

A photograph of the Tucson City Hall dome, which is covered in colorful mosaic tiles. The dome is partially obscured by several tall palm trees. In the background, a modern glass skyscraper is visible against a clear blue sky. The foreground shows a green lawn and some low-lying plants.

# Tucson Newspapers

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# One million residents

**Tucson Newspapers can help you keep pace with a city that has reached one million residents...and growing**

There's simply no place like Tucson, Arizona. The state's second-largest city is home to the prestigious PAC-10 University of Arizona, Davis-Monthan Air Force Base, two world-class spas, 864 holes of golfing paradise, and over one million people who come from all regions of the world to live in the Old Pueblo. Tucson is often described as "the big city with the small town feel," because it enjoys big-city sophistication – employment, economic, business and cultural diversity – without a big-city's hectic pace and high cost of living.

Located 120 miles south of Phoenix, Tucson's Old West charm and new Southwest flair are what make this unique city Arizona's best place to live.

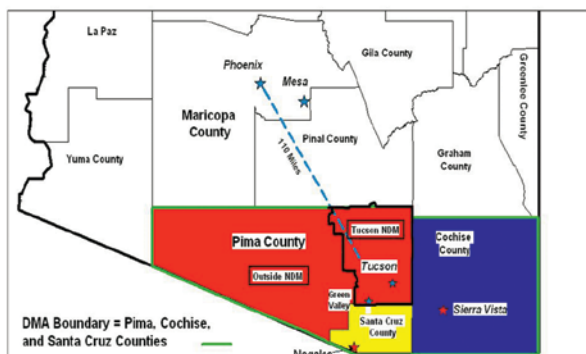
**2007 Tucson Rankings [population]:**

Tucson MSA = 51st in the country

Tucson DMA = 69th in the country

Tucson DMA Hispanics = 29th in the country

**Tucson MSA and DMA**



DMA Boundary = Pima, Cochise, and Santa Cruz Counties

Tucson MSA = Pima County

Tucson NDM = Tucson Metro Area





# Emerging Wealth

## Emerging Wealth

Affordability is one of the main drivers of Tucson's growth. Overall, living in Tucson costs 1% to 2% less than average, allowing Tucsonans to achieve a higher quality of life.

*Tucson was listed as one of IndustryWeek's "World Class Communities."*

"In addition, incomes are on the rise in the area. 27% of households in Tucson earn \$75,000 or more annually – a 59% increase in five years. The median annual household income has also increased by 16% to more than \$48,000. Area homes valued at \$500,000 or more have increased 50% in the last two years.

*One week of the daily Star/Citizen reaches nearly 60% of Tucson households with \$75,000 or more in annual income.*

## An Active, Youthful Market

A growing population of young families and young adults, along with the University of Arizona's nearly 40,000 students, contributes to Tucson's overall youthfulness. With a total population median age of 36.5, the market parallels that of the U.S. median age of 36.4 years. Adults aged 25 to 44 comprise the largest percentage of the population at 27%.





sTucson

# Cultural Strength

## Cultural Strength

Once part of Mexico before the Gadsden Purchase of 1853, Southern Arizona benefits from a strong sense of culture and represents the 29th largest Hispanic market in the country. Representing nearly a third of Tucson's population, Hispanics are a vital part of the economy. While the majority of Hispanics are from well-established families within the community, nearly two out of five are foreign-born, recent immigrants. Along with this high degree of assimilation comes strong cross-cultural influences – nearly seven out of 10 Tucson-area Hispanics are comfortable in either English or Spanish.

In addition to the Hispanic culture, the Tucson area benefits from a global economy. Each year more than 2.5 million business and pleasure travelers flock to Tucson, contributing more than \$900 million to the local economy. An additional 2.8 million Sonorans drive to Tucson from Mexico each year to shop, spending more than \$300 million in area stores and service establishments. Boosting the economy beyond these overnight visitors are nearly 30,000 winter visitors who contribute an additional \$112 million to the local economy.

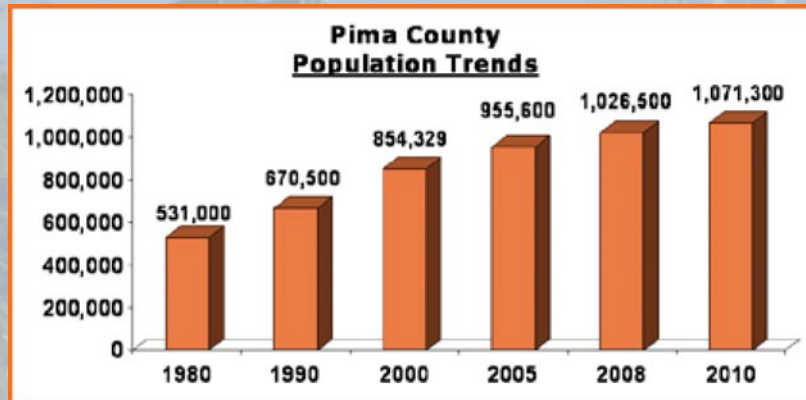
*One Sunday Star reaches 38% of all Pima County Hispanics.*



## A Growing Economic and Business Center

Tucson is currently the 18th fastest-growing major market in the nation, with a projected five-year population growth of 10%. With current population of more than one million, Tucson is expected to reach nearly 1.1 million in 2009.

Retail sales have also flourished and are projected to grow to more than \$18 billion by 2011.



Tucson is also experiencing robust job growth, resulting in a stronger economy and more disposable income. Tucson's labor force has grown to nearly 389,000 positions, adding more than 9,000 jobs in the past year and ranking 51st among the nation's fastest-growing metro areas.

*National magazine named Tucson one of America's Top Business Opportunity Metros in 2005.*

*Entrepreneur magazine ranked Tucson in the top 10 for the "Best Cities for Entrepreneurship."*

Growing Economic & Business Center

## Doing Business in Tucson

In the lucrative Tucson market, no other media source comes close to reaching as many consumers as Tucson Newspapers. Whether your advertising goal is to blanket the market, zero in on one zip code, or somewhere in between, we offer a diverse product portfolio including daily newspapers, specialty products, online and direct mail that can reach your target audience with precision and unparalleled results.

The combination of our daily, Sunday and online advertising products allows you to reach nearly two out of three Tucson consumers, or nearly 447,000 adults who are ready to purchase your products and services.

*It takes a full week of 360 spots during morning drive on Tucson's top nine radio stations to achieve the reach of just one day of the Star/Citizen – 38% or more than 278,000 Tucson adults. Business in Tucson.*

# Business in Tucson

Demographics	Pima County Adults	TNI Web Site Users	Star/Citizen Readers	Sunday Star Readers	Buyer's Edge Recipients
Total	100%	23%	38%	51%	72%
Men	48%	51%	48%	45%	49%
Women	52%	49%	52%	55%	51%
Married	58%	65%	62%	62%	55%
Single	24%	23%	18%	19%	28%
Age 18-34	32%	35%	15%	18%	40%
Age 35-54	35%	42%	35%	37%	37%
Age 55+	33%	23%	50%	44%	24%
Median Age (years)	45.5	42.1	55.1	52.2	49.5
Some College	35%	37%	37%	38%	35%
College Grad+	26%	38%	31%	29%	22%
HHI \$25,000	16%	9%	12%	12%	19%
HHI \$25,000-\$49,999	37%	28%	38%	35%	37%
HHI \$50,000-\$74,999	20%	23%	20%	22%	19%
HHI \$75,000+	27%	40%	29%	31%	26%
Median HH Income	\$48,224	\$64,323	\$49,850	\$53,395	\$46,577
Hispanics	28%	26%	23%	21%	32%
Working Women	27%	37%	26%	27%	29%
Retired	21%	12%	33%	29%	14%
Professionals/Mgrs.	23%	38%	27%	26%	23%
Homeowners	72%	81%	80%	80%	67%
Renters	23%	17%	14%	16%	28%
Adults w/ Children	39%	45%	28%	32%	45%

*It takes a full week of 60 spots during primetime on Tucson's eight local television stations to achieve the reach of just one day of the Sunday Star – 51% or more than 368,000 Tucson adults.*



# Online | More than just newspapers



## Online

Tucson Newspapers' print and online products complement each other – our suite of web sites, which is the number one most-visited collection of local sites in Southern Arizona, adds nearly 54,000 new people to a daily/Sunday advertising buy.

*One Sunday Star, daily Star/Citizen & Web sites reach 65% of the market or nearly 470,000 adults.*

**Tucson Newspapers now casts a bigger footprint in the Tucson market.**

As more and more Tucsonans go online for news, they're turning to the brands they trust in print: the Star and the Citizen.

This means a bigger "spotlight" in the market for our combined print and online products, and a bigger impact for businesses that advertise in them.

Research shows newspapers are gradually replacing their lost circulation with Internet audience, and online is also extending newspapers to the much-sought after younger audience.

## We are more than just newspapers

At Tucson Newspapers, the business agent for the Arizona Daily Star and the Tucson Citizen, we continue to develop exciting and unique specialty products that complement our core, mass-distributed newspapers to help our valued advertisers better target key customer groups. For more information on Tucson Newspapers' vast array of advertising solutions, please call (520) 573-4366 or your account executive.

Top 10 newspapers in the country, ranked by integrated print and online audience reach by Scarborough for designated market area:

Rochester Democrat and Chronicle	83.0%
The Des Moines (Iowa) Register	72.7%
Richmond (Va.) Times-Dispatch	68.1%
Milwaukee (Wis.) Journal Sentinel	67.1%
San Antonio (Texas) Express-News	65.8%
The Washington Post	65.7%
The Courier-Journal, Louisville, Ky.	64.5%
Austin (Texas) American-Statesman	64.2%
Honolulu Advertiser	64.0%
ARIZONA DAILY STAR AND	63.7%

Sources: Scarborough 2007 (T); Claritas 2007; Woods and Poole 2006; U.S. Dept. of Labor Statistics 2006; Arizona Department of Economic Security 2006.