



Twenty Counties. 1.5 Million People.

Introduction

Capital Region

Audience

Products

Reach

Shoppers

Partner with us

Rate Cards



2010 Media Kit

Capital Newspapers represents the most effective media buy you'll find anywhere in Wisconsin's Capital Region.

Our integrated network of products and services makes it easy to reach the entire Capital Region with just one buy. Our highly educated and affluent audience extends not just through the more densely populated counties of Dane, Sauk, Columbia and Dodge, but as far north as Adams and Juneau – and all the way down to the Illinois state line.

With our variety of innovative, high-impact advertising solutions in print and online, we can target your market and guarantee an audience that's both looking for your message and waiting to act on it.

Whether your marketing goal is to launch a new product or service, promote a special event or build brand awareness, Capital Newspapers provides creative multimedia options that produce results.

To find out what the Capital Newspapers advertising network can do for you, call us at (608) 252-6200.



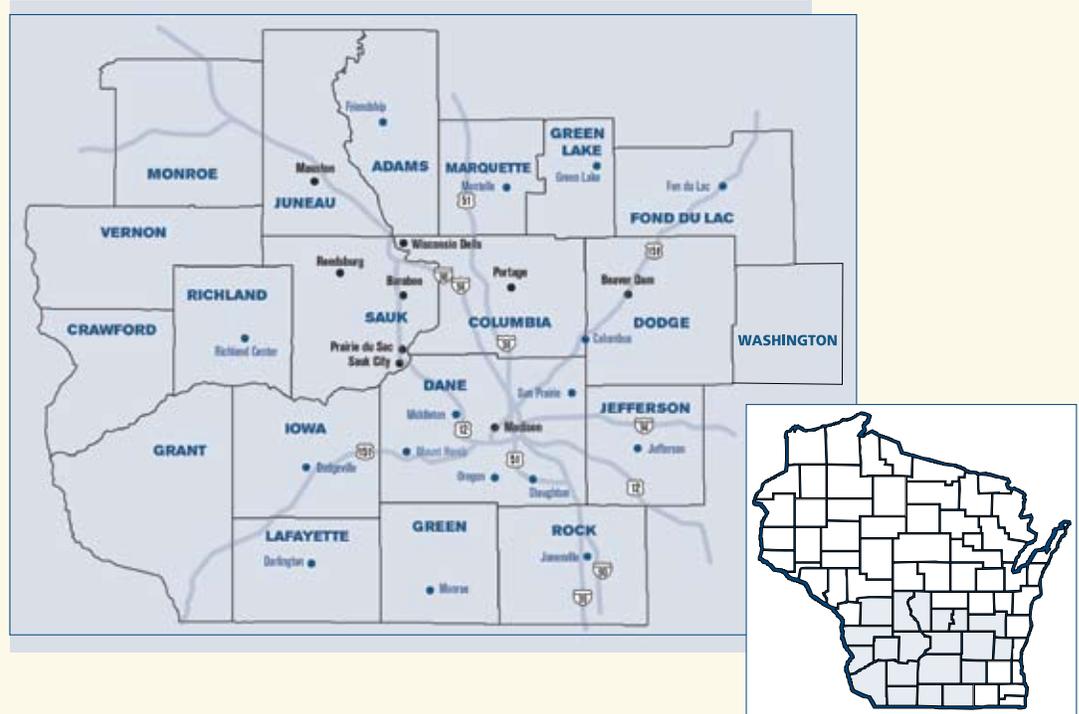
Capital Newspapers



Look no further.

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The Capital Region is the cradle of Wisconsin – home to its educational and political capitals, some of its best healthcare and many of the most popular tourist areas in the Midwest.



Our Market

Total Population: **1,480,800**
Total Households: **595,397**

Average Household Income: **\$65,613**
Consumer Spending Per Household: **\$52,388**

Source: DemographicsNow.com February 2010. (Numbers include the counties of Adams, Columbia, Crawford, Dane, Dodge, Fond du Lac, Grant, Green, Green Lake, Monroe, Iowa, Jefferson, Juneau, Lafayette, Marquette, Richland, Rock, Sauk, Vernon and Washington.)

Our Products

- Agri-View
- Apartment Showcase
- Baraboo News Republic
- Capital Region Business Journal
- Celebrations
- Classifieds
- Columbus Journal
- Daily Citizen
- Jobs
- Juneau County Star–Times

- madison.com
- Monday Marketeer
- Monday Mini
- Neighbors Monthly
- Nursingmatters
- Portage Daily Register
- Reedsburg Times–Press
- rentals.madison.com
- Shopper Stopper
- Shopper’s Edge
- Shopper’s View

- Shopping Reminder
- The Cap Times
- The Sauk Prairie Eagle
- Tri County
- Weekend Citizen
- Wheels For You
- WiscNews.com
- Wisconsin Dells Events
- Wisconsin Reminder
- Wisconsin State Journal
- 77 Square



700,473 Consumers \$15.1 Billion Spending

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Dane County

With a diverse population that spends more than \$10.8 billion every year, Dane County's highly educated and affluent residents use newspaper advertising to help them make shopping decisions.

Population: 500,552	White Collar Jobs: 70%
Adult Population: 388,896	Blue Collar Jobs: 30%
Households: 184,630	Median Age: 35.9
Average Household Income: \$77,049	Associate Degree or Higher: 54.9%
Average Household Income Index: 111	Household Expenditure: \$10,801,139,330

Madison

The state capital and the site of the state's largest university, Madison consistently ranks as a top community in which to live, work, play and raise a family. As one of the most business-friendly cities in the nation, with a confluence of government, academia and the private sector, the greater Madison area continues to attract more influential people every year.

Sauk, Columbia & Dodge Counties

As pillars of the Capital Region, Sauk, Columbia and Dodge County residents shop at local establishments and Madison-area businesses alike, making them part of an increasingly vital market for advertisers in the Capital Region. And, with Capital Newspapers' integrated products and publications, you can gain access to some of the fastest-growing cities in the state and some of the top vacation destinations in the Midwest.

Population: 199,921	Median Age: 39.9
Adult Population: 155,951	Household Expenditure: 4,330,744,064
Households: 86,366	Consumer Expenditure
Average Household Income: \$61,242	Per Household: \$50,144

FACT: 56% of Sauk, Columbia and Dodge residents shop in Madison when they see a newspaper ad or insert featuring a product or sale of interest. Source: Scarborough Research Study, 2007-2008



Quality Journalism = Quality Audience

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Wisconsin State Journal



With readers in 20 counties, the Wisconsin State Journal is the foundation of the Capital Newspapers marketing network. Featuring up-to-date local and national news, in-depth sports coverage, and trusted arts and entertainment reviews, the Wisconsin State Journal is an essential part of every day.

When you advertise in the Wisconsin State Journal, you can rest assured that your message is being delivered to a highly receptive audience of educated and influential readers.

FACT: The Wisconsin State Journal reaches 381,392 adults in Dane, Sauk, Columbia and Dodge Counties during an average week. *Source: Lee Enterprises Audience Report, Wilkerson & Associates, Sept. 2009*

Sunday Wisconsin State Journal



Sunday is an important day – it's a day that people claim for themselves to do the things they want to do. And, what over half of the adults in the area want to do is read the Sunday State Journal each week to find news, commentary, ideas and most importantly, advertising.

The Sunday Wisconsin State Journal is the single most effective way to deliver your message to the Capital Region.

FACT: 64% of Sunday Wisconsin State Journal readers read the Sunday advertising inserts.

Source: Lee Enterprises Audience Report, Wilkerson & Associates, Sept. 2009

The Capital Times



Grounded in a tradition of local, progressive, timely, hard-hitting journalism started by William T. Evjue over 90 years ago, The Capital Times' thriving online home at captimes.com continues to be the trusted voice of the Capital Region.

In addition to the Web site, a weekly, magazine-style print edition – The Cap Times – is distributed every Wednesday with the Wisconsin State Journal and rack-distributed free in the Greater Madison area. The Cap Times weekly edition offers a dose of progressive commentary unmatched by any other media outlet in the area.

FACT: 76,000 copies of The Cap Times are distributed throughout the Dane County area each week.



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77 Square



77 Square is the Madison area's newest and best arts, entertainment and culture publication. Distributed every Thursday in the Wisconsin State Journal and rack-distributed free all around town, it's what residents of the "77 square miles surrounded by reality" that is Madison use to make their entertainment spending decisions.

The Classifieds and Yahoo! HotJobs



The Classifieds is your one-stop guide to classified advertising. Not only can you post your listings for employment, real estate, autos and more, but you can do so to a receptive and targeted audience of job seekers, house hunters, collectors and all other people who are specifically looking for advertising.

The Classifieds has also partnered with Yahoo! HotJobs to expand your recruitment advertising potential and assure that your message gets delivered to the biggest – and best – audience.

madison.com



Internet users from all over the Capital Region and beyond look to madison.com to get all the local information they need: breaking news and commentary from the Wisconsin State Journal and The Cap Times, 77 Square's arts, culture and entertainment content, the most comprehensive sports reporting in the area, Marketplace, blogs and forums, as well as contributions from readers and organizations all over the area.

Named one of the most wired cities in the United States by International Demographics, Madison is home to a growing and influential market of young, educated and tech-savvy adults.

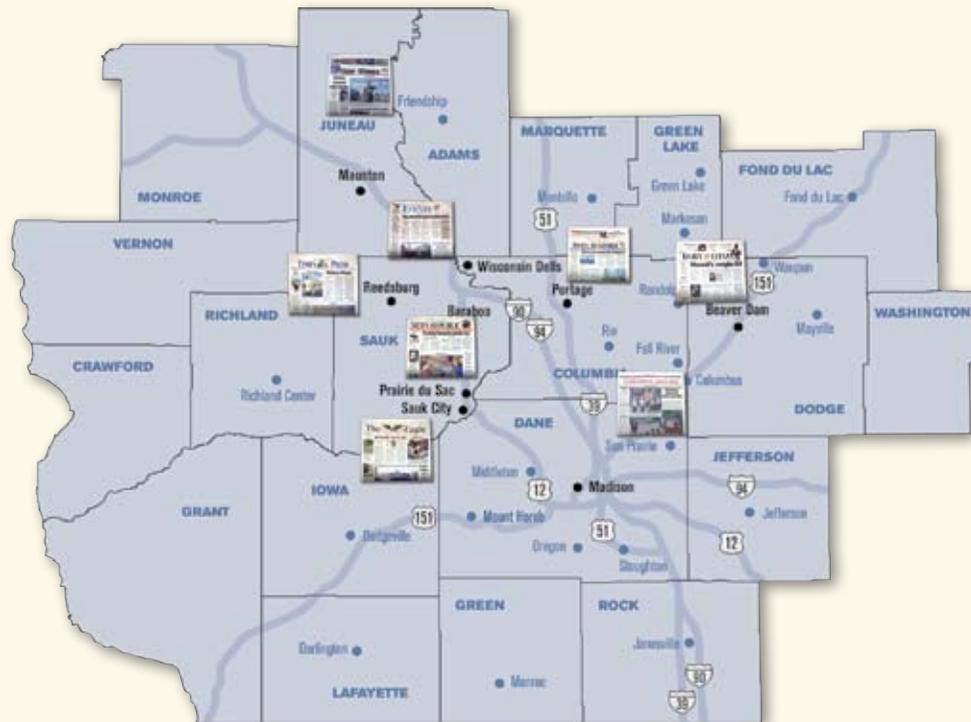


Expand your reach. Expand your market.

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With Capital Newspapers' integrated network of products and publications, you can deliver your advertising message to the entire Capital Region and beyond – to twenty counties in Southern Wisconsin.

With one buy, you can extend your reach to some of the fastest-growing cities, vacation destinations and retail centers in the state. Allow Capital Newspapers to connect you to some of the most vibrant economies and premier destination areas in the Midwest.



Baraboo News Republic

*Published: Monday through Saturday
Circulation: 4,215*

Columbus Journal

*Published: Saturday
Circulation: 2,276*

**Daily Citizen/
Weekend Citizen**

*Published: Monday through Saturday
Circulation: Daily: 9,768
Saturday: 11,446*

Juneau County Star-Times

*Published: Wednesday and Saturday
Circulation: 2,678*

Portage Daily Register

*Published: Monday through Saturday
Circulation: 4,806*

Reedsburg Times-Press

*Published: Wednesday and Saturday
Circulation: 1,073*

The Sauk Prairie Eagle

*Published: Wednesday
Circulation: 2,001*

Wisconsin Dells Events

*Published: Wednesday and Saturday
Circulation: 2,404*

Sources (Circulation): Audit Bureau of Circulations, Sept. 2009 (Dailies); Publishers Statements of Ownership, Sept. 2009 (Weeklies)



Reach every household with Shoppers and Extended Market Coverage products.

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Every Sunday, Monday and Wednesday, our shoppers and EMC (Extended Market Coverage) products offer you unparalleled reach throughout the Capital Region. In combination with advertising in certain paid products, shoppers and EMC products can deliver your message to virtually every household in the counties of Dane, Sauk, Columbia, Dodge, Adams, Juneau and Marquette.

Shopper Stopper Published: Wednesday • Distribution: 106,399

Wisconsin Reminder Published: Wednesday • Distribution: 13,311

Delivered free to homes throughout the Capital Region every week, our two primary shoppers are great buys for small advertisers and big businesses alike.

Shopper Stopper is the primary shopper for the counties of Dane, Sauk, Columbia and Marquette. The Wisconsin Reminder serves Juneau County, Adams County & their outlying areas. Together they are a great way to reach an audience that's constantly on the lookout for shopping information.

Monday Marketeer Published: Monday • Distribution: 10,837

Distributed to Waupun, Ripon, Randolph, Markesan, the Monday Marketeer is designed to get your message out to an extended market area.

Monday Mini Published: Monday • Distribution: 16,616

The Monday Mini is a full-coverage publication reaching households within a 15-mile radius of Beaver Dam. All ads from the Mini are included in the Monday Daily Citizen.

Shopping Reminder Published: Monday • Distribution: 4,765

Every Monday, the Shopping Reminder gives you the ability to reinforce your ad message in an extended full-coverage trade area to Columbus, Fall River, Rio and Reeseville.

Shopper's View Published: Monday • Distribution: 7,923

Shopper's View covers households in Mayville, Horicon, Juneau, Lomira, Theresa, Iron Ridge and Hustisford.

Tri County Published: Wednesday • Distribution: 28,739

The number one advertising publication in the Dodge County area, covering virtually every household. All Tri County ads also appear in the Wednesday Daily Citizen.

Shopper Stopper Plus Published: Wednesday • Distribution: 74,671

Shopper Stopper Extra Published: Sunday • Distribution: 107,000

The Shopper Stopper Plus (Wednesday) and Shopper Stopper Extra (Sunday) are delivered free to over 200,000 households in zones throughout Madison and the central Capital Region.



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Capital Newspapers offers a variety of services to assist you in reaching the largest possible number of Capital Region households.

Print and Deliver We create high-impact, single-sheet promotional inserts. You select the geographic areas you'd like to reach (by ZIP code), and we'll deliver the message to the homes of both subscribers and non-subscribers.

Graphic Design Our award-winning staff of designers can enhance the effectiveness of your message by creating and designing your newspaper ad at no additional cost.

Market Research We'll keep you abreast of the forces that shape our local market. Demographics, media usage among area adults and consumer behavior information are all available upon request.

Co-op Advertising & Vendor Development Our consultants can keep you informed of all available vendor funds. Taking advantage of all current co-op and vendor programs further ensures that your advertising is a sound investment.

Direct Marketing With full-service direct marketing, we can create mailing lists tailored to your specific needs and send your advertising message to those most likely to respond.

Commercial Printing Our commercial printing facilities offer you the ability to print your products, in a wide variety of formats, at competitive prices.

Annual Opportunities Annually occurring special sections and events provide you with the ability to target your message.

Special Sections

JANUARY

Around Town Stoughton
 Around Town Sun Prairie
 Capital Region Business Journal®
 Coupon Clipper
 Neighbors
 Shoppers Edge

FEBRUARY

Around Town Middleton*
 Book of Business
 Capital Region Business Journal®
 Coupon Clipper
 Garden Expo
 Home Products Show
 K-12 Planner
 Neighbors
 New Beginnings
 Spaces/How-to Guide

MARCH

Around Town Oregon
 Around Town Verona
 Capital Region Business Journal®
 Coupon Clipper
 Go Madison

Holiday Worship
 MSCR
 Neighbors
 Shopper's Edge
 Spring Auto

APRIL

Around Town Monona*
 Around Town Stoughton
 Capital Region Business Journal®
 Click & Bid
 Coupon Clipper
 Go Green
 Golf Guide
 Neighbors
 Spaces/How-to Guide

MAY

77 Square Dining Guide
 All-State Scholars
 Around Town Sun Prairie
 Around Town Middleton*
 BratFest
 Capital Region Business Journal®
 Coupon Clipper
 Education for Life
 Neighbors

Race for the Cure

JUNE

Around Downtown
 Around Town Oregon
 Around Town Verona*
 Capital Region Business Journal®
 Coupon Clipper
 Neighbors
 Parade of Homes
 Spaces

JULY

Around Town Stoughton
 Around Town Waunakee
 Capital Region Business Journal®
 Certified Auto
 Coupon Clipper
 Neighbors
 Shopper's Edge

AUGUST

Answer Book
 Around Town Middleton*
 Around Town Sun Prairie
 Capital Region Business Journal®
 Coupon Clipper
 Football - College/Prep

MSCR
 Neighbors
 New Beginnings
 Spaces

SEPTEMBER

Around Town Monona*
 Around Town Oregon
 Capital Region Business Journal®
 Coupon Clipper
 Football - NFL
 Go Green
 Go Madison
 Money Smart Week
 Neighbors
 Quilt Expo
 Taste of Madison

OCTOBER

77 Square Dining Guide
 Around Town Stoughton
 Capital Region Business Journal®
 Coupon Clipper
 Fall Auto Preview
 Life & Legacy
 Neighbors
 Spaces

Shoppers Edge

NOVEMBER

Around Downtown
 Around Town Fitchburg*
 Around Town Middleton*
 Around Town Sun Prairie
 Around Town Verona*
 Capital Region Business Journal®
 Coupon Clipper
 Holiday Idea Book
 MSCR
 Neighbors

DECEMBER

Around Town Monona*
 Around Town Oregon
 Capital Region Business Journal®
 Christmas Wrap
 Coupon Clipper
 Education for Life
 Holiday Worship
 Neighbors
 Spaces

®= Online only

*Indicates distribution in Neighbors