

NEWSPAPER WEBSITES REACH NEARLY TWO-THIRDS OF U.S INTERNET USERS IN SEPTEMBER

New data from comScore indicates one-in-four newspaper website visitors come from households earning at least \$100,000 a year; Newspaper sites reach majority of 25-to-34-year-olds

Arlington, Va. – Newspaper companies attracted 102.8 million unique visitors to their websites in September - - almost two-thirds (61 percent) of all adult Internet users. The analysis, performed by comScore for the Newspaper Association of America, also indicates that newspaper websites stand out in today’s consumer landscape, reaching 55 percent of 25-to-34-year-olds and 73 percent of individuals in households earning more than \$100,000 a year.

“This data from comScore reinforces how newspaper publishers are leveraging original, high-quality content to build a powerful and engaged audience in the digital space,” said NAA President and CEO John F. Sturm. “The analysis also paints a powerful picture of our medium’s Web audience, with newspaper websites attracting consumers that deliver maximum value to advertisers.”

In addition to audience strength, September comScore data also points to engagement, with newspaper website users generating nearly 4.1 billion page views and spending more than 3.3 billion minutes browsing the sites.

NAA is adopting comScore’s Unified Digital Measurement methodology – which bridges panel-based and website server-based metrics – as its preferred measurement methodology because it more accurately reflects the true size of the newspaper Web home and at-work online audience. Going forward, Web audience figures from comScore will be posted on www.naa.org each month.

Newspaper Websites Deliver Valuable Audience in the Digital Space

The comScore findings indicate that newspaper websites, which attracted more than 250 million total gross unique visitors in September, draw affluent users and perform strongly in key demographics:

- One-in-four (25 percent) of adult newspaper website visitors come from households earning at least \$100,000 a year, compared to 21 percent of all adult Internet users. Nearly 73 percent of adult Internet users in this income bracket visited a newspaper website in September.
- Nearly 61 percent of adults aged 18+ visited a newspaper website in September. During that same time period, 51 percent of this age group visited Yahoo! News Network, 22 percent visited CNN and 27 percent visited MSNBC.
- More than 55 percent of adults in the 25-to-34-year-old demographic visited a newspaper website in September. During that same time period, 52 percent of this age group visited Yahoo! News Network, 22 percent visited CNN and 24 percent visited MSNBC.

comScore, Inc. (NASDAQ: SCOR) is a global leader in measuring the digital world and preferred source of digital marketing intelligence. comScore helps its clients better understand, leverage and profit from the rapidly evolving digital marketing landscape by providing solutions in the measurement and evaluation of online audiences, advertising effectiveness, social media, search, video, mobile, e-commerce, and a broad variety of other emerging forms of digital behavior.