

# Durango Herald Advertising: REACH The Four Corners Marketplace And Beyond

THE DURANGO HERALD  
*Since 1881*



*March 2011 GMH*

## Audience Overview

Durango Herald readers are inquisitive, worldly in their outlook and connected to their communities. Herald readers span all demographic groups, including the traditionally hard to reach 18-34 year old. They are educated, affluent and they are avid consumers of news and information.

Herald readers overwhelmingly care about local, state, national and world news, all of which they get from the Herald in print, online and mobile. These readers are extremely satisfied with the coverage of these areas that the Herald provides.

This combination of reader characteristics provides advertisers with a knowledgeable and savvy audience:

- Print daily readers: 21,000
- Online monthly unique visitors: 179,000
- Male/Female: 50%/50%
- Age:
  - 55 +: 30%
  - 35-54: 36%
  - 18-34: 34%
- College graduate: 46%
- Income: \$75,000+ 33%
- Married/Partnered: 62%
- Home ownership: 86%

Herald readers follow very active lifestyles. They enjoy exercising, travel and dining out. And they turn to the Herald for the information they want, including advertising, to support their lifestyles.

The Durango Herald is the **#1** source for purchase decision-making information in it's market. The Herald offers a way for advertisers to reach this dynamic audience across all delivery platforms in a way that no other medium can provide.

### It's all about the reach.

Source: Clark, Martire & Bartolomeo, Inc. Market Study; Prof. Phil Meyer, Reader Research; Omniture Web Analytics; NAA Calculation for RPC – 2.5 Readers Per Copy

## Your Message + Herald Reach = Winning Combination

“... the Durango Herald emerges as a very strong reader ship market.”

Herald readers are loyal:

- 65% have read the weekday Durango Herald in the past five weekdays.
- 50% read the weekday paper on the average day.
- 51% read the paper on the average Sunday.
- 47% of 18-34 year olds have read the Sunday Herald on the average Sunday.
- 62% of 18-34 year olds have read the weekday Herald in the past week.

Source: Clark, Martire & Bartolomeo, Inc. Market Study

## Make Your Message Matter

The Durango Herald is the best vehicle to deliver your message:

- “The Herald enjoys very strong readership and high level usage of its website.”
- “The Herald’s total reach is enormous. It delivers 70% of the market to advertisers with the combination of 1 weekday + 1 Sunday + 1 day on the website.”
- “The Herald has a favorable image and enjoys higher reader satisfaction ratings.”

Source: Clark, Martire & Bartolomeo, Inc. Market Study

## Extend Your Reach

“The Durango Herald is THE main source of advertising information in a broad range of categories in print and online.”

The Durango Herald is **DOMINANT** when it comes to:

- Real Estate for Rent
- Local Entertainment
- Food and Groceries
- Sporting Goods
- Restaurants
- Pre-owned Vehicles

Source: Clark, Martire & Bartolomeo, Inc. Market Study

## Reach Your Audience

“On a 7-day basis the combination of the Durango Herald daily, Sunday and online typically reaches 3 out of 4 shoppers for all major retailers and retail categories.”

The Herald is strong among those who are:

- Older (55+ 30%)
- Better educated (College grads 46%)
- More affluent (\$75,000+ 33%)
- Hard to reach 18-34 year olds

Frequent use of DurangoHerald.com is higher among those who are:

- 18-34
- College graduates
- Middle and upper income
- Living outside of the market core

Source: Clark, Martire & Bartolomeo, Inc. Market Study

## Your Message and the Web

www.DurangoHerald.com will extend your message throughout the Four Corners area and well beyond. Your message will reach an online audience that is extensive.

DurangoHerald.com is very widely used inside and outside the market.

- Page views: 2,055,912 in January 2011; 2,057,894 in February 2011.
- Unique visitors: 146,951 in January; 179,442 in February.
- Denver DMA: 21.3% of the Herald's daily unique visitors.
- Albuquerque DMA: 23.5% of the Herald's daily unique visitors.

Source: Omniture Web Analytics

## The Herald Delivers Your Sporting Message

Herald readers enjoy being outdoors and participating in outdoor activities. And they plan to buy equipment so they can continue to enjoy their active lifestyle.

For Herald readers:

- 77% purchased sporting goods or outdoor equipment in the past 12 months.
- 33% spent more than \$500.
- 66% intend to purchase sporting goods or outdoor equipment in the next 12 months.
- 26% expect to spend more than \$500.

“A recent poll...found that over half (51%) of respondents plan to spend the same amount this year on sports, recreation and fitness products and services as in 2010, while a full 30% plan to spend ‘More’ or ‘Much More’.”

– Leisure Trends Group, Feb. 18, 2011

The Durango Herald is uniquely positioned to deliver your message to the active lifestyle audience you want to reach. The Herald is the main source of advertising information and is strongest in several categories, including Sporting Goods.

Source: Clark, Martire & Bartolomeo, Inc. Market Study; Prof. Phil Meyer Reader Survey



## Durango Herald Reaches Department and Discount Store Shoppers

Herald readers are shoppers and they regularly visit department and discount stores in Durango and Farmington. Readers use the Herald print and online as their shopping guide.

Durango Herald Reach for Dept/Discount Stores			
	Reached Yesterday	Reached Past 7 Days	Reached Past 30 Days
Shopped last month at:	%	%	%
Any Dept/Discount Store	51	79	86
Wal-Mart – Durango	50	78	85
Kroegers Ace Hardware	59	84	89
JC Penny – Durango	57	85	91
Sam’s Club – Farmington	47	76	83
Target – Farmington	58	84	91
Wal-Mart – Farmington	38	68	75
Dillards – Farmington	56	89	91
Sear’s – Farmington	49	68	82

Source: Clark, Martire & Bartolomeo, Inc. Market Study

## Durango Herald Reaches Mall Shoppers

As the main source of advertising information, the Durango Herald reaches people who shop in malls and stores from Durango to Farmington.

Durango Herald Reach for Malls and Local Retail Stores			
	Reached Yesterday	Reached Past 7 Days	Reached Past 30 Days
Shopped last month at:	%	%	%
Any Shopping Area/Mall	51	79	86
Wal-Mart – Durango	49	78	85
Durango Mall	56	82	89
Downtown – Durango	55	84	89
Centennial Center – Durango	57	86	91
Main Mall – Durango	57	82	88
Farmington	57	82	88
Animas Valley Mall – Farmington	56	83	87

Source: Clark, Martire & Bartolomeo, Inc. Market Study

## About Our Research

Clark, Martire & Barolomeo is one of the nation’s leading market research firms. Their news media clients include USA Today, Wall Street Journal, Associated Press, Newspaper Association of America and the American Society of Newspaper Editors, among numerous others. Their other clients include Google, National Geographic, Fortune Magazine, Ikea, Ernst & Young and The Robert Wood Johnson Foundation. CM&B has a stellar reputation for providing valuable market research. The Durango Herald Board of Directors hired CM&B to conduct a thorough market and readership study in May 2009. What CM&B found impressed them. The Herald is “a very strong readership market” with “an enormous reach” and “has a favorable image and enjoys higher reader satisfaction ratings.”

Phil Meyer is professor emeritus at the University of North Carolina-Chapel Hill and one of most respected newspaper and social science researchers in the world. His credits include being a Nieman Fellow, president of the American Association for Public Opinion Research, the World Association of Public Opinion Research and the Council for the Advancement of Science Writing. His research in 1967 after the Detroit riots contributed to a Pulitzer Prize being awarded to the staff of the Detroit Free Press, which at the time was owned by Knight-Ridder where Meyer was head of newspaper research. He has written several books on the future of journalism and newspapers. The Herald Board of Directors hired Meyer to survey Herald readers about how they spend their leisure time and his findings have resulted in a more focused coverage.

Omniure® Web Analytics is the foundation for the Adobe® Online Marketing Suite. This has become the standard throughout the newspaper industry, including Gannett, McClatchy and USA TODAY. It provides actionable, real-time intelligence regarding online strategies and marketing initiatives. It helps to quickly provide a real-time picture of a website’s activity, including page views, unique visitors and origin of visitors. It helps identify the most profitable paths through a Web site, what’s driving critical success events, and how different segments of visitors interact with the Herald’s Web site.

Newspaper Association of America is a nonprofit organization representing nearly 2,000 newspapers and their multiplatform businesses in the U.S. and Canada, including dailies and non-dailies. Based in Arlington, Va., the NAA developed a calculation for readers per copy (RPC) to determine newspaper readership and advertising audience. The Herald uses that calculation to determine audience reach.

Scarborough Research, in conjunction with Newspaper National Network, analyzed readership and circulation data for 25 leading U.S. newspapers and found that readers per copy is steadily increasing and concluded readership is a key metric for media planning and buying. Scarborough determined that an average of 3.3 adults read a copy of a printed daily newspaper for the 25 leading papers. If applied to the Herald, the print audience reach is 27,750.