



GRAND JUNCTION AREA

Marketplace



Welcome

To Our Customers:

It's no secret that we live in a unique market. While some sectors of the national economy are struggling, the Grand Valley continues to thrive and grow. Our growth is well above the national average and unemployment is well below. Such statistics bode well for our future.

This optimism would not be possible without the success of local businesses like yours and ours. At *TeDailySentinel*, we strive each day to provide our readers – your customers – with a comprehensive package of news, advertising and other useful information in print and online. We also work with our advertisers to ensure that they are getting maximum return on their advertising dollars.

To that end, we recently commissioned MORI Research, one of the industry's most respected independent research firms from Minneapolis, to conduct a comprehensive study of our market. We rely on these findings to make critical business decisions, and as your business partner, we want to make this valuable information available to you, too.

So please accept this report with our most sincere wishes for continued success and growth. We appreciate your business and hope to see more of it in the coming year.

Sincerely,



Alex Taylor
Publisher



The Grand Junction Area ... An Easy Sale

T

he sales pitch for the Grand Junction area is pretty easy:

- Some of the most beautiful natural terrain in America
- Boundless recreational opportunities
- A near-perfect, four-season climate
- Abundant clean air and fresh water
- Moderately priced housing and a sound economy
- Excellent educational facilities at every level
- Outstanding medical and healthcare services
- And year-round cultural events

Given those qualities, it's no wonder that our area has experienced steady growth for the past decade. Our secret is out ... along with our welcome mat.

About the 2007 Grand Junction Area Market Study

For more than 114 years, *TeDailySentinel* has provided news and advertising to residents and businesses. As Mesa County's leading communication medium, we conduct research to gain an accurate overview of the area's active consumers, their shopping behavior and their media use. We share this information with area businesses so that they can more effectively reach consumers.

How this study was conducted

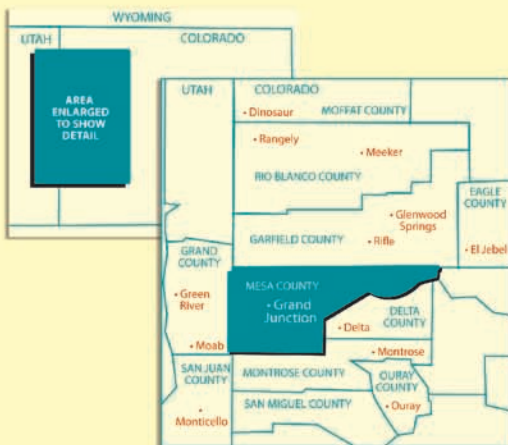
MORI Research – an independent research firm based in Minneapolis, Minnesota – conducted telephone interviews with more than 500 adults (18+) in Mesa County during October 2007.

Average interview length was 25 minutes.

Data was weighted and adjusted for the number of adults per household and to match the latest population estimates for age, race, ethnicity and gender.

Sampling error for 500 interviews is +/- 4.4 points.

Notes: Unless otherwise noted, information in this report comes from the 2007 Grand Junction Area Market Study. In this report, the study's numbers are rounded to the nearest hundred for ease of presentation. Due to rounding, totals may not equal 100%.



The Market



Much of the Grand Junction area's marketplace personality is driven by our quality of life. Tourism and recreation – hiking, driving, biking, climbing and skiing, as well as area golf, hunting, fishing and rafting – are responsible for a major portion of our commerce.

The area's attractiveness also has led to a growing number of retirees, who bring stability to our market and support our cultural and healthcare facilities.

Ours is, indeed, a robust and diverse marketplace.

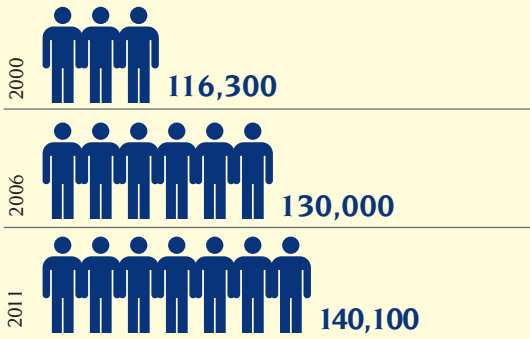


Average household income in the Grand Junction area is \$55,900.

Adult population characteristics

		2005	2007
Gender	Male	48%	48%
	Female	52%	52%
Age	18-24	14%	13%
	25-34	15%	19%
	35-44	18%	16%
	45-54	20%	18%
	55-64	13%	14%
	65 or older	20%	20%
Household income	Less than \$25,000	18%	14%
	\$25,000 - \$34,999	18%	12%
	\$35,000 - \$49,999	19%	18%
	\$50,000 or more	45%	56%
Education	High school or less	42%	41%
	Some college/university	27%	25%
	College graduate or more	31%	33%
Marital status	Married	64%	67%
	Single	15%	16%
	Separated/divorced/widowed	21%	17%
Employment status	Employed full-time	53%	52%
	Employed part-time	10%	11%
	Retired/Not Employed	37%	38%
Race	White	96%	97%
	Black	3%	1%
	Asian/Other	1%	3%
Ethnicity	Hispanic	8%	7%
	Non-Hispanic	92%	93%

Projected population growth



Source: Claritas, Inc., 2006. Based on 2007 Grand Junction Area Market Study survey area.

Labor and employment

Total labor force	79,700
Employed persons	77,500
Unemployed persons	2,200
Unemployment rate	2.8%

Source: Bureau of Labor Statistics, Oct. 2007

Cost of living index (national average is 100)

Index average	100.3
Grocery	106.1
Housing	100.6
Utilities	96.4
Transportation	101
Health	103.5
Miscellaneous	97.6

Source: American Chamber of Commerce Researchers Association (ACCRA), 2nd quarter, 2007

Major employers

Employer	Number of employees
Mesa County School District #51	3,130
St. Mary's Hospital & Medical Center	2,235
Mesa State College	1,440
State of Colorado	980
Mesa County	980
City of Grand Junction	970
Wal-Mart Supercenter	865
Halliburton Energy	800
StarTek USA, Inc.	625
City Markets, Inc.	590
Community Hospital	570
Hilltop Community Resources, Inc.	550
Veterans Health Administration	475
Rocky Mountain Health Plans	350
US Postal Service	340
West Star Aviation	330
Family Health West	305
McDonalds	300
Choice Hotels	280
Colorado West Mental Health	275
Mesa Developmental Services	260
Union Pacific Railroad	260
Home Depot	250

Source: Grand Junction Economic Partnership, September 2007

Retail sales potential

	2006	2011*
Apparel		
Clothing & clothing accessory stores	\$88,964,800	\$112,087,500
Jewelry stores	12,730,700	16,653,100
Shoe stores	11,458,100	13,842,800
Automotive		
Auto dealers	\$307,032,000	\$391,145,900
Automotive parts, accessories & tire stores	15,824,400	18,492,800
Building Material		
Building material & lawn/garden equipment & supplies dealers	\$41,377,700	\$48,098,600
Home centers	10,346,100	12,193,100
Hardware stores	4,793,800	6,320,500
Nursery & garden centers	4,531,100	5,846,100
Electronics		
Radio/TV/other electronics stores	\$17,694,000	\$21,868,000
Computer & software stores	9,401,400	12,576,300
Household appliance stores	8,963,400	10,655,400
Camera/photographic supply stores	1,156,000	1,353,300
Food & Beverage		
Grocery stores	\$324,488,900	\$391,907,400
Eating places	169,354,500	217,581,800
Full-service restaurants	93,950,900	120,544,500
Fast-food restaurants	75,403,500	97,037,300
Convenience stores	16,607,700	19,866,400
Drinking places	8,083,100	10,327,400
Furniture		
Furniture stores	\$31,988,300	\$41,336,600
Other home furnishing stores	23,046,000	29,169,600
Gasoline		
Gasoline stations with convenience stores	\$91,290,700	\$123,606,900
Gasoline stations without convenience stores	39,858,500	58,084,600
General Merchandise		
General merchandise stores	\$210,741,700	\$268,078,200
Department stores (excluding leased)	139,575,200	179,519,100
Warehouse clubs & superstores	56,038,800	69,286,100
Health & Personal Care		
Health & personal care stores	\$83,871,800	\$126,091,200
Miscellaneous		
Gift, novelty & souvenir shops	\$9,779,900	\$12,140,600
Florists	2,143,800	2,801,000
Luggage & leather goods stores	990,900	1,314,000
Sports & Hobby		
Book stores	\$15,592,200	\$18,986,100
Sporting goods stores	12,728,100	16,919,600
Hobby, toy & game shops	10,843,400	14,209,600
Sew/needlework/piece goods stores	2,633,100	3,142,500

Source: Claritas Inc., 2006.

*Five-year projection based on 2007 Grand Junction Area Market Study survey area.



Shopping

The Grand Junction area offers almost every shopping experience one can imagine.

Downtown bustles with galleries, boutiques, specialty shops, services and gourmet restaurants. Historic charm blends with cooling fountains, pedestrian walkways and unique *At On The Corner* sculptures to create a memorable scene.

Mesa Mall houses four department stores and more than 75 specialty shops along with a variety of dining options. Grand Mesa Center features national retailers as well as local shops. North Avenue is another retail hub with a mix of national discount department stores, grocery stores, strip malls and so much more.

Additional national retailers have announced plans to break ground in Grand Junction in the near future.

Products shopped for (past 12 months)

	Number	Percent	Read <i>The Daily Sentinel</i> last 5 weekdays	Read <i>The Daily Sentinel</i> last 4 Sundays	30-day print and online penetration
Auto service or supplies	66,200	65%	75%	71%	85%
Gardening & landscaping supplies	63,400	62%	75%	71%	85%
Home improvement or remodeling	61,800	60%	77%	74%	87%
Glasses or contacts	48,400	47%	79%	76%	90%
Home electronics besides computers	46,700	46%	74%	69%	85%
Furniture	38,400	38%	71%	68%	84%
Computers	37,300	36%	74%	72%	87%
Major appliances	35,600	35%	76%	71%	87%
Fine jewelry	29,100	28%	N/A	N/A	N/A
Fitness equipment or facilities	28,600	28%	N/A	N/A	N/A
Recreational vehicles	22,200	22%	N/A	N/A	N/A
Boats, jet skis or other personal watercraft	8,900	9%	N/A	N/A	N/A
Lasik eye surgery	5,200	5%	N/A	N/A	N/A
Cosmetic surgery	3,300	3%	N/A	N/A	N/A

Base: Total adults – 102,400

Products shopped for (past 3 months)

	Number	Percent	Read <i>The Daily Sentinel</i> last 5 weekdays	Read <i>The Daily Sentinel</i> last 4 Sundays	30-day print and online penetration
Health & beauty items	63,700	62%	78%	72%	86%
Men's clothing	62,700	61%	77%	70%	86%
Women's clothing	59,200	58%	80%	72%	88%
Tire & automotive accessories	58,600	57%	76%	68%	84%
Children's clothing	45,400	44%	76%	68%	85%
Office equipment & supplies	40,700	40%	76%	72%	88%

Base: Total adults – 102,400

Services shopped for (past 12 months)

	Number	Percent
Medical services	61,800	60%
Dental services	46,400	45%
Investment or financial services	27,500	27%
Legal services	13,000	13%
Accountants	12,900	13%
Hearing aid providers	5,400	5%

Base: Total adults – 102,400

The bases for tables on this page refer to adult shoppers for each category. Due to small sample size, use caution with any number of shoppers < 20,500.

Leisure Activities



Participation in leisure activities (past 12 months)

	<u>Number</u>	<u>Percent</u>	<u>Read The Daily Sentinel last 5 weekdays</u>	<u>Read The Daily Sentinel last 4 Sundays</u>	<u>30-day print and online penetration</u>
At home					
Gardening or yard work	84,500	82%	76%	71%	85%
Home repair or home improvement	73,100	71%	78%	70%	86%
Home decorating	54,900	54%	74%	68%	84%
Worked on a car, truck or motorcycle	41,300	40%	73%	67%	83%
Out & about					
Taken a weekend trip away from home	82,800	81%	77%	70%	85%
Gone on a vacation lasting four or more days	56,500	55%	75%	70%	84%
Gone camping or backpacking	54,200	53%	75%	69%	84%
Attended an exercise class or health club	39,400	39%	81%	77%	87%
Recreation					
Gone bike riding	45,200	44%	73%	67%	81%
Gone hunting or fishing	44,700	44%	78%	71%	84%
Water sports	28,800	28%	N/A	N/A	N/A
Played golf	22,600	22%	N/A	N/A	N/A
Gone snow skiing or snow boarding	19,000	18%	N/A	N/A	N/A

Base: Total adults – 102,400

The bases for tables on this page refer to adults participating in each activity. Due to small sample size, use caution with any number of adults < 20,500.

The Daily Sentinel Readership

By any measure – gender, age, income, education, marital status or employment – *TeDailySentinel* reaches more potential shoppers than any other medium in the area.

TeDailySentinel is the region’s primary source for advertising and shopping information. When people are looking for retail products, services, vehicles, real estate or employment, they’re looking at *TeDailySentinel* and GJSentinel.com.



The Daily Sentinel readership

	Readers	Reach
5-weekday	75,100	73%
4-Sunday	68,700	67%
7-day	77,900	76%
30-day print and online	84,300	82%

Base: Total adults – 102,400

During an average week, nearly 8 out of 10 adults read *The Daily Sentinel*.

The Daily Sentinel demographic reach

		5-weekday penetration	4-Sunday penetration	30-day print and online
Gender	Male	75%	67%	81%
	Female	72%	67%	84%
Age	18-34	64%	56%	77%
	35-54	71%	63%	80%
	55+	85%	81%	89%
Household income	Less than \$35,000	65%	62%	78%
	More than \$35,000	76%	69%	84%
Education	High school or less	68%	56%	75%
	Some college/university	76%	69%	87%
	College graduate or more	78%	79%	88%
Marital status	Married	76%	70%	85%
	Not married	68%	61%	77%
Employment status	Employed	71%	65%	82%
	Retired/Not employed	78%	71%	83%

Penetration shows adults who have read at least one edition of the *TeDailySentinel* in the past 30 days (based on 5-weekday or 4-Sunday readership). Print and online penetration shows adults who have read *TeDailySentinel* or looked at GJSentinel.com in the past 30 days. For example, *TeDailySentinel* reaches 78% of all college graduates Monday-Friday.

Bases: Weekday readers – 75,100; Sunday readers – 68,700; Print and online readers – 84,300

The Daily Sentinel Classified Sources

The Daily Sentinel is the #1 source for information on real estate, employment and cars.

Nearly 9 out of 10 adults use The Daily Sentinel for real estate information

The Daily Sentinel* Real Estate	77,700	86%
<i>TeDailySentinel</i> / GJSentinel.com	66,700	74%
Real Estate Weekly	51,500	57%
My Place	16,500	18%

*The Daily Sentinel includes: *TeDailySentinel*, GJSentinel.com, Real Estate Weekly and My Place

Base: Adults who gave a response – 90,500

More than 9 out of 10 adults use The Daily Sentinel for employment information

The Daily Sentinel** Employment	78,900	93%
<i>TeDailySentinel</i> / GJSentinel.com	76,700	90%
Yahoo! Hot Jobs	21,900	26%

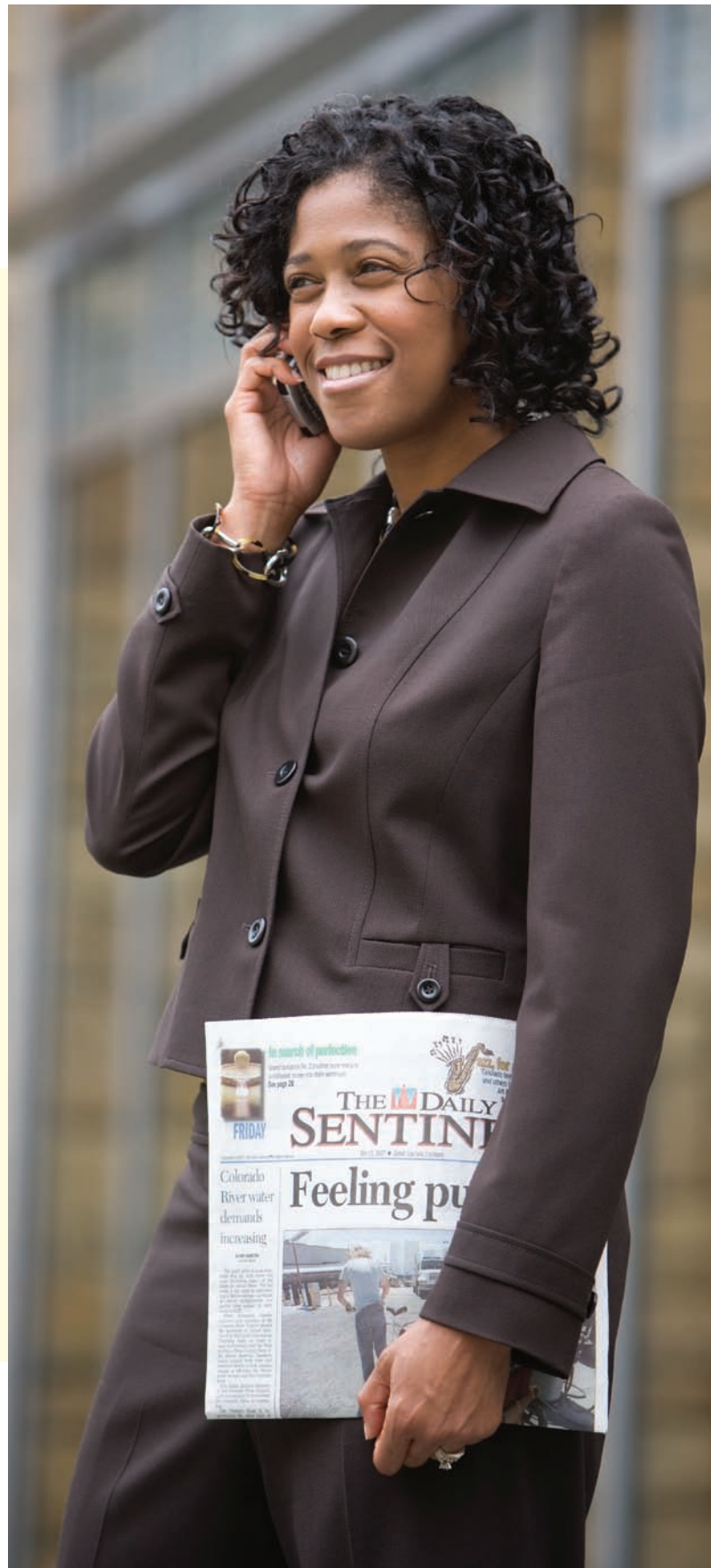
**The Daily Sentinel includes: *TeDailySentinel*, GJSentinel.com and Yahoo! Hot Jobs

Base: Adults who gave a response – 85,100

8 out of 10 adults use The Daily Sentinel and GJSentinel.com when shopping for a car

<i>TeDailySentinel</i> / GJSentinel.com	72,400	81%
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Base: Adults who gave a response – 88,800



Internet

Visitors to GJSentinel.com and other web sites for local news and information

	2005	2007
GJSentinel.com	17%	27%
NBC11news.com	16%	17%
KJCT8.com	8%	14%
GJFreePress.com	3%	8%
Krex.com	1%	3%
GJChamber.org	4%	3%

Base: Adults with Internet access – 69,200 (2005); 81,600 (2007)

10 thousand ■ GJSentinel.com's visitors for local news have increased by 10,000 adults in the last 2 years.

3 visits ■ Visitors to GJSentinel.com average 3 visits every 7 days.

1.6 million ■ GJSentinel.com averages more than 1.6 million page views and more than 129,800 unique browser sessions.

Source: SiteCatalyst, 3rd quarter 2007, monthly average

Information viewed on GJSentinel.com (past 30 days)

	Number	Percent
Local or regional news	24,300	50%
Weather	17,600	36%
National or world news	15,500	32%
Local sports scores and information	10,800	22%
Information about current movies	9,200	19%
Obituaries	8,600	18%
Help wanted ads and job hunting information	8,600	18%
Shopping for cars or trucks	7,600	16%
Search for homes or real estate	7,100	15%
Video reports of a news event or interview with a newsmaker	6,800	14%
Reader-submitted information	6,300	13%
Information about local restaurants	4,500	9%
Blogs	2,500	5%
Wedding and engagement announcements	2,400	5%
Local coupons	2,100	4%
Other	4,300	9%

Base: Adults who have ever visited GJSentinel.com – 48,300



Demographics of GJSentinel.com visitors

		GJSentinel.com visitors	Total market
Gender	Male	47%	48%
	Female	53%	52%
Age	18-24	18%	13%
	25-34	21%	19%
	35-44	20%	16%
	45-54	19%	18%
	55-64	15%	14%
	65 or older	7%	20%
Household Income	Less than \$15,000	1%	6%
	\$15,000 - \$24,999	4%	9%
	\$25,000 - \$34,999	9%	12%
	\$35,000 - \$49,999	20%	18%
	\$50,000 - \$74,999	25%	24%
	\$75,000 or more	40%	32%
Education	High school or less	31%	41%
	Some college/university	27%	25%
	College graduate or more	41%	33%
Marital status	Married	69%	67%
	Not married	31%	33%
Employment status	Employed full-time	60%	52%
	Employed part-time	13%	11%
	Retired/Not Employed	27%	38%
Race	White	97%	97%
	Black	1%	1%
	Other	2%	3%
Ethnicity	Hispanic	5%	7%
	Non-Hispanic	95%	93%
Presence of children	Children	50%	41%
	No children	50%	59%
Residence	Own	79%	75%
	Rent	13%	17%

Bases: Grand Junction area adults who have ever visited GJSentinel.com – 48,300; Total adults – 102,400

Due to rounding, totals may not equal 100%

Cable and Satellite Television

Cable/satellite television watched yesterday

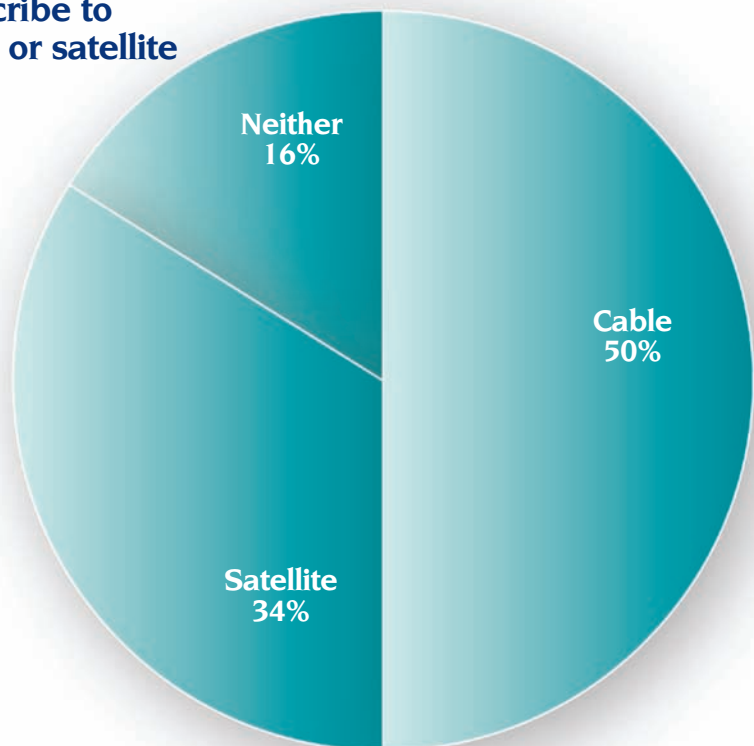
Network	Percent
Discovery Channel	17%
ESPN	14%
Fox News	12%
TBS	11%
CNN	7%
The History Channel	5%
Disney Channel	4%
CNBC	4%
Fox Sports	3%
HBO	3%
A&E	3%
Food Network	3%
Nickelodeon	3%
Comedy Central	3%
Cartoon Network	3%
HGTV	3%
Spike TV	3%
USA	3%
TNT	2%
CNN Headline News	2%
VH1	2%
The Weather Channel	2%
Lifetime	2%
Encore	2%
Showtime	2%
CMT	2%
Starz! Encore 8	2%
FX	2%
QVC	1%
Cinemax	1%
AMC	1%
MTV	1%
C-SPAN	1%

Base: Total adults – 102,400

Note: Table only show results that are 1% or



Subscribe to cable or satellite



Base: Total adults - 102,400

The television viewing audience is fragmented among a variety of delivery systems and channels.



Local Broadcast Television

Fewer than 2 out of 5 Grand Junction area adults watch any early morning local news.

Yesterday's local television news audience



Time	Percent
5:30AM to 8:00AM	19%
11:30AM to 1:00PM	5%
4:00PM to 6:30PM	22%
10:00PM to 10:30PM	23%

Base: Total adults – 102,400

Local news viewership

Station	5:30AM to 8:00AM	11:30AM to 1:00PM	4:00PM to 6:30PM	10:00PM to 10:30PM
KJCT (ABC)	10%	<1%	8%	7%
KKCO (NBC)	9%	2%	12%	11%
KREX (CBS)	3%	2%	6%	6%

Base: Total adults – 102,400

Radio

Yesterday's radio audience

Time	Percent
6:00AM to 10:00AM	51%
10:00AM to 3:00PM	41%
3:00PM to 7:00PM	44%
After 7:00PM	15%

Base: Total adults – 102,400

Radio listening by station

Station	6:00AM to 10:00AM	10:00AM to 3:00PM	3:00PM to 7:00PM	After 7:00PM
KNZZ-AM 1100 (News/Talk)	8%	7%	6%	1%
KEKB-FM 99.9 (Country)	6%	5%	6%	1%
KMGJ-FM 93.1 (Top 40)	6%	4%	5%	2%
KKNN-FM 95.1 (Rock)	5%	6%	6%	2%
KMOZ-FM 100.7 (Country)	5%	5%	6%	1%
KMXY-FM 104.3 (Hot AC)	4%	4%	4%	1%
KBKL-FM 107.9 (Oldies)	4%	4%	3%	1%
KSTR-FM 96.1 (Classic Rock)	4%	3%	5%	1%
KTMM-AM 1340 (Sports)	4%	3%	4%	1%
KPRN-FM 89.5 (Public Radio)	4%	1%	3%	1%
KZKS-FM 105.3 (Country)	2%	3%	2%	1%
KJYE-FM 92.3 (Adult Contemporary)	2%	2%	2%	1%
KLFV-FM 90.3 (Christian Contemporary)	2%	1%	2%	1%
KAFM-FM 88.1 (Public Radio)	2%	1%	2%	<1%
KEXO-AM 1230 (Spanish)	1%	<1%	<1%	0%

Base: Total adults – 102,400



Radio audiences decline throughout the day. The market is very fragmented among more than 15 stations airing 12 different formats.

Sources of Advertising Information



49% cited *The Daily Sentinel* as their primary source, more than all other local media combined.

Primary source for local advertising and shopping information

The Daily Sentinel

49% 47,300

Broadcast TV

12% 11,400

Internet

9% 8,300

The Nickel

8% 7,300

Radio

7% 7,000

Direct mail

6% 5,800

Yellow Pages

3% 3,100

Grand Junction Free Press

2% 2,300

Magazines

1% 1,100

Base: Adults who gave an advertising source – 95,600

Note: Table only shows results that are 1% or greater

The Daily Sentinel Overview

The Daily News and Weekly Features Pages

Every day of the week is a great day to advertise in *TeDailySentinel*. No matter where or when your ad appears, it will reach more buyers than all other local media combined! We also publish content targeted at specific audiences every day of the week. If you want to reach people who enjoy activities such as gardening, outdoor recreation, cooking, arts and entertainment, we have a day of the week just for you.



Special Sections and Event Guides

Throughout the year, *TeDailySentinel* publishes a wide variety of special-interest sections. These special sections, along with our guides to local events and festivals, offer unique advertising opportunities to reach your customers. We're sure to publish a section that targets your clients.



Pre-printed Inserts

TeDailySentinel is the natural choice for your single-sheet flyers and multiple-page inserts. Choose our full circulation or specific zip codes. We can even give you competitive rates on high quality, full-color printing.



Impact Notes

Want to make a big impact for a small price? Our Impact Note will do just that. You'll get all the attention of a front-page headline, with a message that can't be missed.



Super Coupon Savings Book

This convenient coupon book is mailed six times a year to more than 59,000 households in Mesa County for less than a penny per household. You can also choose to have your coupon published online at GJSentinel.com, giving you great added exposure. With additional savings for multiple books this is one of the most cost-effective ways to reach your customers!



Real Estate Weekly

This weekly publication is Western Colorado's largest and most widely read. Whether you're selling homes, land, commercial property – or have a business associated with any of the above – Real Estate Weekly is a must. In addition to being published every Sunday, each edition is also on GJSentinel.com and distributed in more than 250 free-standing rack locations.



My Place

Published every Friday in *TeDailySentinel*, My Place gives home buyers a jump start on planning their weekend house hunting. Each ad includes full color and is a great way to showcase your real estate listings. It's also distributed to 50 free-standing rack locations.



Classified Advertising

Simply put, nothing brings more buyers and sellers together than a classified ad in *TeDailySentinel*. Whether you're selling real estate, vehicles, merchandise, services or looking for employees, you'll get the best reach and readership in Western Colorado and beyond with a combined buy in *TeDailySentinel* and on GJSentinel.com.



GJSentinel.com

Endless opportunities to reach a local, regional and national marketplace are available through your advertising and sponsorship on GJSentinel.com. The audience of GJSentinel.com is growing by leaps and bounds. Improved reporting capabilities can help you reach the market you're looking for and our custom packages are the gateway to your most profitable customers.





THE  DAILY
SENTINEL
GJSentinel.com

734 South Seventh Street • Grand Junction, CO 81501
Advertising (970) 256-4289 • Fax (970) 241-6860
Classified (970) 242-1313 • Circulation (970) 242-1919