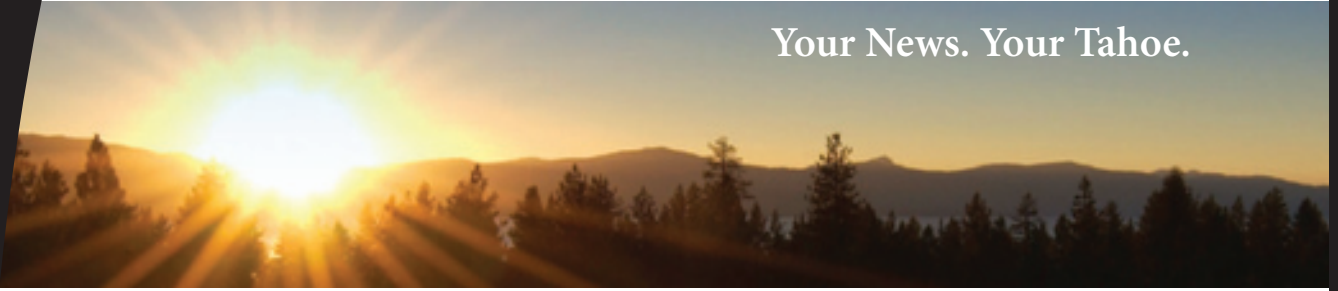


Tahoe Daily Tribune

Your News. Your Tahoe.



The Tahoe Daily Tribune was founded as a weekly newspaper in 1958. The paper is owned and operated by Swift Communications, a Nevada-based company. The Tribune is a free newspaper – with paid home delivery – published Wednesday, Friday and Saturday, averaging 7,500 copies per edition.

The newspaper and its affiliated web site, www.tahodailytribune.com, focus on local and community news. Special publications include *Tahoe Tastes* (summer and winter editions), *Tahoe Magazine* (summer and winter editions) and the annual *Best of Tahoe*, where readers vote on the favorites of South Lake Tahoe.

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
South Lake Tahoe 96150	33,583	13,041	\$47,607.00	36.9	17,842	1,702	\$52,809.00
Zephyr Cove/ Round Hill Village 89448	1,677	863	\$74,758.00	53.1	515	81	\$74,306.00
Kingsbury 89449	2,786	1,336	\$75,313.00	45.5	4,858	290	\$70,924.00

Swift Online Scorecard, Sept.-Nov. 2011 averages

tahodailytribune.com

Visits 156,241

Unique Visitors 76,297

Page Views 420,809



October, 2011 Online Reader Survey results and reader comments:

82.9 percent of those surveyed in October 2011 had read or looked at the print edition of the Tahoe Daily Tribune in the past week.

95.3 percent of those surveyed in October 2011 “always” read the Local News section in the Tahoe Daily Tribune.

“Excellent publication. Keep up the good work.”

“I love how local events are the focus, including the local school sports.”

“I love to read my paper, ‘Tahoe Tribune’ online! I say GOOD job ... I enjoy it much.”

Source: Write Brain West October, 2011 Reader Survey

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