



Charleston-Huntington, WV Market Newspaper Overview

Mkt Rank: 65

BIA Revenue Rank: 86

Demographic and Economic Overview

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

	Growth			Growth		
	2003	2008	Rate	2008	2013	Rate
1 Population	1,165	1,167	0.0%	1,167	1,161	-0.1%
Households	481	473	-0.3%	473	471	-0.1%
Retail Expend.	7,780	8,380	1.5%	8,380	8,942	1.3%
Agg. Disp. Inc.	17,953	19,372	1.5%	19,372	21,132	1.8%
Pop Rank # 69	TV Households	472	White	95.8%	Avg Household	\$ 43,515
HH Rank # 66	2 # Market Counties	32	Black	2.4%	Per Capita	\$ 17,199
RE Rank # 76		Asian	0.6%	Hispanic Origin	0.8%	
ADI Rank # 79						

Market Newspaper Financials

(all figures in 000's)

ESTIMATED REVENUES	Circulation Revenue	Advertising Revenue	Total Revenue
		\$24,819	\$70,142
		3	

	2008		2007	
	Revenue/Retail Expend.	Revenue/Capita	Revenue/Retail Expend.	Revenue/Capita
	\$12.23/1,000	\$87.84	\$12.23/1,000	\$87.84
	\$216.73		\$216.73	

	2008		2007	
	Number Papers	Total Circulation	Number Papers	Total Circulation
Dailies	13	169,600	13	169,600
Sunday		151,200		151,200
Weeklies	32	201,350	32	201,350

Charleston-Huntington, WV Circulation Detail

Newspaper	No. Days Publish	BIAfn Estimated Current Circulation							2008		2007	
		Daily	Mkt Share	Mkt Pene	Sunday	Mkt Share	Mkt Pene	Daily	Sunday	Daily	Sunday	
		Charleston Gazette, The	7 D	45,100	26.6	9.5	49,900	33.0	10.5	46,125	50,374	47,240
Herald-Dispatch, The	7 D	26,000	15.3	5.5	30,800	20.4	6.5	26,115	31,089	27,239	31,872	
Charleston Daily Mail	7 D	20,600	12.1	4.4	22,300	15.1	4.8	21,055	22,994	21,939	23,825	
Daily Independent, The	7 D	16,500	9.7	3.5	17,700	11.0	3.5	16,320	16,777	17,169	17,464	
Portsmouth Daily Times	7 D	12,600	7.4	2.7	12,600	8.3	2.7	12,583	12,583	12,583	12,583	
Appalachian News-Express, The	6 D	9,800	5.8	2.1	9,800	6.5	2.1	9,800	9,800	9,800	9,800	
Williamson Daily News	7 D	8,600	5.1	1.8	8,600	5.7	1.8	8,575	8,575	8,575	8,575	
Logan Banner, The	5 D	8,100	4.8	1.7	8,100			8,134				
Ironton Tribune, The	6 D	6,400	3.8	1.4	6,400			6,370		6,370	6,700	
Gallipolis Daily Tribune	6 D	4,600	2.7	1.0	4,600			4,552		4,552	12,000	
Daily Sentinel, The	5 D	4,000	2.4		4,000			4,000		4,000		
Point Pleasant Register	5 D	3,900	2.3	0.8	3,900			3,900				
Wayne County News	6 D	3,400	2.0	0.7	3,400			3,430				

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 2008 population.

HH Rank: The market's ranking by total 2008 households.

RE Rank: The market's ranking by total 2008 retail sales.

ADI Rank: The market's ranking by total 2008 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 2008 household income in the market.

Per Capita: The average 2008 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 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: 65

Newspaper	City and State	No. Days Publish	Est '08 Circ Rev (000) 1/	Est '08 Ad Rev (000) 1/	Est '08 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	4,786	16,414	23,577			68.9%	Daily Gazette Company (WV)	1	23,577	128
Herald-Dispatch, The	Huntington, WV	7 D	3,483	9,933	15,145	77,000	0706		Champion Industries Inc	1	15,145	173
Charleston Daily Mail	Charleston, WV	7 D	2,729	9,933	13,660			31.1%	MediaNews Group Inc	107	1,865,864	4
Daily Independent, The	Ashland, KY	7 D	2,055	5,742	8,150		0203		Community Newspaper Holdings Inc	134	522,187	15
Portsmouth Daily Times	Portsmouth, OH	7 D	1,355	2,939	4,313		g 0404		Heartland Publications LLC	45	67,724	67
Appalachian News-Express, The	Pikeville, KY	6 D	1,219	1,311	2,632				Lancaster Management	21	22,711	133
Williamson Daily News	Williamson, WV	7 D	751	1,566	2,581		g 0504		Heartland Publications LLC	45	67,724	67
Logan Banner, The	Logan, WV	5 D	468	1,566	2,214		na 0610		Heartland Publications LLC	45	67,724	67
Ironton Tribune, The	Ironton, OH	6 D	566	1,214	1,952				Boone Newspapers Inc	32	55,210	76
Gallipolis Daily Tribune	Gallipolis, OH	6 D	322	1,628	2,147	90,000	g 0404		Heartland Publications LLC	45	67,724	67
Daily Sentinel, The	Pomeroy, OH	5 D	429	836	1,365		g 0404		Heartland Publications LLC	45	67,724	67
Point Pleasant Register	Point Pleasant, WV	5 D	283	669	1,042		g 0404		Heartland Publications LLC	45	67,724	67
Wayne County News	Wayne, WV	6 D	653	1,153	1,906				George, Tom	1	1,906	590

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.



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BIA Revenue Rank: 86

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

	2003		2008		Growth Rate	
	Population	Households	Rate	2008	2013	Rate
Population	1,165	1,167	0.0%	1,167	1,161	-0.1%
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Agg. Disp. Inc.	17,953	19,372	1.5%	19,372	21,132	1.8%

	TV Households	White	Black	Asian	Avg Household Per Capita	Avg Household Per Capita
Pop Rank #	69	95.8%	2.4%	0.6%	\$ 43,515	\$ 17,199
HH Rank #	66					
RS Rank #	76					
EBI Rank #	79					

Market Newspaper Financials

(all figures in 000's)

ESTIMATED REVENUES	Circulation Revenue	Advertising Revenue	Total Revenue
	\$24,819	\$70,142	\$102,515

	2008		Number Papers	Total Circulation	Total Penetration
	Revenue/Retail Expend.	Revenue/Capita			
Revenue/Retail Expend.	\$12.23/1,000	\$87.84	Dailies 13	169,600	35.9
Revenue/Capita	\$216.73	\$216.73	Sundays 32	151,200	32.0
Revenue/Household			Weeklies 32	201,350	42.6

Charleston-Huntington, WV Weeklies Circulation Detail

Newspaper	City and State	No. Days Publish	BIAfn Estimated Circulation			Est '08 Circ Rev (000) 1/	Est '08 Ad Rev (000) 1/	Est '08 Total Rev (000) 1/	Owner	Owner # Papers	Owner Est Total Rev (000)
			Paid	Free	Mkt Pene						
Big Sandy News	Inez, KY	2 W	3,500		0.7	200	599	799	Perry, Celeste	1	799
Big Sandy News, The	Louisa, KY	1 W	12,000		2.5	660	763	1,488	McGehee, Chris	2	2,009
Braxton Citizens' News	Sutton, WV	1 W	6,600		1.4	110	330	440	Gibbon, Ed	1	440
Braxton Democrat-Central	Sutton, WV	1 W	4,500		1.0	100	330	430	Braxton Democrat Inc	1	430
Cabell Record, The	Culloden, WV	1 W	1,500		0.3	50	252	310	PC Publishing	2	620
Calhoun Chronicle	Grantsville, WV	1 W	3,100		0.7	90	234	333	Morris, Helen	1	333
Clay County Free Press	Clay, WV	1 W	4,250		0.9	110	260	370	JR Ventures	1	370
Coal Valley News	Madison, WV	1 W	5,600		1.2	110	529	666	Heartland Publications LLC	45	67,724
Community Common	Portsmouth, OH	2 W		40,000	8.5		1,674	1,726	Brown Publishing Company	43	65,011
Elliott County News	Sandy Hook, KY	1 W	2,000		0.4	50	260	319	Courier Publishing Co	2	844
Floyd County Times	Prestonburg, KY	2 W	8,500		1.8	310	1,128	1,482	Heartland Publications LLC	45	67,724
Gilbert Times	Gilbert, WV	1 W	2,500		0.5	100	312	412	Heartland Publications LLC	45	67,724

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 Daily 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 Estimated Current Circulation

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

14 Daily Newspaper Financial Information

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

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Owner: Name of the newspaper's current owner.

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Keys and Codes

General

ADI	Aggregated Disposable Income
JOA	Joint Operating Agreement
Retail Expend.	Retail Expenditures
TVHH	Estimated Television Households

Codes After Sales Price

+	Sales price is amount listed plus notes, stock, or debt.
d	Distress sale.
dn	Donation.
e	Estimated sales price.
g	Group sale.
na	Not available
nc	No cash consideration.
st	Stock transfer.
sw	Swap.