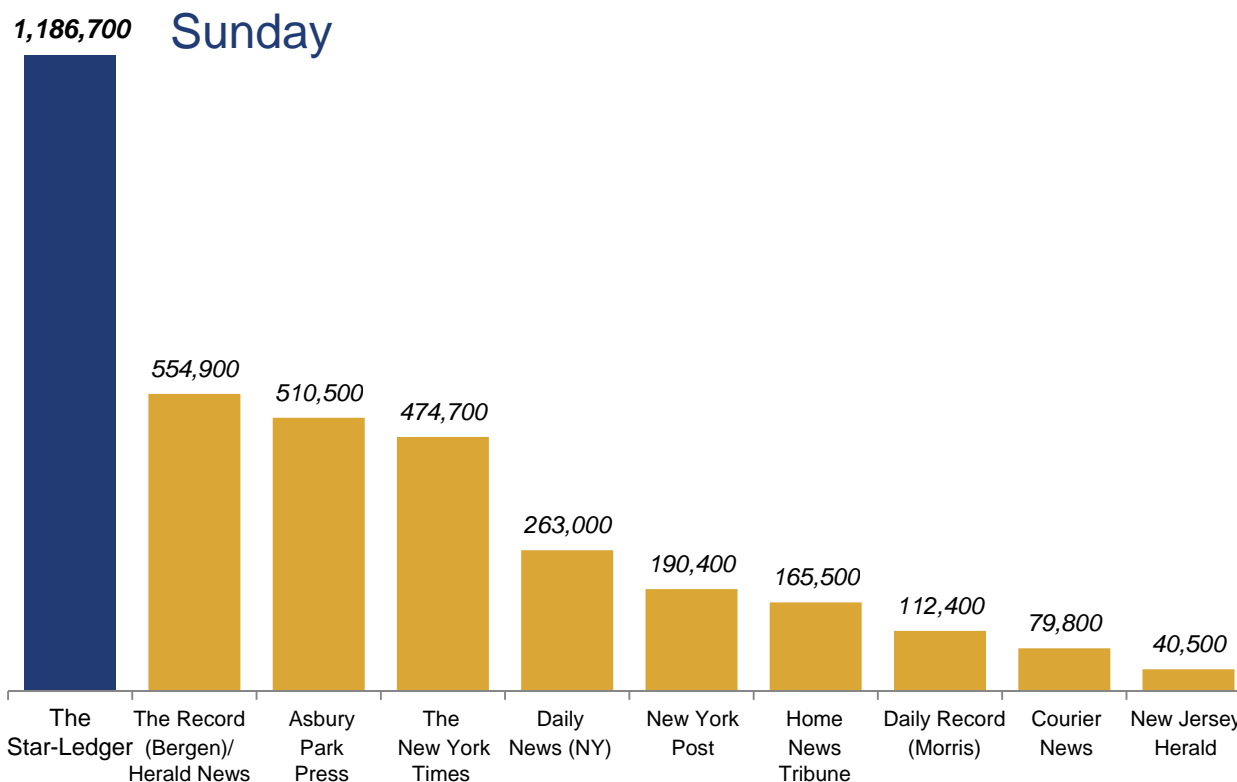
NORTH/CENTRAL NEW JERSEY – 13: 4,953,900 adults in Bergen, Essex, Hudson, Hunterdon, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, Union and Warren counties.
 Source: 2010 Release 1, Scarborough Report © 2010 Scarborough Research. All rights reserved.



The Star-Ledger

The most read Sunday newspaper in North/Central New Jersey.

Select Sunday Newspaper Average Issue Readership Adults in North/Central New Jersey



- The Star-Ledger is read by more adults on Sunday than The Record (Bergen)/Herald News and Asbury Park Press combined.
- The Star-Ledger delivers **2½ times** the Sunday readership of The New York Times.

NORTH/CENTRAL NEW JERSEY – 13: 4,953,900 adults in Bergen, Essex, Hudson, Hunterdon, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, Union and Warren counties.
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The Star-Ledger

Daily Readership Profile

North/Central New Jersey

DAILY STAR-LEDGER

	N/C NJ Adults	Average Issue	% of Readers	Cume	% of Readers
Total Adults	4,953,900	750,000	100%	1,280,200	100%
<u>Gender</u>					
Men	48%	414,500	55%	701,000	55%
Women	52%	335,500	45%	579,200	45%
<u>Age</u>					
18 - 34	27%	120,200	16%	278,100	22%
35 - 54	40%	255,500	34%	484,100	38%
55+	34%	374,400	50%	518,000	41%
<u>Education</u>					
High School Graduate	33%	230,600	31%	382,200	30%
Some College	24%	216,000	29%	396,700	31%
College Graduate+	33%	258,100	34%	434,600	34%
Any College	58%	474,200	63%	831,200	65%
<u>Home Ownership</u>					
Own	68%	564,500	75%	949,300	74%
Rent	28%	148,200	20%	259,300	20%

DAILY STAR-LEDGER

	N/C NJ Adults	Average Issue	% of Readers	Cume	% of Readers
Total Adults	4,953,900	750,000	100%	1,280,200	100%
<u>Household Income</u>					
Less Than \$35,000	18%	111,800	15%	182,100	14%
\$35,000 - \$49,999	15%	118,100	16%	191,700	15%
\$50,000 - \$74,999	14%	102,700	14%	186,200	15%
\$75,000 or More	52%	417,400	56%	720,200	56%
\$100,000 or More	37%	316,800	42%	547,700	43%
Average HH Income	\$103,850	\$112,228		\$111,186	
<u>Occupation</u>					
Employed	62%	451,100	60%	824,900	64%
White Collar	46%	305,200	41%	568,300	44%
Professional/Managerial	30%	191,600	26%	388,900	30%
Sales and Office	15%	113,600	15%	179,500	14%
<u>Family Status</u>					
Married	58%	439,700	59%	736,700	58%
Single (Never Married)	26%	181,700	24%	347,000	27%
Children at Home (Under Age 18)	42%	235,800	31%	436,000	34%

The Star-Ledger

Sunday Readership Profile

North/Central New Jersey

SUNDAY STAR-LEDGER

	N/C NJ Adults	Average Issue	% of Readers	Cume	% of Readers
Total Adults	4,953,900	1,186,700	100%	1,650,000	100%
<u>Gender</u>					
Men	48%	592,800	50%	812,600	49%
Women	52%	593,900	50%	837,300	51%
<u>Age</u>					
18 - 34	27%	201,800	17%	348,800	21%
35 - 54	40%	496,500	42%	718,400	44%
55+	34%	488,300	41%	582,800	35%
<u>Education</u>					
High School Graduate	33%	328,500	28%	478,400	29%
Some College	24%	354,800	30%	442,400	27%
College Graduate+	33%	430,700	36%	634,900	39%
Any College	58%	785,500	66%	1,077,300	65%
<u>Home Ownership</u>					
Own	68%	913,400	77%	1,205,700	73%
Rent	28%	220,900	19%	369,200	22%

SUNDAY STAR-LEDGER

	N/C NJ Adults	Average Issue	% of Readers	Cume	% of Readers
Total Adults	4,953,900	1,186,700	100%	1,650,000	100%
<u>Household Income</u>					
Less Than \$35,000	18%	168,700	14%	217,800	13%
\$35,000 - \$49,999	15%	151,100	13%	226,400	14%
\$50,000 - \$74,999	14%	179,000	15%	249,500	15%
\$75,000 or More	52%	687,800	58%	956,200	58%
\$100,000 or More	37%	508,400	43%	712,700	43%
Average HH Income	\$103,850	\$110,928		\$113,522	
<u>Occupation</u>					
Employed	62%	760,200	64%	1,065,300	65%
White Collar	46%	552,600	47%	787,700	48%
Professional/Managerial	30%	378,900	32%	543,700	33%
Sales and Office	15%	173,700	15%	243,900	15%
<u>Family Status</u>					
Married	58%	756,700	64%	1,030,600	63%
Single (Never Married)	26%	262,200	22%	395,400	24%
Children at Home (Under Age 18)	42%	433,600	37%	651,300	40%

The Star-Ledger

New Jersey's Newspaper

Select Newspaper Readership in The New York DMA* & Percent of Readers in North/Central New Jersey

Newspaper	Daily Readers	% in N/C NJ
New York Daily News	2,200,200	12%
New York Post	1,671,000	17%
The New York Times	1,723,900	21%
Newsday	1,146,300	1%
The Star-Ledger	753,000	100%
The Record (Bergen)/		
Herald News	463,000	100%
Asbury Park Press	379,100	100%
Home News Tribune	152,900	100%
Jersey Journal	115,100	100%
Daily Record	93,800	100%
Times of Trenton	89,600	100%
Trentonian	86,600	100%
Courier News	66,800	100%
New Jersey Herald	49,300	100%

Newspaper	Sunday Readers	% in N/C NJ
New York Daily News	2,554,000	11%
New York Times	2,325,200	22%
The Star-Ledger	1,189,300	100%
Newsday	1,163,800	0%
New York Post	1,108,200	18%
The Record (Bergen)/		
Herald News	559,600	99%
Asbury Park Press	510,500	100%
Home News Tribune	172,000	100%
Daily Record	112,400	100%
Times of Trenton	109,400	100%
Courier News	79,800	100%
Trentonian	72,800	100%
New Jersey Herald	40,500	100%

How to Read:

The Daily News has over 2.5 million Sunday readers in the New York DMA, yet only 11% of those readers reside in North/Central New Jersey.

*NEW YORK DMA PLUS: New York DMA plus Mercer County, NJ.

NORTH/CENTRAL NEW JERSEY – 14: includes Bergen, Essex, Hudson, Hunterdon, Mercer, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, Union and Warren counties.

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