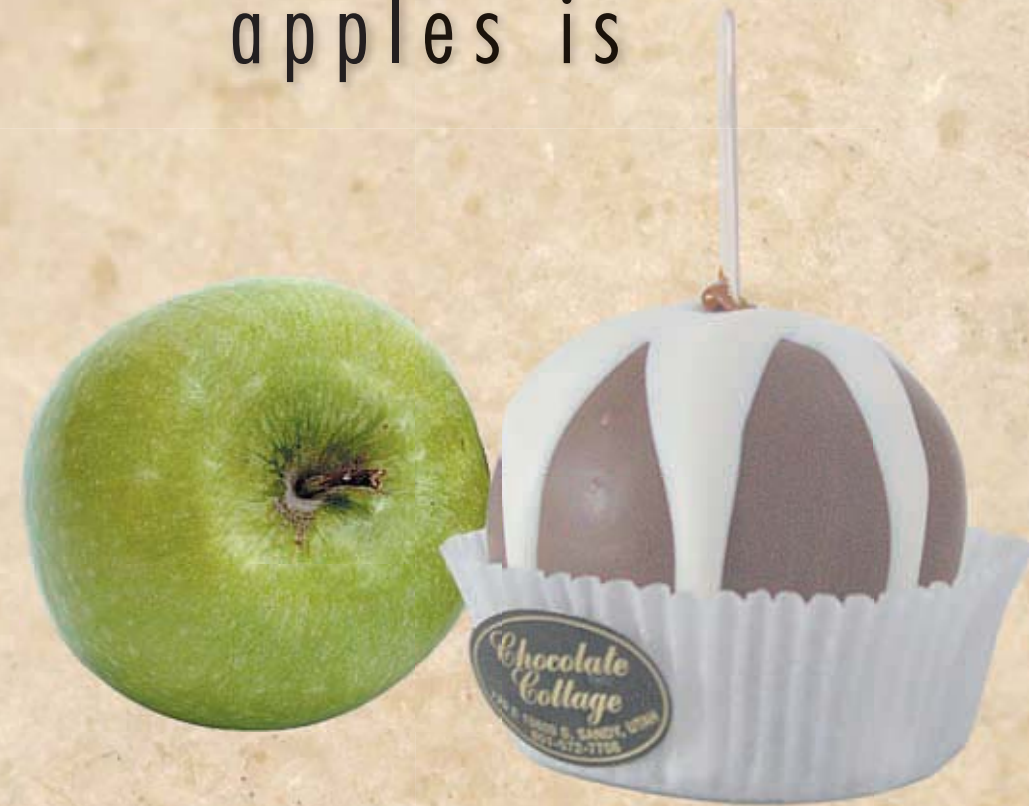


... the best apple to use for making chocolate caramel apples is



A GRANNY SMITH

The Valley Journals publishes 12 community newspapers, mailed monthly to every home and business in these select Salt Lake valley communities.

In addition, The Valley Journals publishes the Ski and Snowboard News five times each year.

More information about the CVC supplemental readership study is available at www.valleyjournals.com.

Publisher:

Boyd Petersen
801.580.3310
boyd@valleyjournals.com
www.valleyjournals.com



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In advertising, it's important to compare



APPLES TO APPLES
to know...

It pays to advertise in the ones that get read — The Valley Journals.



... the best-read and **ONLY** newspaper with 100% coverage in the Salt Lake valley is

IN PRINT



ON-LINE



THE VALLEY JOURNALS

"I advertise in The Valley Journals for one quite simple reason: THEY WORK!"
— Gary Cannon, RE/Max Associates

The Circulation Verification Council (CVC) of St. Louis, Mo. recently interviewed over 1,000 residents of the Salt Lake Valley.

The purpose of the study was to identify the number of residents who indicate they receive the publication on a regular basis, and to determine their reading habits.



OUR DATA SPEAKS VOLUMES

You may be **MISINFORMED** about The Valley Journals

- » Local community newspapers are the primary source of information for both news and advertising in local communities— by a 2-1 margin over the next most popular media.
 - 45% — Local Newspaper
 - 20% — Television
 - 6% — Radio
 - 3.6% — Internet
- » The combined circulation of all free papers is larger than all daily newspapers in the United States!
- » Free papers reach all household incomes, all education levels, all age groups and all ethnic and demographic groups.
- » According to the National Newspaper Association (NNA), 69% of all community newspaper readers say they read most or all of each newspaper; 67% share their paper with one or more friends, colleagues or family.

Source: 2007 surveys conducted by NNA/Missouri School of Journalism and Association of Free Community Papers (AFCP).

Get the real **FACTS** here.

311,287 average net circulation per month, the largest newspaper distribution in the state.

98.8% of households report regularly receiving The Valley Journal
(National average = 97.1%)

81.1% of households report regularly reading The Valley Journal
(National average = 76.9%)

1.825 average readership per household for each issue of The Valley Journals

74.8% of respondents report regularly purchasing products or services from ads seen in The Valley Journals
(National average = 74.4%)

Source: 2007 Circulation Verification Council audit.

"Half the money I spend on advertising is wasted; the trouble is I don't know which half."
— John Wanamaker

MYTH: There is no way to track whether The Valley Journals are delivered to every home and business.

FACT: The Circulation Verification Council (CVC) audits newspapers of all types. The newly completed independent audit shows that The Valley Journals is delivered to 100% of the areas.

MYTH: The Valley Journals is the "little" newspaper.

FACT: While total distribution is over 310,000 homes and businesses (50% more than the two local daily newspapers combined), each of the Journals is specific to each community that it serves. This gives advertisers better readership, coverage and response for your advertising.

MYTH: Nobody reads free newspapers.

FACT: Over 80% of all households report that someone reads their Journal each month (over 568,000 people.) The Valley Journals are proven to be the highest read newspapers in the state!