

# Audience-to-Product Breakdown

★ BEST REACH

■ BETTER REACH

● REACH

	Men 18-34	Men 35-54	Women 18-34	Women 35-54	Age 50+	Household income \$50K+	Household income \$75K+	Household income 100K+	Children in Home	Own Home
<b>DAILY SECTIONS</b>										
Main News	●	■	●	★	●	●	●	■	■	●
Local News	●	■	●	■	■	●	■	■	■	●
Daily Sports	■	★			■	★	★	★	■	■
Weather Page		■	●	■	■	■	■	■	●	●
Obit Page		●	●	★	★		●		●	●
Movie Listings	■	●	■	★			●	■	■	●
<b>SUNDAY SECTIONS</b>										
Sunday Main News		■	●	★	■	■	■	■	●	●
Sunday Local News		■	●	★	■	■	■	■	■	●
Sunday Sports	●	★			■	★	★	★	★	■
Sunday Business	■	★			★	★	★	★		★
Sunday Classifieds	★	●	★				●	●	■	
Home & Garden		●	●	★	★	★	★	★	●	★
Faith & Values		●	★	★	■	■	●	■	■	■
Arts & Travel		●	●	■	★	★	★	★	●	★
Sunday Drive	★	★	●			★	★	■	★	●
Sunday Comics	■		★	●	●	■	●	●	■	
<b>WEEKLY SECTIONS</b>										
Health & Science		★		★	★	★	■	★	●	★
Business Review		★			★	★	★	★		★
Get Out		●	●	●	★	■	★	★	●	■
Petc.		■		■	★	★	★	■		★
Ink			★	★	■	■	●	●	■	■
Ed. 101		■		●	●	★	■	★	■	★
Food			★	★	■	■	●	●	●	■
Preview	●	■	●	■	■	■	■	■	■	■
Family Life			■	★	★	■	●	●	●	★
Your Lowcountry		■		■	★	■	■	●	●	★
TV Week		●	●	■	★	●	●	●	●	■
Fashion			★	★	★	●	■	★	●	■
Friday Auto	★	★				●	■	●	★	■
Saturday Real Estate		■	■	★	●	●	●	■	★	■
High Profile		●		★	★	●	●	■	●	■
Saturday Automotive	■	★			★	★	★	●	■	★
<b>MISCELLANEOUS</b>										
Lowcountry Living		●	●	■	■	★	★	★	●	★
Household Helper	■	●	●	■	●	★	■	■	●	★
Market Classifieds	■	■	★	■	■	●	●	●	★	●
Weddings			■	★	■	●	●	●	■	■
Parade Magazine	●	●	●	■	★	★	■	■	■	★
Wall St. Journal Pages	■	★		●	★	★	★	★	●	★
Charleston.net	★	★	★	★	●	★	★	★	★	■

Source: 2006 Charleston Market Study, MORI Research. Additional analysis applied for some products.