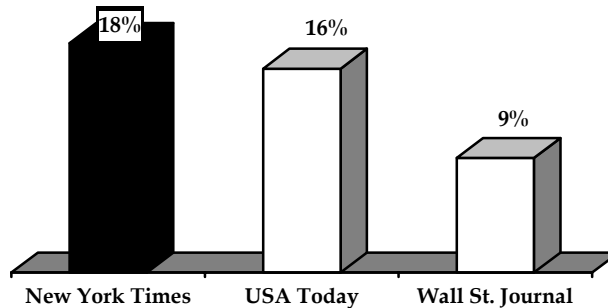


**#1 National Newspaper: Print & Digital**  
**Among U.S. College Students**

Full-Time Undergraduates Enrolled in Four-Year Colleges & Universities

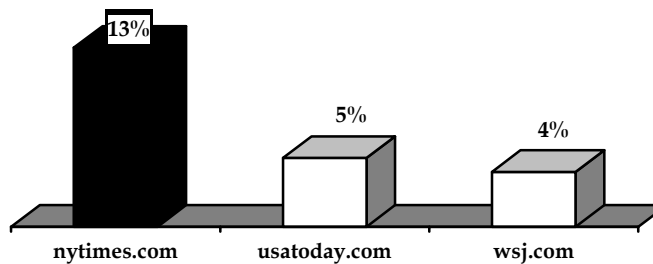
**Print Reach: 18% of Students**

% Reach in a Typical Week



**Digital Reach: One out of Eight Students**

% Reach in a Typical Week



**Full-Time Undergraduate Student Profile\***

Population: 6.0 million

Average Age: 20.4 years

Family's Average Income: \$113,000

Employed During School Year: 50% part-time and 4% full-time

Annual Personal Earnings: \$5,861

Receive Money from Home During School Year: 67% (\$332 monthly average)

Monthly Discretionary Spending: \$222

Source: Student Monitor Fall 2006 Lifestyle & Media Study

On-campus on-on-one interviews conducted among 1,200 full-time students enrolled in 100 four-year colleges and universities throughout the U.S.; campuses are selected to be representative of the total universe of more than 6.0 million full-time undergraduate students. Fall 2006 fieldwork was conducted the week of October 10, 2006.