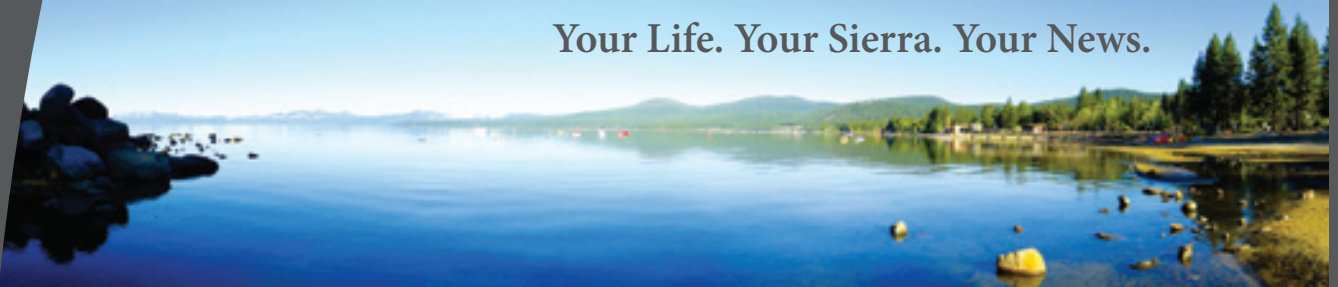


Your Life. Your Sierra. Your News.



The Sierra Sun is one of the oldest newspapers in California, with roots going back to the gold rush era of the 1860s. The newspaper is owned and operated by Swift Communications, a Nevada-based company.

Friday. The newspaper and its affiliated web site, www.sierrasun.com, focus on local and community news. Special publications include *Tahoe Magazine* (summer and winter editions) and the *North Lake Tahoe Visitors Guide*.

The Sierra Sun is a free newspaper and publishes approximately 6,000 copies every Wednesday and

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
Truckee 96161	17,969	6,965	\$68,037.00	36.1	10,579	1,434	\$66,587.00
Kings Beach 96143	4,826	1,685	\$40,237.00	30.3	1,493	248	\$52,335.00
Tahoe City 96145	5,552	2,279	\$73,204.00	40.3	5,494	593	\$79,571.00
Loyalton 96118	1,349	646	\$46,968.00	46.5	299	42	\$58,832.00
Tahoe Vista 96148	1,317	506	\$68,581.00	36.4	448	69	\$67,918.00
Homewood 96142	1,532	640	\$67,603.00	36.4	496	61	\$65,662.00

Swift Online Scorecard, Sept.-Nov. 2011 averages

Visits 122,515

Unique Visitors 59,937

Page Views 310,724

sierrasun.com

August, 2011 Online Reader Survey reader comments:

“Great local coverage.”

“Love the local content in a high-quality publication.”

“I really like the facebook page and the news feeds there.”

“I like the local stories, where we can support a new business or help and old one.”

68.4 percent of those surveyed in August 2011 had read or looked at the print edition of the Sierra Sun in the past seven days

Source: Write Brain West August, 2011 Reader Survey



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