



Charleston-Huntington, WV Market Newspaper Overview

Mkt Rank: 64
BIA Revenue Rank: 80

Demographic and Economic Overview (000s, except Retail Expend. and ADI in \$000,000s)

	2005		2010		Growth Rate	
	2005	2010	2010	2015	Rate	Rate
Population 1	1,230	1,221	-0.1%	1,221	1,222	0.0%
Households	498	496	-0.1%	496	471	0.2%
Retail Expend.	8,332	9,144	1.9%	9,144	8,667	1.2%
Agg. Disp. Inc.	17,822	21,473	3.8%	21,473	23,249	1.6%

Pop Rank # 66	TV Households	470	White	95.6%	Avg Household	\$ 48,946
HH Rank # 63			Black	2.5%	Per Capita	\$ 20,394
RE Rank # 74	# Market Counties 2	33	Asian	0.6%	Hispanic Origin	0.8%
ADI Rank # 78						

Market Newspaper Financials (all figures in 000's)

ESTIMATED REVENUES	Circulation Revenue	Advertising Revenue	Total Revenue
	\$23,884	3 \$55,147	\$88,172

	2010		2009	
	Revenue/Retail Expend.	Revenue/Capita	Revenue/Retail Expend.	Revenue/Capita
	\$9.64/1,000	\$72.21	\$9.64/1,000	\$72.21
	\$177.77	\$177.77	\$177.77	\$177.77

	2010		2009	
	Number Papers	Total Circulation	Number Papers	Total Circulation
Dailies	14	169,300	14	169,300
Sundays		171,900		171,900
Weeklies	33	203,418	33	203,418

Charleston-Huntington, WV Circulation Detail

Newspaper	No. Days Publish	BIAfn Estimated Current Circulation											
		2010			2010		2009						
		Daily	Mkt Share	Mkt Pene	Daily	Sunday	Daily	Sunday					
Charleston Gazette, The	7 D	37,700	22.3	7.6	43,000	25.5	8.9	38,238	*	44,552	40,671	*	46,812
Herald-Dispatch, The	7 D	25,000	14.8	5.0	29,100	16.9	5.9	23,392	*	29,194	24,192	*	29,531
Charleston Daily Mail	7 D	18,700	11.0	3.8	21,000	12.7	4.4	18,600	*	21,671	19,225	*	22,128
Athens Messenger, The	7 D	15,000	8.9	3.0	15,000	8.8	3.0	9,000		9,180	10,000		10,200
Daily Independent, The 4	7 D	14,900	8.8	3.0	15,000	8.8	3.0	14,674	*	15,220	15,472	*	16,012
Portsmouth Daily Times	6 D	12,600	7.4	5 2.5	12,400	7.2	2.5	11,340		11,340	12,600		12,600
Appalachian News-Express, The	3 D	8,800	5.2	1.8	8,800	5.1	1.8	8,820		8,820	9,800		9,800
Williamson Daily News	7 D	7,700	4.5	1.6	7,700	4.5	1.6	7,740		7,740	8,600		8,600
Logan Banner, The	5 D	7,300	4.3	1.5				7,290			8,100		
Ironton Tribune, The	6 D	6,600	3.9	1.3	8,500	4.9	1.7	5,760	6		6,400		
Gallipolis Daily Tribune	6 D	4,600	2.7	0.9	5,000	2.9	1.0	4,140			4,600		
Daily Sentinel, The	5 D	3,800	2.2	0.8	4,500	2.6	0.9	3,600			4,000		
Point Pleasant Register	5 D	3,500	2.1	0.7				3,510			3,900		
Wayne County News	6 D	3,100	1.8	0.6				3,060			3,400		

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Newspaper Overview and Circulation Detail

1 Historic and Projected Market Indicators

This overview examines historical and projected growth trends for the following four indicators. The growth rate is the compound average annual rate for the periods indicated. For comparison of each market's growth rates with the entire country, see the tables on page 6. This information is licensed from Experian/Applied Geographic Solutions and is reprinted herein with their permission.

Market Population: Presented in thousands (000s) of people.

Market Households (HH): Presented in thousands (000s) of households.

Market Retail Expenditures (RE): Presented in hundreds of thousands (\$000,000s) of dollars.

Market Aggregated Disposable Income (ADI): After tax disposable income available in the market. Presented in hundreds of thousands (\$000,000s) of dollars.

2

Market Rankings and Statistics

Pop Rank: The market's ranking by total 2010 population.

HH Rank: The market's ranking by total 2010 households.

RE Rank: The market's ranking by total 2010 retail sales.

ADI Rank: The market's ranking by total 2010 Aggregated Disposable Income available in the market.

TV Households: The number of television households in the market presented in thousands (000s).

Market Counties: The number of counties covered by the Market.

White: The percentage of Caucasian population in the market.

Black: The percentage of African-American population in the market.

Asian: The percentage of Asian population in the market.

Avg Household: The average 2010 household income in the market.

Per Capita: The average 2010 income per person in the market.

Hispanic Origin: The percentage of Hispanic residents in the market.

3 Market Newspaper Financials

Market accumulation of revenues of all newspapers for Circulation, Advertising, and Total Revenues. Also gives accumulated Daily, Sunday and Weekly circulation totals and total market penetration (percent of total households in the market).

Ratios: Current Newspaper market revenue to retail sales, revenue per capita, and revenue per household are presented.

4 Newspaper Rankings

Newspapers are listed in descending order by Estimated Daily Circulation for the Daily newspapers. If the total number of newspapers can fit on one page, the weekly newspapers are also included on this page. The Weekly newspapers are listed alphabetically. The number of days per week the paper is published and the "D" (daily) or "W" (weekly) indicator is listed.

5 BIA/Kelsey Estimated Current Circulation

Current estimated Daily and Sunday circulation, market circulation share, and market penetration (percent households).

6 Audit Bureau of Circulations Data

Latest Publisher's Statement data provided by the Audit Bureau of Circulations for the time period shown.



Charleston-Huntington, WV Financial and Owner Overview

Mkt Rank: 64

Newspaper	City and State	No. Days Publish	Est '10 Circ Rev (000) ^{1/}	Est '10 Ad Rev (000) ^{1/}	Est '10 Total Rev (000) ^{1/}	Sales Price (000)	Date Acq'd	JOA	Owner	Owner # Papers	Owner Est Total Rev (000) ^{1/}	Owner Rev Rank
Charleston Gazette, The	Charleston, WV	7 D	4,052	10,646	17,082			68.9%	Daily Gazette Company (WV)	1	17,082	144
Herald-Dispatch, The	Huntington, WV	7 D	3,185	7,048	12,071	77,000	0706		Champion Industries Inc	1	12,071	181
Charleston Daily Mail	7 Charleston, WV	7 D	2,461	6,928	10,584			31.1%	Affiliated Media Inc	113	1,710,920	4
Athens Messenger, The	7 Athens, OH	7 D	776	2,027	3,333	u	0711		American Consolidated Media, Inc	53	61,505	59
Daily Independent, The	7 Ashland, KY	7 D	1,886	4,110	6,550	9	0203		Community Newspaper Holdings Inc	132	394,965	14
Portsmouth Daily Times	6 Portsmouth, OH	6 D	1,468	2,525	4,190	g	0404		Heartland Publications LLC	45	57,077	64
Appalachian News-Express, The	3 Pikeville, KY	3 D	1,121	863	2,157				Lancaster Management	21	18,485	133
Williamson Daily News	7 Williamson, WV	7 D	693	1,138	2,131	g	0504		Heartland Publications LLC	45	57,077	64
Logan Banner, The	5 Logan, WV	5 D	429	1,128	1,770	u	0610		Heartland Publications LLC	45	57,077	64
Ironton Tribune, The	6 Ironton, OH	6 D	678	1,157	2,103				Boone Newspapers Inc	32	48,382	73
Gallipolis Daily Tribune	6 Gallipolis, OH	6 D	360	1,448	2,080	90,000	g 0404		Heartland Publications LLC	45	57,077	64
Daily Sentinel, The	5 Pomeroy, OH	5 D	407	639	1,180	g	0404		Heartland Publications LLC	45	57,077	64
Point Pleasant Register	5 Point Pleasant, WV	5 D	260	484	852	g	0404		Heartland Publications LLC	45	57,077	64
Wayne County News	6 Wayne, WV	6 D	595	826	1,567				George, Tom	1	1,567	597

Sample

7 Daily Newspaper Name, City & State

Provides the newspaper's name and the city and state in which it is located. Lists the number of days published and the Daily (D) or Weekly (W) indicator.

8 Daily Newspaper Financial Information

Estimated Circulation Revenue: Presented in thousands (\$000), BIA's estimate of revenue derived from newspaper circulation for the year indicated.

Estimated Advertising Revenue: Presented in thousands (\$000), BIA's estimate of revenue derived from newspaper advertising for the year indicated.

Estimated Total Revenue: Presented in thousands (\$000), BIA's estimate of total revenue derived from all sources for the year indicated. (NOTE: Includes circulation, and advertising plus other miscellaneous revenue sources.)

9 Daily Newspaper Ownership Changes

Sales Price: Presented in thousands (\$000), this is the price paid for the newspaper. To the right of the price you may encounter a code that signifies the type of transactions (see Keys & Codes on page 12).

Date Acq'd: The date (Year Month) the newspaper was acquired by the most recent purchaser. A new owner is presented only when the sales transaction is finalized.

10 Daily Newspaper Ownership Information

JOA: Joint Operating Agreement. Shows as percentage of control over combined operations.

Owner: Name of the newspaper's current owner.

Owner # Papers: Total number of daily newspapers owned by the owner at time of publication.

Owner Est Total Rev: Presented in thousands (\$000), this figure represents the total revenue of daily newspapers owned by the subject owner.

Owner Rev Rank: BIA's ranking by revenue of this owner as compared to all daily newspaper owners.

Charleston-Huntington, WV Market Newspaper Overview

Market Rank: 64

BIA Revenue Rank: 80

Demographic and Economic Overview (000s, except Retail Expenditures and ADI in \$000,000s)

	2005		2010		Growth Rate	
	2005	2010	2010	2015	2010	2015
Population	1,230	1,221	-0.1%	1,221	1,222	0.0%
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Pop Rank # 66	TV Households	470	White	95.6%	Avg Household	\$ 48,946
HH Rank # 63	# Market		Black	2.5%	Per Capita	\$ 20,394
RS Rank # 74	Counties	33	Asian	0.6%	Hispanic Origin	0.8%
EBI Rank # 78						

11 Market Newspaper Financials (all figures in 000's)

ESTIMATED REVENUES	Circulation Revenue	Advertising Revenue	Total Revenue
		\$23,884	\$55,147

	2010		Number Papers	Total Circulation	Total Penetration
	Revenue/Retail Expend. Revenue/Capita Revenue/Household	\$9.64/1,000	\$72.21	\$177.77	Dailies 14 Sunday 171,900 Weeklies 33

Charleston-Huntington, WV Weeklies Circulation Detail

Newspaper	City and State	No. Days Publish	BIAfn Estimated Circulation			Est '10 Circ Rev (000) 1/	Est '10 Ad Rev (000) 1/	Est '10 Total Rev (000) 1/	Owner	Owner # Papers	Owner Est Total Rev (000)
			Paid	Free	Mkt Pene						
thens News	Athens, OH	2 W	16,200	3.3		871	900	Mitchell, Bruce	1	900	
ig Sandy News	Inez, KY	1 W	8,000	1.6		1,000	1,194	Perry, Celeste	1	1,194	
ig Sandy News, The	Louisa, KY	1 W	10,800	2.2		639	1,337	McGehee, Chris	4	2,472	
raxton Citizen's News	Sutton, WV	1 W	6,400	1.3		297	404	Gibbon, Ed	1	404	
raxton Democrat-Central	Sutton, WV	1 W	4,050	0.8		276	373	Braxton Democrat Inc	1	373	
abell Standard, The	Culloden, WV	1 W	1,350	0.3		211	266	Unger Enterprises	2	532	
alhoun Chronicle	Grantsville, WV	1 W	3,300	0.7		196	291	Morris, Helen	1	291	
lay County Free Press	Clay, WV	1 W	3,825	0.8		218	324	JR Ventures	1	324	
oal Valley News	Madison, WV	1 W	5,040	1.0		443	573	Heartland Publications LLC	45	57,077	
omunity Common	Portsmouth, OH	2 W	36,000	7.3		1,402	1,444	OCM LLC	38	49,262	
lliott County News	Sandy Hook, KY	1 W	1,800	0.4		218	274	Courier Publishing Co	2	727	
loyd County Times	Prestonburg, KY	2 W	7,380	1.5		907	1,233	Heartland Publications LLC	45	57,077	
ilbert Times	Gilbert, WV	1 W	2,250	0.5		261	358	Heartland Publications LLC	45	57,077	

11 Market Overview

If the total number of newspapers cannot fit on one page, the weeklies listings follow the Financial Overview in a slightly different format. The Market Overview is reproduced on the first page of the Weeklies listing. For explanation see Items 1 through 3 on page 9.

12 Weekly Newspaper Name, City & State

Provides the newspaper's name and the city and state in which it is located. The Weekly newspapers are listed alphabetically. The number of days per week the paper is published and "W" (weekly) indicator is listed.

13 BIA/Kelsey Estimated Current Circulation

Current estimated Paid and Free circulation and market penetration (percent households).

14 Weekly Newspaper Financial Information

Estimated Circulation Revenue: Presented in thousands (\$000), BIA's estimate of revenue derived from newspaper circulation for the year indicated.
 Estimated Advertising Revenue: Presented in thousands (\$000), BIA's estimate of revenue derived from newspaper advertising for the year indicated.
 Estimated Total Revenue: Presented in thousands (\$000), BIA's estimate of total revenue derived from all sources for the year indicated. (NOTE: Includes circulation, and advertising plus other miscellaneous revenue sources.)

15 Weekly Newspaper Ownership Information

Owner: Name of the newspaper's current owner.
 Owner # Papers: Total number of weekly newspapers owned by the owner at time of publication.
 Owner Est Total Rev: Presented in thousands (\$000), this figure represents the total revenue of weekly newspapers owned by the subject owner.

Keys and Codes

General		Codes After Sales Price	
ADI	Aggregated Disposable Income	+	Sales price is amount listed plus notes, stock, or debt.
JOA	Joint Operating Agreement	d	Distress sale.
Retail Expend.	Retail Expenditures	dn	Donation.
TVHH	Estimated Television Households	e	Estimated sales price.
		g	Group sale.
		nc	No cash consideration.
		st	Stock transfer.
		sw	Swap.
		u	Sales prices undisclosed.