

Sierra Nevada Media Group



YOUR REGIONAL MARKETING SOLUTION



Nevada Appeal • Sierra Sun • The Record-Courier • Lahontan Valley News • Tahoe World
Tahoe Daily Tribune • North Lake Tahoe Bonanza • Tahoe.com • Reno.com

Sierra Nevada Media Group distributes more than 240,000 printed publications and our Web sites welcome over 550,000 people, consuming more than 3.3 million pages!

Regional Marketing Solutions

Circling the Lake Tahoe Basin and the Carson Valley that lies below, **award winning Sierra Nevada Media Group** comprises the Nevada Appeal, Sierra Sun, The Record-Courier, Lahontan Valley News, Tahoe World, Tahoe Daily Tribune, and North Lake Tahoe Bonanza. The seven-newspaper group serves communities residing in 11 counties in both California and Nevada.

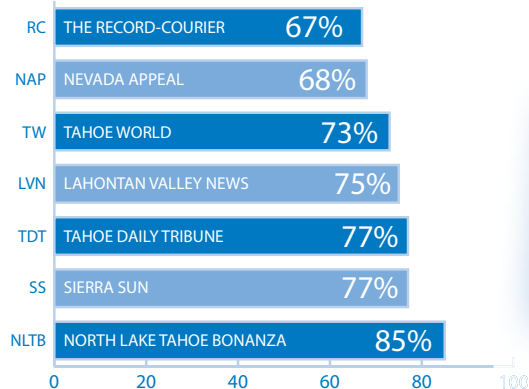
The seven community newspapers of the Sierra Nevada Media Group reach more than 147,000 readers each week with innovative products to entice a rich sales environment.

In addition to our seven local newspaper Web sites, the Sierra Nevada Media Group also includes two major tourist Web sites: Reno.com and Tahoe.com. These Web sites are great regional portal sites and are rated number one and two in Google and Yahoo, respectively.



Your regional marketing solution is just one phone call away. With Sierra Nevada Media Group (SNMG), we offer more media choices than any other media company. In one month, the Sierra Nevada Media Group distributes more than 240,000 printed publications and our Web sites welcome over 550,000 people, consuming more than 3.3 million pages!

Reach 72%* of the total market each week



The Sierra Nevada Media Group's array of products and services also reach a premium audience, one that is more educated and affluent.* We reach:

- 75% of households earning more than \$100,000
- 72% of adults over 35 years of age
- 72% of adults who own more than one home
- 70% of homeowners in the market
- 69% of married households
- 67% of adults with a college degree or post-graduate degree

*Source: Wilkerson & Associates Readership Study

Market Facts

- 2.2 million people visit Lake Tahoe each year staying an average of 4 days, drawing more than \$1.5 billion in travel spending annually.
- Each of our newspapers was cited as the primary ad source* when consumers were making a buying decision.
- Reach 75% of the people who earn more than \$100,000 per year.
- Reach 97% of The Record Courier market with a Nevada Appeal and Record Courier media buy.
- In addition, reach online readers who have an annual household income of \$73,000

Consumers Agree:

Sierra Nevada Media Group products are the #1 source for advertising information when consumers are planning a purchase.

Sierra Nevada Media Group newspapers were selected as the primary advertising source by consumers when planning purchases in nearly every major segment:

Source: Wilkerson & Associates Market Study

Segment	% Chosen as #1 Source	Segment	% Chosen as #1 Source
Real Estate	44.2% 90,114 consumers	Auto Supplies	26% 53,008 consumers
Grocery	43.5% 88,687 consumers	Furniture	23.2% 47,504 consumers
Employment	38.4% 78,289 consumers	Home Improvement	22.2% 45,261 consumers
Entertainment	34.3% 69,930 consumers	New Car or Truck	21% 42,814 consumers
Dining	34.6% 70,542 consumers	Clothing	21% 42,814 consumers
Movies	34.2% 69,726 consumers	Electronic Equipment	19.6% 33,960 consumers
Used Car or Truck	30.5% 62,183 consumers	Computer Equipment	14.6% 29,766 consumers
Lawn and Garden	27.1% 55,251 consumers	Banking	15.5% 31,601 consumers

Newspaper Web Site Visitors In May 2007, newspaper Web site visits reached an all-time high of 60.2 million unique visitors, a 7% increase over the previous year. 38% of all active Internet users visited newspaper Web sites in May 2007.

Sierra Nevada Media Group offers high-impact Internet advertising solutions whether your goal is to promote your product or service, drive traffic to your store or online, or build brand awareness.



“Because of a newspaper’s credibility, online newspaper users have said they are more likely to contact the advertisers that appear in newspaper sites than those that appear in other news sites.”

Average number of visitors to SNMG newspaper Web sites: Sept–Nov 2007

Site	Page Views	Visits	Visitors	Repeat
NAP	1,289,829	259,505	126,442	25,249
TDT	586,126	131,851	71,457	12,737
SS	655,734	82,195	35,526	9,025
RC	286,412	74,158	33,128	7,505
TB	101,656	33,981	22,090	2,742
TW	34,789	15,213	12,563	1,376
LVN	327,476	63,667	22,323	6,243
TOTAL	3,695,138	781,385	422,135	76,232

Source: Webtrends

Profile of an online newspaper user

Mean Age: 39
52% College Educated
Household Income: \$73,000
Hours Online/Week: 19
91% Recently Shopped Online
89% Recently Bought Online
71% Are Online Daily at Work
64% Recently Checked Classifieds Online
68% Have Home Broadband

Reno.com and Tahoe.com are two of the top tourist Web sites in the Sierra Nevada region. They have been listed as #1 and #2 on Google and Yahoo.

Reno.com monthly traffic:

Page views: 249,160
Visits: 68,495
Unique Visitors: 53,789

Tahoe.com monthly traffic:

Page views: 163,956
Visits: 52,320
Unique visitors: 44,816





North Lake Tahoe Bonanza

The North Lake Tahoe Market

The beautiful east and north shores of Lake Tahoe encompass two states and the communities of Incline Village and Crystal Bay. The three time-a-week North Lake Tahoe Bonanza newspaper serves these communities.

Incline Village and Crystal Bay are represented by an extremely diverse cultural and business community. Local commerce includes computer software, professional services, outdoor recreation, retail, lodging, real estate, restaurants, investment, gaming, residential services, service industries for ski, golf and tennis resorts and a large "cottage business" community.

This market represents one of the most affluent and educated communities in the Sierra Nevada Region.

These communities are close neighbors to the Reno/Sparks and Carson City areas. Four major and three

secondary highways provide access to the Lake Tahoe Basin, and paved roads encircle the lake. U.S. Highway 50 provides access to the south and southeast portions of the basin, California State Highway 89 traverses the west side, and California and Nevada Routes 28 traverse the north and northeast portions. California State Highway 267 provides access to the Lake Tahoe Basin from Truckee and Nevada Route 431 provides access from Reno via Mt. Rose. Finally, U.S. Interstate 80 connects Truckee with Reno, Sacramento and San Francisco.



Demographics of the Incline Village/Crystal Bay Market

Zip	City	Avg. Age	Avg. HH Income	Avg. Home Value	Pop.
89402	Crystal Bay	44	\$84,142	\$1,395,000	9,830
89451	Incline Village	42.5	\$78,133	\$951,368	11,441

North Lake Tahoe Bonanza enjoys higher than average readership, with 85% of local adults saying they read during the course of one month, and 64% of adults reading during the past week.

In addition, the North Lake Tahoe Bonanza reaches a premium market, consisting of adults who are more affluent and educated, and tend to be more rooted in the community.*

Demographics of NLTB readership:

Male/Female Readership each week:

Male:	59%
Female:	69%

Weekly Readership by Age:

Adults 18-24:	64%
25-34:	36%
35-44:	64%
45-54:	66%
55-64:	68%
65+:	71%

Weekly Readership by Income Level:

\$40-\$44,999:	78%
\$45-\$49,999:	68%
\$50-\$59,999:	42%
\$60-\$74,999:	52%
\$75-\$99,999:	80%

Weekly Readership by Educational Level:

HS Graduate:	56%
Some college:	60%
2- year college graduate:	59%
4- year college graduate:	68%
Post-graduate:	64%

Weekly Readership by Home Ownership:

Multiple property owners:	70%
Homeowners:	68%
Renters:	55%

Readership by Length of Residence:

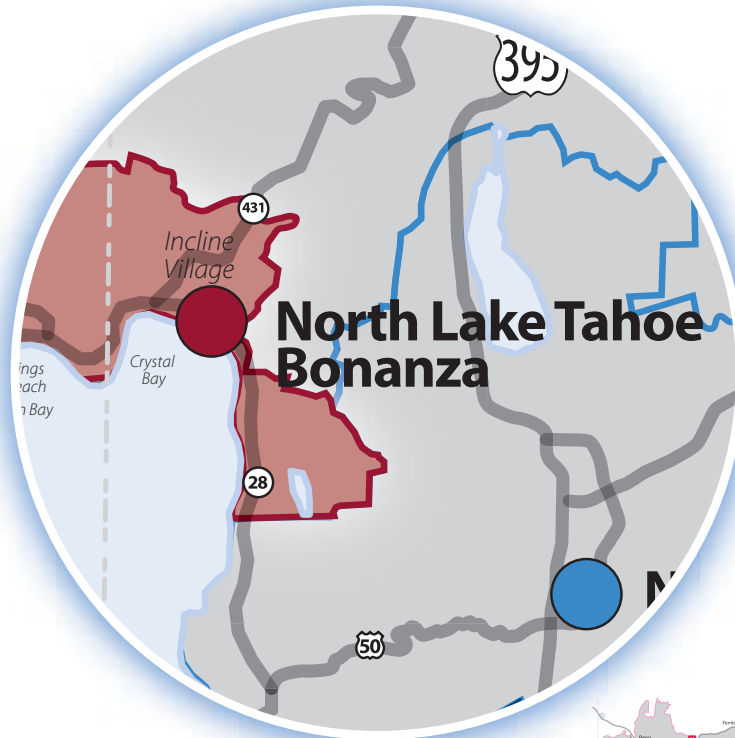
1 - 2 years:	42%
2 - 3 years:	69%
5 - 10 years:	71%
10 - 20 years:	71%

*Source: Wilkerson & Associates, Readership Study

Primary Shopping Source

The North Lake Tahoe Bonanza was chosen as the primary source for local shopping information when planning a purchase by 68% of all Incline Village/Crystal Bay adults. In addition, Sierra Nevada Media Group newspapers were selected as the primary advertising source by consumers when planning purchases in nearly every major business segment. *

*Source: Wilkerson & Associates Market Study



Cross-Shopping Patterns:

Due to the close proximity to multiple shopping markets, Incline Village and Crystal Bay residents travel throughout the Sierra Nevada market to shop. This presents an opportunity for advertisers to purchase advertising in multiple markets to reach more potential customers.

Shopping Patterns: The affluent Incline Village/Crystal Bay consumer shops in the following areas:

	% of area adults
Reno:	91%
Carson City:	74%
Truckee:	51%
San Francisco:	30%
Carson Valley Plaza:	27%
Sacramento:	20%
South Lake Tahoe:	17%

Combination Market Buys:

North Lake Tahoe Market Buy Options:

Carson Valley Market:
 North Lake Tahoe Bonanza
 Nevada Appeal
 The Record-Courier

Nevada Newspaper Market:

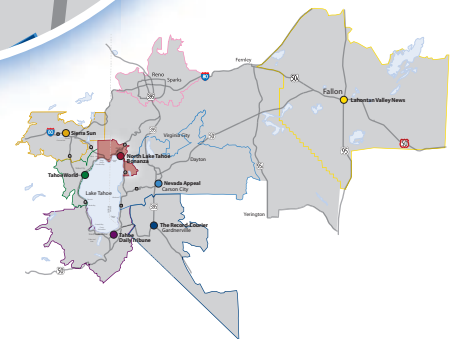
North Lake Tahoe Bonanza
 Nevada Appeal
 Lahontan Valley News
 The Record-Courier

North Lake Tahoe Market:

North Lake Tahoe Bonanza
 Tahoe World
 Sierra Sun

Lake Tahoe Market:

North Lake Tahoe Bonanza
 Tahoe Daily Tribune
 Tahoe World
 Sierra Sun



North Lake Tahoe Bonanza

General Advertising: 775-831-4666
 Majors/National: 775-881-1277
 Classified Advertising: 775-881-SOLD
 Online Advertising: 775-881-1260

tahoebonanza.com





The Lahontan Valley News Market

Fallon, located 63 miles east of Reno, is a rapidly growing community of 24,000 people. It is the county seat of Churchill County and a regional shopping hub for an additional 48,000 people living in several smaller communities in the surrounding area.

Fallon is perhaps best known as home of the U.S. Navy's "Top Gun" flight school, with 3,000 residents either working on the Navy Air Base or earning their livelihood in base-supported industries.

Fallon is sometimes referred to as "Nevada's Oasis" because of nearly 60,000 acres of lush green alfalfa fields fed by an extensive network of irrigation canals.

Its strong agricultural heritage is evident through its vibrant summer Farmer's Market, Cantaloupe Festival and Silver State International Rodeo - the second largest high school rodeo in America.

The people of Churchill County are well educated, with 55% of the adult population

having at least some college education, and 85% having graduated from high school. The workforce is well paid, making an average of 36,487 a year. For a small city, Fallon has an impressive array of amenities including a full service hospital, community college, visitor's center, county-owned telephone company, performing arts theater, professional raceway, aquatics center and dynamic parks and recreation program.

Neighboring Fernley, NV remains one of the fastest growing cities in Nevada. The Lahontan Valley News in Fallon prints 1,500 Wednesday editions that are distributed in Fernley with local City of Fernley news.



Demographics of the Fallon Market:

Zip	City	Avg. Age	Avg. HH Income	Avg. Home Value	Pop.	Households
89706	Fallon/Churchill Co.	35	\$45,051	\$227,576	24,724	9,182

Demographics of the Fernley Market:

Zip	City	Avg. Age	Avg. HH Income	Avg. Home Value	Pop.	Households
89708	Fernley	34.8	\$49,169	\$236,131	12,699	4,752

The Lahontan Valley News enjoys higher than average readership, with 75% of local adults saying they read during the course of one week.

In addition, the Lahontan Valley News reaches a premium market, consisting of adults who are more affluent and educated, and tend to be more rooted in the community.*

Demographics of the Lahontan Valley News Readership:

Male/Female Readership each week:

Male- 67%
Female-82%

Weekly Readership by Age:

Adults 25-34: 71%
35-44: 74%
45-54: 80%
55-64: 67%
65+: 77%

Weekly Readership by Income Level:

\$35-\$39,999: 62%
\$40-\$44,999 73%
\$45-\$49,999: 85%
\$50-\$59,999: 65%
\$60-\$74,999: 79%
\$75-\$99,999: 69%
\$100,000+ 72%

Weekly Readership by Educational Level:

HS Graduate: 66%
Trade School: 74%
Some college: 89%
2- year college graduate: 65%
4- year college graduate: 83%
Post-graduate: 70%

Weekly Readership by Home Ownership:

Multiple property owners: 69%
Homeowners: 76%
Renters: 69%

Readership by Length of Residence:

1 - 2 years: 67%
2 - 3 years: 63%
5 - 10 years: 81%
10 - 20 years: 76%
20 years+: 81%

*Source: Wilkerson & Associates, Readership Study

Primary Shopping Source

The Lahontan Valley News was chosen as the primary source for local shopping information when planning a purchase by 75% of all Fallon area adults. In addition, Sierra Nevada Media Group newspapers were selected as the primary advertising source by consumers when planning purchases in nearly every major business segment. *

*Source: Wilkerson & Associates Market Study



Cross-Shopping Patterns:

Due to the close proximity to multiple shopping markets, Fallon area residents travel throughout the Sierra Nevada market to shop. This presents an opportunity for advertisers to purchase advertising in multiple markets to reach more potential customers.

Fallon Shopping Patterns:

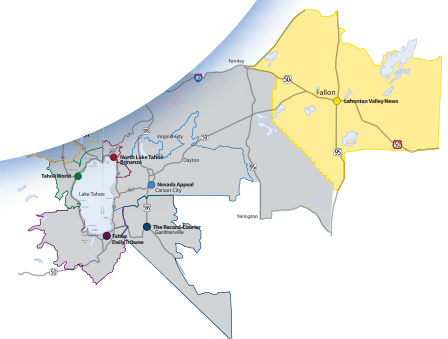
Those who shop in Fallon also shop in the following cities:

Reno:	81%
Carson City:	46%
Fernley:	26%
Sacramento:	9%
South Lake Tahoe:	6%
San Francisco:	5%
Truckee:	4%

Lahontan Valley News market buy options:

Nevada Newspaper Market:

Lahontan Valley News
Nevada Appeal
The Record-Courier
North Lake Tahoe Bonanza



Lahontan Valley News Contacts:
General Advertising: 775-423-6014
Majors/National: 775-881-1277
Classified Advertising: 775-881-SOLD
Online Advertising: 775-881-1260

lahontanvalleynews.com





NEVADA APPEAL

The Nevada Appeal Market

The Nevada Appeal has been the Capital City's newspaper for the past 140 years, located in the heart of Carson City. The historic roots of the west with remnants of the gold and silver rush of the late 1800's, and close proximity to Lake Tahoe (15 minutes west), make Carson City a great tourist attraction throughout the year.

Carson City is the home of the state capital of Nevada and brings many influential people and industries to the area. Although manufacturing is one of the biggest business segments in the country, real estate, gaming and the service sectors continue to show strong growth and expansion.

The Nevada Appeal reaches 68% of the market and has shown strong circulation growth, contrary to national trends

for newspapers. In addition, the Nevada Appeal reaches a premium market, adults who are more affluent and educated. This makes the Nevada Appeal an excellent vehicle for advertisers to promote their products and services to people who are ready, willing and able to buy.

The Nevada Appeal has proudly served the needs of the community for the past 142 years and looks forward to serving readers and advertisers for many years to come.



Demographics of the Carson City Market

Zip	City	Avg. Age	Avg. HH Income	Avg. Home Value	Pop.	Households
89701	Carson City	37	\$47,573	\$289,389	31,911	9,546
89703	Carson City	46.5	\$50,000	\$445,954	10,987	4,763
89706	Carson City	37.3	\$40,688	\$229,501	21,746	8,920

The Nevada Appeal enjoys higher than average readership among market adults. A full 63% of area adults indicate they read the Nevada Appeal during the past week.*

In addition, the Nevada Appeal reaches a premium market, consisting of adults who are more affluent and educated and tend to be more rooted in the community.*

Demographics of Nevada Appeal readership:

Male/Female Readership each week:

Male- 62%
Female-63%

Weekly Readership by Age:

Adults 18-24: 52%
25-34: 52%
35-44: 24%
45-54: 66%
55-64: 70%
65+: 78%

Weekly Readership by Income Level:

\$30-\$34,999: 54%
\$35-\$49,999: 59%
\$50-\$74,999: 61%
\$75-\$99,999: 68%
\$100-\$149,999: 70%

Weekly Readership by Educational Level:

HS/Technical School: 58%
Some college: 59%
4-year college graduate: 65%
Completed post-graduate degree: 68%

Weekly Readership by Home Ownership:

Multiple property owners: 69%
Homeowners: 68%
Renters: 51%
Occupied without rent: 50%

Readership by Length of Residence:

1 - 3 years: 53%
4 - 5 years: 60%
6 - 10 years: 68%
11 - 14 years: 65%
15 - 20 years: 72%

*Source: Wilkerson & Associates, Readership Study

Primary Shopping Source

The Nevada Appeal was chosen as the primary source for local shopping information when planning a purchase by 77% of Carson City adults. In addition, Sierra Nevada Media Group newspapers were selected as the primary advertising source by consumers when planning purchases in nearly every major business segment. *

*Source: Wilkerson & Associates Market Study



Cross-Shopping Patterns:

Due to the close proximity to multiple shopping markets, Sierra Nevada consumers travel throughout the region but specifically to Carson City to shop. This presents an opportunity for advertisers to reach residents from multiple markets with their advertisement in the Nevada Appeal or at nevadaappeal.com.

Carson City Shopping

Patterns: Adults who say they shop in Carson City:

City of Residence:	% who shop in Carson City:
Truckee/North Lake:	39%
South Lake Tahoe:	85%
Incline Village:	74%
Gardnerville/Minden:	89%
Fallon:	38%

Combination Market Buys:

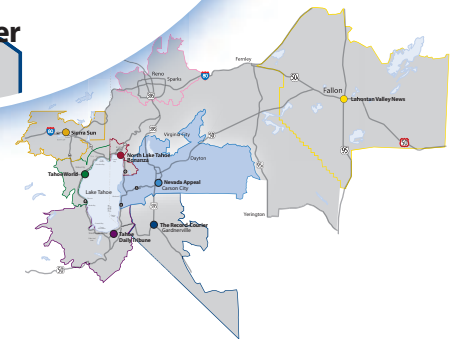
Nevada Appeal Market Buy Options:

Carson Valley Market:

- Nevada Appeal
- The Record-Courier
- North Lake Tahoe Bonanza

Nevada Newspaper Market:

- Nevada Appeal
- Lahontan Valley News
- The Record-Courier
- North Lake Tahoe Bonanza



Main Number: 775-882-2111
 General Advertising: 775-881-1255
 Majors/National: 775-881-1277
 Classified Advertising: 775-881-SOLD
 Online Advertising: 775-881-1260

nevadaappeal.com





The Record-Courier

The Record-Courier Market

Nestled against the eastern slopes of the Sierra Nevada are the lush green meadows of the Carson Valley. This beautiful area has drawn settlers for decades but never in the numbers seen in the past few years.

The Record-Courier has been publishing newspapers in Douglas County since 1880 and is proud to be part of this growing region. The Valley's growth translates into increases in the various businesses that serve a burgeoning citizenry. Real estate and the relating industries provide the single largest industry in Carson Valley. The area is also seeing a larger service community, providing everything from auto repair to home maintenance. The professional community of attorneys and health care providers has also increased to meet demand.



The Record-Courier is read by more than 67% of the population of Douglas County. Since most of the newcomers are from California, they are willing to travel for goods and services, yet are still loyal to local retailers.

The Record-Courier is always on the cutting edge of new products, packaging and programs, and offer solid, old fashioned customer service to their advertisers and readers alike.

Consider The Record-Courier when you want to reach one of the most premium markets in the state of Nevada.

The Record-Courier enjoys high readership among market adults. A full 67% of area adults indicate they read The Record-Courier during the past week.*

In addition, The Record-Courier reaches a premium market, consisting of adults who are more affluent and educated, and tend to be more rooted in the community.*

Demographics of The Record-Courier readership:

Male/Female Readership each week:

Male- 52%
Female-60%

Weekly Readership by Age:

Adults 18-24: 37%
25-34: 33%
35-44: 66%
45-54: 59%
55-64: 53%
65+: 59%

Weekly Readership by Income Level:

\$30-\$34,999: 56%
\$35-\$39,999: 66%
\$40-\$44,999: 31%
\$45-\$49,999: 54%
\$50-\$59,999: 55%
\$60-\$74,999: 57%
\$75-\$99,999: 56%
\$100+: 62%

Weekly Readership by Educational Level:

HS Graduate: 44%
Technical School: 84%
Some college: 51%
2- 4 years college: 66%
Completed post-graduate degree: 66%

Weekly Readership by Home Ownership:

Multiple property owners: 55%
Homeowners: 57%
Renters: 49%

Readership by Length of Residence:

1 - 3 years: 52%
3 - 5 years: 51%
5 - 10 years: 55%
10 - 20 years: 56%
20 years+: 68%

Demographics of the Carson Valley Market

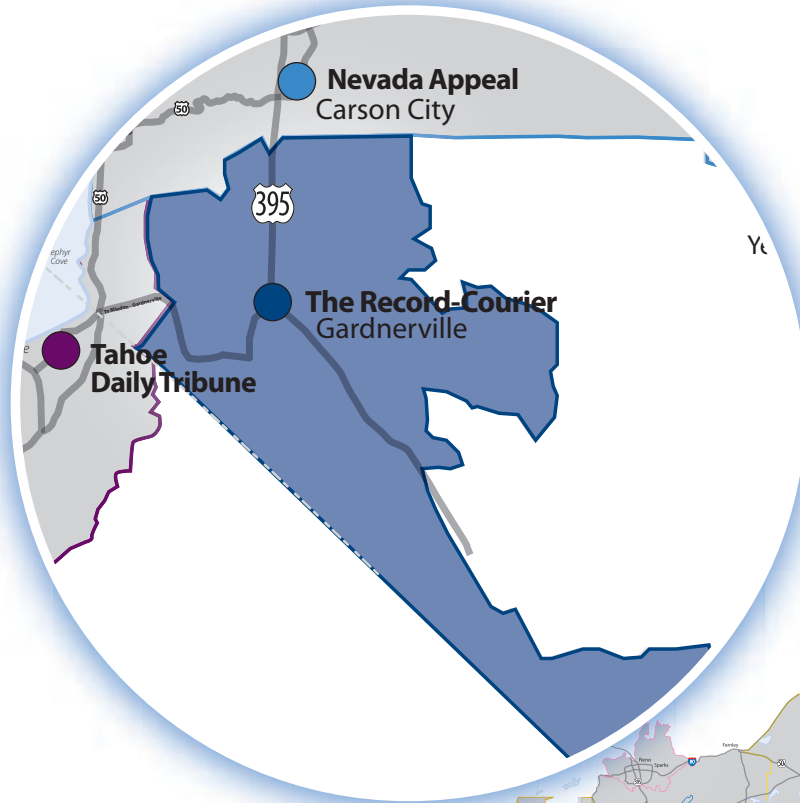
Zip	City	Avg. Age	Avg. HH Income	Avg. Home Value	Households	Pop.
89410	Gardnerville	39.9	\$69,150	\$342,219	4,015	9,615
89460	Gardnerville	39.6	\$55,657	\$325,800	5,621	14,723
89411	Genoa	49.5	\$94,077	\$965,057	529	
89423	Minden	43.5	\$64,090	\$402,963	4,428	11,337
89705	Carson City	39	\$61,905	\$324,038	5,055	1,961
96107	Coleville	38.6	\$36,321	\$309,340	495	1,372

*Source: Wilkerson & Associates, Readership Study

Primary Shopping Source

The Record-Courier was chosen as the primary source for local shopping information when planning a purchase by 57% of all Carson Valley adults. In addition, Sierra Nevada Media Group newspapers were selected as the primary advertising source by consumers when planning purchases in nearly every major business segment. *

*Source: Wilkerson & Associates Market Study



Cross-Shopping Patterns:

Due to the close proximity to multiple shopping markets, Carson Valley residents travel throughout the Sierra Nevada market to shop. This presents an opportunity for advertisers to purchase advertising in multiple markets to reach more potential customers.

Carson City Shopping

Patterns: All market adults who shop here:

Shop in Carson City:	89%
Shop in Reno:	71%
Shop at Carson Valley Plaza:	65%
South Lake Tahoe:	24%
Sacramento:	15%
San Francisco:	15%

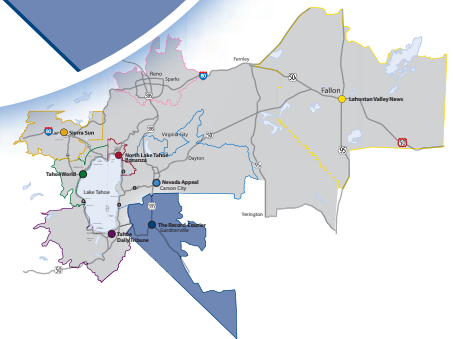
Combination Market Buys:

The Record-Courier Market Buy Options:

- The Carson Valley Market:
- The Record-Courier
- Nevada Appeal
- North Lake Tahoe Bonanza

Nevada Newspaper Market:

- The Record-Courier
- Nevada Appeal
- Lahontan Valley News
- North Lake Tahoe Bonanza



The Record-Courier

General Advertising Number: 775-782-5121
 Majors/National: 775-881-1277
 Classified Advertising: 775-881-SOLD
 Online Advertising: 775-881-1260

recordcourier.com



SIERRA SUN

The Sierra Sun Market

Recently named as one of the Top Ten Ski Towns by Skiing Magazine, Truckee is without a doubt, one of the most dynamic locations among resort markets in the U.S. Truckee, just a few years ago a sleepy railroad town, has blossomed into a recognized resort destination and has taken to leveraging this strength.

Location, Location, Location!

That is Truckee and the North Shores trump card when it comes to potential growth and economic strength. Located within 3 hours of 15,000,000 Bay Area residents positions Truckee uniquely. Combine that with incredible scenery, deep powder snow, access to 14 ski resorts, Lake Tahoe within 12 miles, 5 championship golf courses, high



end shopping and dining and build-able land and you have the perfect combination for long-term growth and viability.

Prior to 2005, the Sierra Sun was a three-day per week newspaper covering the Truckee area market. The Sierra Sun now delivers to Truckee and North Shore residents 5 days per week, Monday through Friday, with the Tahoe World Entertainment Weekly now being inserted into the Sierra Sun and North Lake Tahoe Bonanza every Wednesday.

The Sierra Sun enjoys higher than average readership among market adults. A full 54% of area adults indicated they read the last issue of the Sierra Sun when it published 3 days per week, and 77% indicated they read it during the past month.* The Sierra Sun now publishes five days per week and has estimated readership of 16,250 adults each week.

In addition, the Sierra Sun reaches a premium market, consisting of adults who are more affluent and educated and tend to be more rooted in the community.*

Demographics of Sierra Sun readership:

Male/Female Readership each week:

Male- 72%
Female-81%

Weekly Readership by Age:

Adults 18-24: 47%
25-34: 45%
35-44: 52%
45-54: 64%
55-64: 64%
65+: 54%

Weekly Readership by Income Level:

\$30-\$34,999: 60%
\$35-\$39,999: 51%
\$40-\$44,999: 64%
\$45-\$49,999: 53%
\$60-\$74,999: 58%
\$75-\$99,999: 66%
\$100,000+: 55%

Weekly Readership by Educational Level:

HS Graduate: 50%
Technical School: 70%
Some college: 48%
4-year college graduate: 54%
Completed post-graduate degree: 62%

Weekly Readership by Home Ownership:

Multiple property owners: 56%
Homeowners: 58%
Renters: 44%

Readership by Length of Residence:

2 – 3 years: 55%
3 – 5 years: 44%
5 – 10 years: 64%
10 – 20 years: 59%
20 years or more: 57%

Demographics of the Truckee and North Shore Market

Zip Code	City	Avg Age	Avg HH Income	Avg Home Value	Population	Households
96143	Kings Beach	30.2	\$38,366	\$463,724	6,072	1,778
96145	Tahoe City	37.9	\$61,592	\$897,759	4,163	2,759
96161	Truckee	35.7	\$65,400	\$534,833	16,730	6,667

*Source: Wilkerson & Associates, Readership Study

Primary Shopping Source

The Sierra Sun was chosen as the primary source for local shopping information when planning a purchase by 76% of all Truckee adults. In addition, Sierra Nevada Media Group newspapers were selected as the primary advertising source by consumers when planning purchases in nearly every major business segment. *

*Source: Wilkerson & Associates Market Study

Cross-Shopping Patterns:

Due to the close proximity to multiple shopping markets, Truckee residents travel throughout the Sierra Nevada market to shop. This presents an opportunity for advertisers to purchase advertising in multiple markets to reach more potential customers.

Truckee Shopping Patterns: All market adults who shop here:

Shop in Reno:	92%
North Lake Tahoe:	53%
Sacramento:	40%
San Francisco:	25%
Carson City:	12%
South Lake Tahoe:	10%



Sierra Sun Market Buy Options:

North Lake Tahoe Market:

- Sierra Sun
- Tahoe World
- North Lake Tahoe Bonanza

Lake Tahoe Market:

- Sierra Sun
- Tahoe World
- North Lake Tahoe Bonanza
- Tahoe Daily Tribune

SIERRA  SUN

General Advertising: 530-587-6061
 Majors/National: 775-881-1277
 Classified Advertising: 775-881-SOLD
 Online Advertising: 775-881-1260

sierrasun.com

SIERRA NEVADA MEDIA GROUP
 Nevada Appeal • Sierra Sun • The Record-Courier • Lahontan Valley News • Tahoe World
 Tahoe Daily Tribune • North Lake Tahoe Bonanza • Tahoe.com • Reno.com



TAHOE DAILY **Tribune** www.tahodailytribune.com

“The community’s voice from America’s playground”

The Tahoe Daily Tribune Market

The Tahoe Daily Tribune has been part of the community in South Lake Tahoe since 1958. Throughout the 49 years, the Tahoe Daily Tribune has been a witness to the area’s evolution. South Lake Tahoe has been one of the most celebrated mountain villages in the west. The world-class entertainment, recreation, dining and multitude of activities have made the South Lake a desirable tourist destination with a small town community atmosphere. Lake Tahoe is the second largest Alpine lake and the third in North America, with the south shore as its largest community. South Lake Tahoe sits on the state line of California and Nevada.

The Tahoe Daily Tribune’s market covers two states, two counties, two school districts and sits between two state capitols and is the perfect way to reach both South Lake Tahoe residents as well as visitors and second-homeowners. The newly designed

Tahoe Daily Tribune is a free, five-day a week newspaper in a tall tab format with bold colors and edgy content, designed to meet the needs of visitors and residents.



The Tahoe Daily Tribune enjoys higher than average readership among market adults. A full 77% of area adults indicate they read the Tribune during the past week.*

In addition, the Tribune reaches a premium market, consisting of adults who are more affluent and educated and tend to be more rooted in the community.*

Demographics of Tahoe Daily Tribune readership:

Male/Female Readership each week:

Male- 81%
Female-73%

Weekly Readership by Age:

Adults 18-24: 76%
25-34: 68%
35-44: 73%
45-54: 83%
55-64: 83%
65+: 83%

Weekly Readership by Income Level:

\$30-\$34,999: 83%
\$35-\$39,999: 83%
\$40-\$49,999: 85%
\$50-\$59,999: 71%
\$60-\$74,999: 71%
\$75-\$99,999: 76%
\$100,000+: 91%

Weekly Readership by Educational Level:

HS Graduate: 83%
Some college: 74%
4-year college graduate: 77%
Post-graduate: 79%

Weekly Readership by Home Ownership:

Multiple property owners: 77%
Homeowners: 78%
Renters: 74%

*Source: Wilkerson & Associates, Readership Study

Demographics of the South Lake Tahoe Market

Zip Code	City	Avg Age	Avg HH Income	Avg Home Value	Population
96150	South Lake Tahoe	35.3	\$49,155	\$431,513	37,142
89448	Zephyr Cove	49.2	\$60,368	\$796,942	2,976
89449	Zephyr Cove	40	\$51,341	\$453,440	4,566

Primary Shopping Source

The Tahoe Daily Tribune was chosen as the primary source for local shopping information when planning a purchase by 85% of all South Lake Tahoe adults. In addition, Sierra Nevada Media Group newspapers were selected as the primary advertising source by consumers when planning purchases in nearly every major business segment. *

*Source: Wilkerson & Associates Market Study



Cross-Shopping Patterns:

Due to the close proximity to multiple shopping markets, South Lake Tahoe residents travel throughout the Sierra Nevada market to shop. This presents an opportunity for advertisers to purchase advertising in multiple markets to reach more potential customers.

South Lake Tahoe Shopping

Patterns: All market adults who shop here:

Shop in South Lake Tahoe:	89%
Shop in Carson City:	85%
Shop in Reno:	50%
Sacramento:	28%
San Francisco:	17%
Truckee:	8%

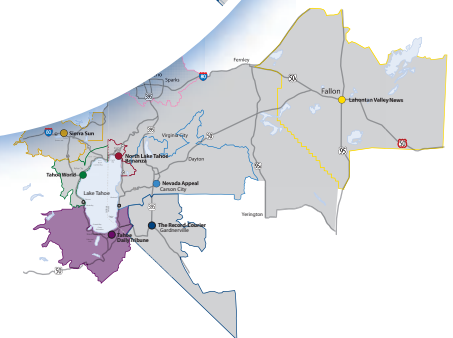
Tahoe Daily Tribune Market Buy Options:

Lake Tahoe Market:

- Tahoe Daily Tribune
- Sierra Sun
- Tahoe World
- North Lake Tahoe Bonanza

California Market:

- Tahoe Daily Tribune
- Sierra Sun
- Tahoe World



Tahoe Daily Tribune
www.tahoe-daily-tribune.com
"The community's voice from America's playground"

Tahoe Daily Tribune Contacts:
General Advertising: 530-541-3880
Majors/National: 775-881-1277
Classified Advertising: 775-881-SOLD
Online Advertising: 775-881-1260

tahoe-daily-tribune.com



TAHOE WORLD

The Tahoe World Market

The primary market area for this newspaper stretches more than 25 miles along Lake Tahoe's North shore from Incline Village down to Meeks Bay on the West shore of the Tahoe Basin. Heading North along the Truckee River, the Tahoe World's coverage area also encompasses the year-round playground destinations of Alpine Meadows and Squaw Valley, and throughout the entire Truckee/Tahoe Donner region.

From multi-million dollar lakefront estates, to modest cabins in the sloped pine forests, to the more recent construction of luxury condominium complexes, this market contains a well-educated array of adventure-seeking full-time and part-time residents. During the heavy tourist seasons, visitors can frequently outnumber the locals - often by extremely wide margins. The North Lake Tahoe Resort Association has estimated that visitor counts currently average in excess of 7,000 per day throughout the year. Total visitor spending exceeds



\$355 million annually, with 79% of that total going for commodities and services other than accommodations.

The media sale price of single family homes in the area recently surpassed the \$500,000 mark, providing another clear indication that the Tahoe World serves a thriving resort community of ever-increasing prosperity.

The Tahoe World delivers comprehensive, weekly entertainment content to the Tahoe City, Truckee and Incline Village markets. Tahoe World is distributed in the North Lake Tahoe Bonanza every Wednesday (6,500), in the Sierra Sun every Wednesday (5,000) and 20,000 copies in newspaper stands, hotels, restaurants and stores throughout the region.

Readership:

Tahoe World inserted into Sierra Sun: 77%
 Tahoe World inserted into the North Lake Tahoe Bonanza: 85%
 An additional 20,000 are distributed in newspaper stands throughout the North Shore and Truckee markets.

In addition, the Tahoe World reaches a premium market, consisting of adults who are more affluent and educated and tend to be more rooted in the community.*

Demographics of Tahoe World readership:

Male/Female Readership during the past 4-weeks:

Male- 73%
 Female- 72%

Weekly Readership by Age:

Adults 18-24: 66%
 25-34: 75%
 35-44: 82%
 45-54: 69%
 55-64: 66%
 65+: 68%

Weekly Readership by Income Level:

\$30-\$34,999: 84%
 \$35-\$39,999: 52%
 \$40-\$44,999: 63%
 \$45-\$49,999: 66%
 \$50-\$59,999: 80%
 \$60-\$74,999: 86%
 \$75-\$99,999: 77%
 \$100,000+: 78%

Weekly Readership by Educational Level:

HS Graduate: 62%
 Some college: 84%
 4-year college graduate: 73%
 Completed post-graduate degree: 81%

Weekly Readership by Home Ownership:

Multiple property owners: 77%
 Homeowners: 73%
 Renters: 72%

Readership by Length of Residence:

1 - 2 years: 69%
 2 - 3 years: 59%
 3 - 5 years: 68%
 5 - 10 years: 74%
 10 - 20 years: 73%
 20 years+: 79%

*Source: Wilkerson & Associates, Readership Study

Demographics of the Tahoe City/Kings Beach Market

Zip Code	City	Avg Age	Avg HH Income	Avg Home Value	Population	Households
96143	Kings Beach	30.2	\$38,366	\$463,724	6,072	1,778
96145	Tahoe City	37.9	\$61,592	\$897,759	4,163	2,759
96161	Truckee	35.7	\$65,400	\$534,833	16,730	6,667
89451	Incline Village	42.5	\$78,133	\$951,368	11,441	

Primary Shopping Source

The Tahoe World was chosen as the primary source for local shopping information when planning a purchase by 61% of area adults. In addition, Sierra Nevada Media Group newspapers were selected as the primary advertising source by consumers when planning purchases in nearly every major business segment. *

*Source: Wilkerson & Associates Market Study

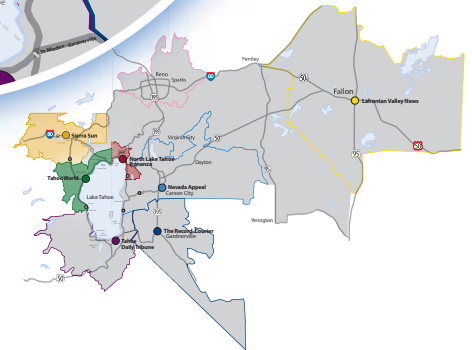
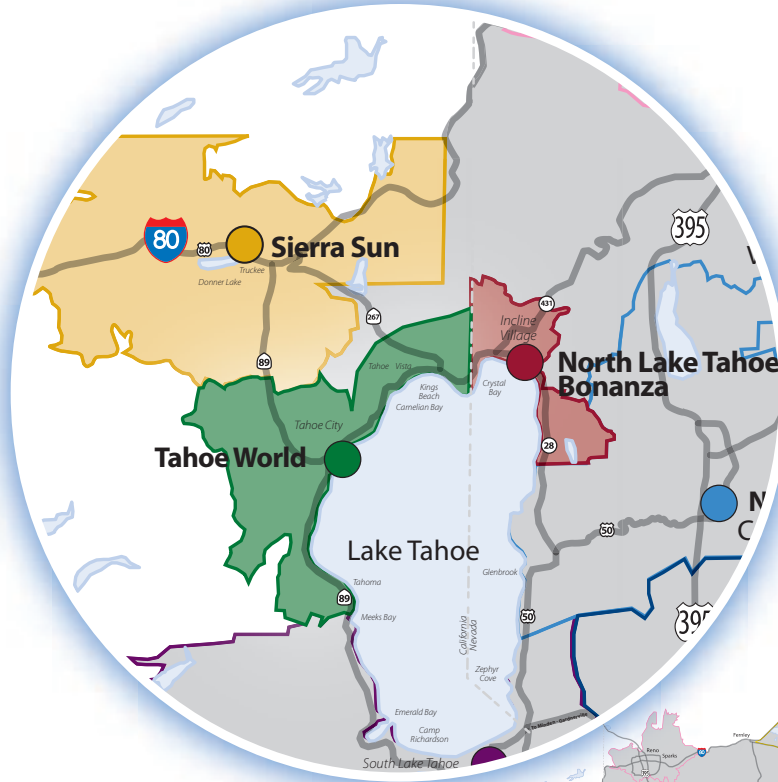
Cross-Shopping Patterns:

Due to the close proximity to multiple shopping markets, Tahoe City/Kings Beach residents travel throughout the Sierra Nevada market to shop. This presents an opportunity for advertisers to purchase advertising in multiple markets to reach more potential customers.

Tahoe City/Kings Beach

Shopping Patterns: All market adults who shop here:

Shop in Reno:	88%
Shop in Truckee:	79%
Shop in Incline:	43%
Shop in Carson City:	39%
Sacramento:	29%
South Lake Tahoe:	27%
San Francisco:	24%
Truckee:	8%



Tahoe World Market Buy Options:

North Lake Tahoe Market:

- Sierra Sun
- Tahoe World
- North Lake Tahoe Bonanza

Lake Tahoe Market:

- Sierra Sun
- Tahoe World
- North Lake Tahoe Bonanza
- Tahoe Daily Tribune
- Tahoe Daily Tribune

Tahoe WORLD

Main Number: 530-583-3487
 General Advertising: 775-881-1255
 Majors/National: 775-881-1277
 Classified Advertising: 775-881-SOLD
 Online Advertising: 775-881-1260

tahoeworld.com

SIERRA NEVADA MEDIA GROUP
 Nevada Appeal • Sierra Sun • The Record-Courier • Lahontan Valley News • Tahoe World
 Tahoe Daily Tribune • North Lake Tahoe Bonanza • Tahoe.com • Reno.com

More than 147,000 readers

The Sierra Nevada Media Group circles the Lake Tahoe Basin and the Carson Valley that lies below. The market to market drive time is relatively short, and the cross-shopping patterns that are prevalent reflect that trend.

Carson City Cross-Shopping Patterns:

90% of adults shop in Carson City
69% of adults shop in Reno

Carson Valley Cross-Shopping Patterns:

89% of adults shop in Carson City
71% of adults shop in Reno

Incline Village Cross-Shopping Patterns:

91% of adults shop in Reno
74% of adults shop in Carson City

Fallon Cross-Shopping Patterns:

81% of adults shop in Reno
46% of adults shop in Carson City

South Lake Tahoe Cross-Shopping Patterns

89% of adults shop in South Lake Tahoe
85% of adults shop in Carson City

Truckee Cross-Shopping Patterns:

92% of adults shop in Reno
53% of adults shop in North Lake Tahoe

Tahoe City/King's Beach Cross-Shopping Patterns:

88% of adults shop in Reno
79% of adults shop in Truckee

Driving Distances

Carson City to Incline Village: 26 miles

Incline Village to Tahoe City: 13.4 miles

Tahoe City to Truckee: 16.5 miles

Truckee to Reno: 32.3 miles

South Lake Tahoe to Carson City: 28.4 miles

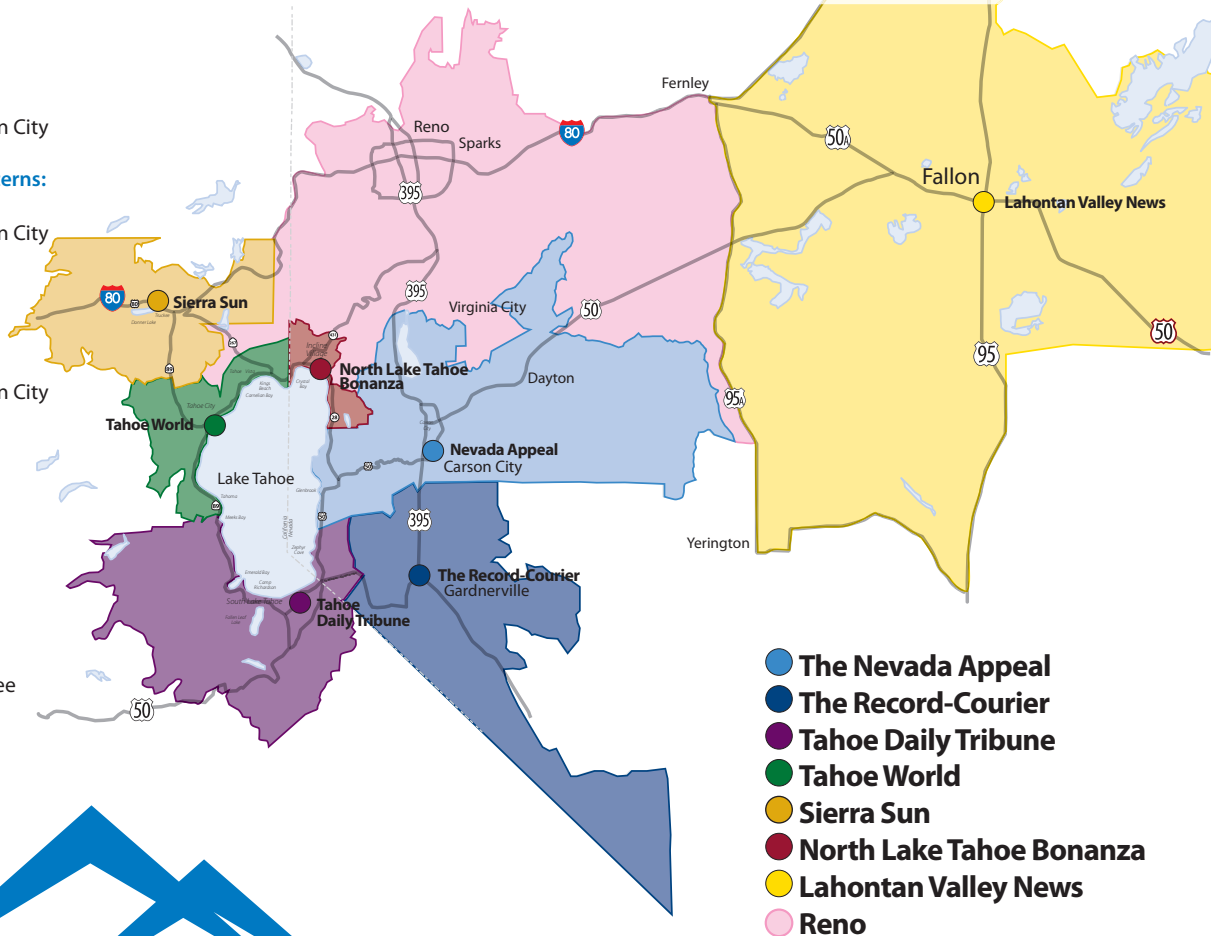
Tahoe World to Sacramento: 113 miles

South Lake Tahoe to Sacramento: 103.5 miles

Carson City to Gardnerville: 16.9 miles

Fallon to Reno: 74.6 miles

Carson City to Fallon: 72.9 miles



SIERRA NEVADA MEDIA GROUP

Nevada Appeal • Sierra Sun • The Record-Courier • Lahontan Valley News • Tahoe World
Tahoe Daily Tribune • North Lake Tahoe Bonanza • Tahoe.com • Reno.com

775.882.2111



nevadaappeal.com



tahoebonanza.com



recordcourier.com



sierrasun.com



lahontanvalleynews.com



tahoe-world.com



tahoedailytribune.com

Sierra Nevada Media Group Directory

Sierra Nevada Media Group is committed to being the premiere source for local news, information and advertising products and services. With a commitment to integrity, we bring light to truth, excellence to endeavor and strength to community. SNMG distributes more than 240,000 printed publications each month and our web sites welcome more than 550,000 people consuming over 3.3 millions pages!

Sierra Nevada Media Group

Physical: 580 Mallory Way
Carson City, NV 89701
Telephone: (775) 882-2111 · Fax:
(775) 887-2426
SNMG Classified Department: (775)
881-SOLD (765 3)
sierranevadaclassifieds.com

Lahontan Valley News and Fallon Eagle Standard

Publishes Tuesday-Sunday
Mail: P.O. Box 1297
Fallon, NV 89407
Physical: 562 North Maine Street
Fallon, NV 89406
Telephone: (775) 423-6041 · Fax:
(775) 423-0474
Classified Ads: (775) 881-SOLD
(7653)
lahontanvalleynews.com

Nevada Appeal

Publishes 7 days a week
Mail: P. O. Box 2288
Carson City, NV 89702
Physical: 580 Mallory Way
Carson City, NV 89701
Telephone: (775) 882-2111 · Fax:
(775) 887-2426
Classified Ads: (775) 881-SOLD
(7653)
nevadaappeal.com

North Lake Tahoe Bonanza

Publishes Wednesday, Friday & Sunday
Physical: 925 Tahoe Blvd., Suite 206
Incline Village, NV 89452
Telephone: (775) 831-4666 · Fax:
(775) 831-4222
Classified Ads: (775) 881-SOLD
(7653)
NV: (775) 833-9696
CA: (530) 550-9696
tahoebonanza.com

Sierra Sun

Publishes Monday-Friday
Mail: P.O. Box 2973
Truckee, CA 96160
Physical: 12315 Deerfield Drive
Truckee, CA 96160
Telephone: (530) 587-6061 · FAX
(530) 587-3763
Classified Ads: (775) 881-SOLD
(7653)
sierrasun.com

Tahoe Daily Tribune

Publishes Monday-Friday
3079 Harrison Avenue
South Lake Tahoe, CA 96150
Phone: (530) 541-3880 · Fax: (530)
541-0373
Classified Ads: (775) 881-SOLD
(7653)
tahoeailytribune.com

Tahoe World

Publishes every Wednesday
Mail: P.O. Box 138
Tahoe City, CA 96145
Physical: 395 North Lake Blvd
Tahoe City, CA 96145
Phone: (530) 583-3487 · Fax: (530)
583-7109
Classified Ads: (775) 881-SOLD
(7653)
tahoe-world.com

The Record-Courier

Publishes Wednesday, Friday & Sunday
Physical: 1503 Highway 395 N.,
Suite G
Gardnerville, NV 89410
Phone (775) 782-5121 · Fax: (775)
782-6152
Classified Ads: (775) 881-SOLD
(7653)
recordcourier.com

Reno.com • Tahoe.com

Physical: 500 Double Eagle Ct.
Reno, NV 89521
Telephone: (775) 850-2195 · Fax:
(775) 887-2426
reno.com
tahoe.com



Swift Communications Great People Connecting Communities

500 Double Eagle Ct.
Reno, NV 89521

(775) 850-7676
Email: info@swiftcom.com