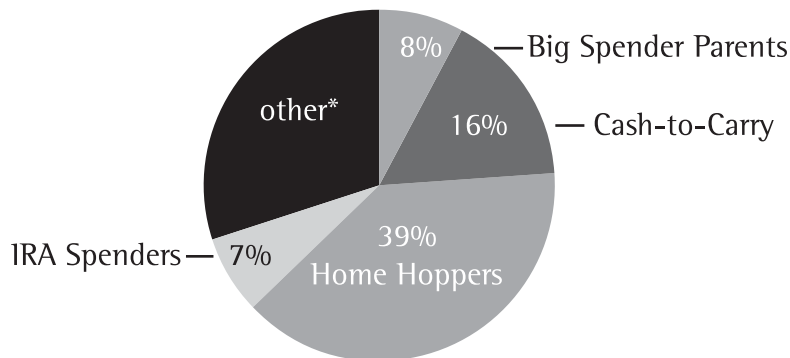


## Who are the Vail Daily Readers?

The largest percentage of readers fall into the following categories:



\*Reflects a combination of niche categories with representation of less than 5% each.

Niche	%	Median Income	Median Age	Demographic Profile
Big Spender Parents	8%	\$79,500	43	Homeowners, professional, high-income value, kids
Cash-to-Carry	16%	\$81,000	46	Homeowners, professional, few kids, credit card owners
Home Hoppers	39%	\$76,000	43	Mostly renters, credit card owners, mail buyers, few kids, professional, very mobile
IRA Spenders	7%	\$78,000	69	Homeowners, few kids, credit card owners, professional, post-graduate degree

Source: 2004 Colorado Mountain News Media Readership Study. Magid & Associates, Inc; Marketing Solutions Group; Equifax

### Also published by the *Vail Daily*:

#### *Summertime*

- 75,000 distribution
- publishes in the June, July, August

#### *Holiday Guide*

- 65,000 distribution
- publishes in November and December

#### *The Best of Vail*

- 35,000 distribution
- publishes in February and July

## Expect Results: Our readers are your customers. 91% of Eagle County residents have read the Vail Daily in the past week.

With unmatched penetration in Eagle County, the *Vail Daily* is a free seven-day daily newspaper with a circulation of 15,000, covering the premier resorts Vail and Beaver Creek.

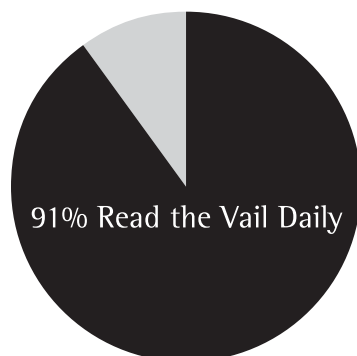
Distributed with the *Vail Daily* each week, *Mountain Homes & Properties* delivers premier Real Estate information. *Mountain Homes & Properties* is distributed on Sundays to the *Vail Daily* readers, and on Saturdays to *Mountain Weekly* subscribers, and at single copy locations throughout the market.

A weekly companion newspaper to the *Vail Daily*, the *Mountain Weekly* has a weekend circulation of 2,500, targeted to loyal vacationers and affluent second-home owners from around the United States and the world. The *Mountain Weekly* combines the news of the week recapped from the *Vail Daily*, along with the entire content of the *Vail Trail*.

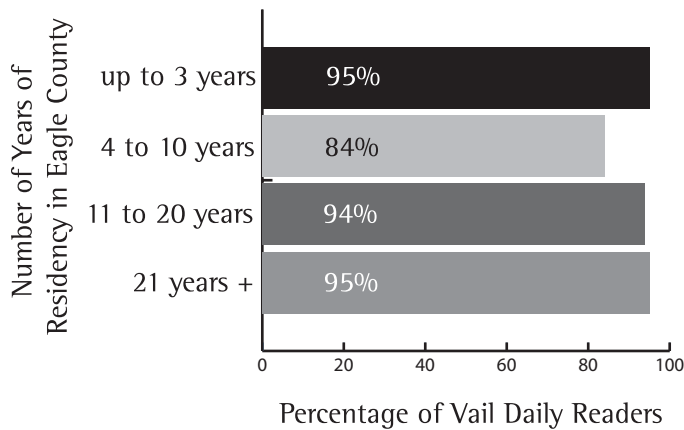
The most effective advertising vehicle in the region, the *Vail Daily* offers several award-winning environments for targeted advertising including:

- Four-color tabloid size daily newspaper;
- vaildaily.com online newspaper; and
- Specialty publications and special sections.

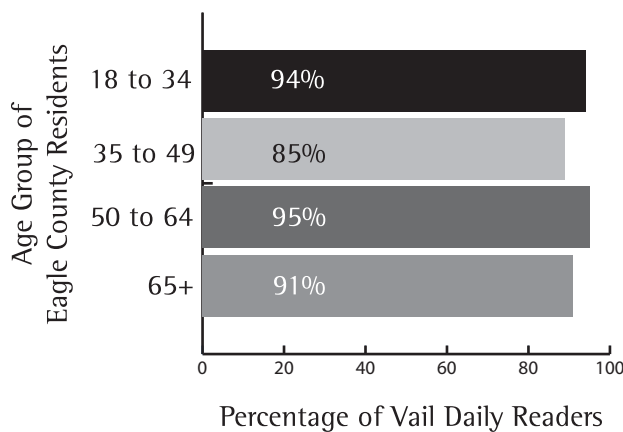
More than 9 out of 10  
Eagle County Residents  
Read the Vail Daily



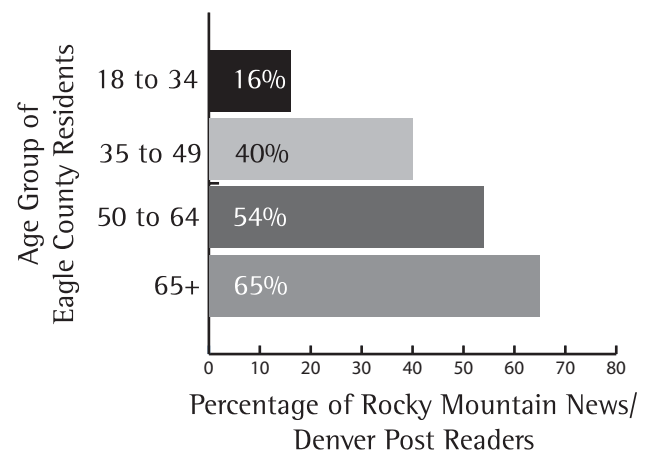
Vail Daily frequent readers are long-term residents of Eagle County and active readers of the Vail Daily.



Vail Daily is the number one choice for news and information for adults of all ages in Eagle County.



**VS.**



Vail Daily readership includes visitors and residents who are affluent, educated and inquisitive.

**Affluent:**

- 91% of *Vail Daily* readers have incomes of \$50,000-\$100,000
- 98% of *Vail Daily* readers have incomes of \$100,000 or more.

**Educated:**

*Vail Daily* readers are well educated

- 95% are college graduates with bachelor degrees or higher
- 88% have had some college

**Inquisitive:**

The *Vail Daily* has "cover-to-cover" readership with 50% of readers saying they read nearly all or all of the newspaper.

- 9 out of 10 people, or 91% of people in Eagle County, read the *Vail Daily*.
- 14% use the vaildaily.com as their primary Internet source for information about Vail and Eagle County.

In Eagle County, newspaper is the leading information source for people interested in:

Dining Out.	67% rely on newspaper advertising information.
Entertainment.	75% rely on newspaper advertising information.
Real Estate.	71% rely on newspaper advertising information.
New & Used Vehicles.	49% rely on newspaper advertising information.
Groceries.	56% rely on newspaper advertising information.
Sporting Goods.	32% rely on newspaper advertising information.
Furniture.	33% rely on newspaper advertising information.
Art Galleries.	37% rely on newspaper advertising information.
Liquor.	33% rely on newspaper advertising information.

Source: Weekly Newspaper Readership Survey- Black Diamond Research 2004,  
2004 - 2005 Colorado Mountain News Media Market study, Magid Associates, Inc.