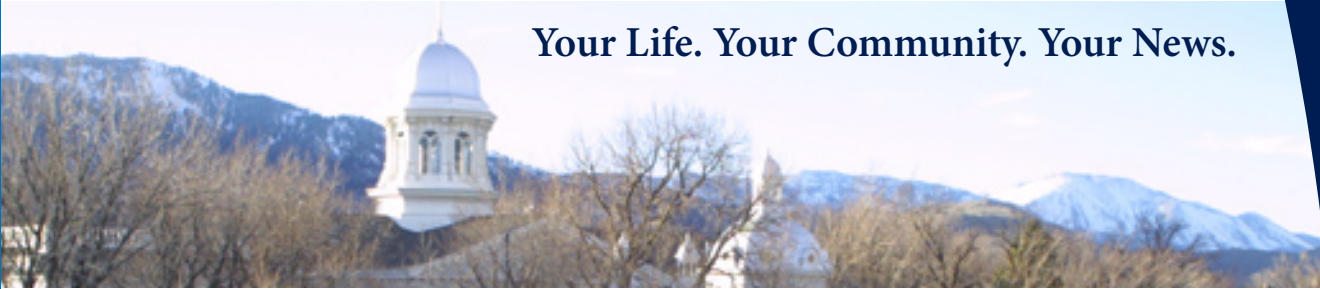


Nevada Appeal

Your Life. Your Community. Your News.



Proudly the Silver State's oldest daily newspaper, the Nevada Appeal came into existence in May 1865. Swift Communications, a Nevada-based company, has owned and operated the Appeal since 1995. The Appeal is a paid newspaper published Tuesday through Sunday, with an average daily readership of 25,000 and average Sunday readership of 35,000. The paper is the longest continuously operating business in Carson City and celebrated its 140th anniversary in 2005.

The Nevada Appeal and its affiliated web site, www.nevadaappeal.com, focus on local and community news. The Nevada Appeal also publishes the Buzz, a bi-monthly entertainment guide covering northern Nevada and Tahoe. Special publications also include the *Senior Services Directory* and *Carson City Progress*. The Appeal has received numerous awards from the Nevada Press Association and the Associated Press.

market demographics

Source: Demographics Now 2011

City/Town & Zip Code	Population	Total Households	Median Household Income	Median Age	# of Employees (daytime population)	# of Business Establishments	Annual Total Average HH Expenditure
Carson City 89701	27,933	9,787	\$51,300.00	38.4	19,611	1,100	\$51,101.00
Carson City 89703	9,717	4,380	\$62,837.00	50.4	9,628	1,077	\$65,694.00
Carson City 89705	4,671	1,863	\$62,238.00	44.8	1,520	156	\$56,153.00
Carson City 89706	20,257	7,880	\$42,723.00	38.9	13,577	1,264	\$46,502.00
Dayton 89403	12,970	3,791	\$50,969.00	40.6	2,528	246	\$49,894.00

nevadaappeal.com

Swift Online Scorecard, Sept.-Nov. 2011 averages

Visits 343,840

Unique Visitors 169,592

Page Views 940,254

99.5 percent of those surveyed in a February 2011 online survey had read the Nevada Appeal in the past week.

72 percent of those surveyed in a February 2011 online survey subscribed to the print edition of the Nevada Appeal.

53.4 percent of those surveyed in February 2011 said the Nevada Appeal was their primary source of local retail store advertising information, information about sales and where to shop in their local area.

In print or online, newspaper media reach 81 percent of households earning \$250,000 or more in the average week, and more than 77 percent of households earning between \$100,000 and \$249,999.

Source: Pulse Research February, 2011; Scarborough Research / The Newspaper Association of America August, 2011



Main Number 775-882-2111 | Display Advertising 775-882-2111
 Classified Advertising 775-881-SOLD | Majors/National 775-881-1277
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