AN INTRODUCTION TO OUR MARKET

Star-Telegram
MEDIA SERVICES

2014
With more than seven million people, DFW is the fifth largest consumer market in the nation. Only New York, Los Angeles, Chicago, and Philadelphia are larger. Without the Fort Worth/Arlington side, DFW would fall out of the nation’s Top 10 Markets.

Dallas / Fort Worth / Arlington, (DFW’s official name), is one major consumer market with two distinct media markets.

In order to achieve a complete print buy, you must use both daily DFW newspapers – the Fort Worth Star-Telegram and The Dallas Morning News – to effectively cover both sides of the entire market.

You can also make an effective and efficient DFW media buy by advertising in both the printed Star-Telegram and the companion DFW Online Network.

DALLAS / FORT WORTH / ARLINGTON (DFW)

One major market with two distinct media buys.

With similar demographics across the nation’s 5th largest market and distinct media loyalties, DFW is one major market and two must-buys in order to effectively reach all of Dallas/Fort Worth/Arlington.

The greater DFW market is home to more than 7 million people. Without the western Fort Worth side, DFW would drop out of the Top 10 markets.

Similar Demographics Across DFW

<table>
<thead>
<tr>
<th></th>
<th>Fort Worth/Arlington MD</th>
<th>Dallas MD</th>
<th>U.S.A.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Age</td>
<td>34.5 years</td>
<td>34.1 years</td>
<td>37.5 years</td>
</tr>
<tr>
<td>Any College Education</td>
<td>58%</td>
<td>61%</td>
<td>57%</td>
</tr>
<tr>
<td>Married</td>
<td>61%</td>
<td>60%</td>
<td>58%</td>
</tr>
<tr>
<td>Child(ren) in Home</td>
<td>52%</td>
<td>54%</td>
<td>46%</td>
</tr>
<tr>
<td>Home Owners</td>
<td>65%</td>
<td>60%</td>
<td>65%</td>
</tr>
<tr>
<td>Household Income of $50,000+</td>
<td>52%</td>
<td>55%</td>
<td>49%</td>
</tr>
<tr>
<td>Cost of Living Index</td>
<td>94.8</td>
<td>96.4</td>
<td>100.0</td>
</tr>
</tbody>
</table>

But, Different Newspaper Loyalties

What about digital networks?

Star-Telegram DFW Online Network is better balanced and larger. It averages 2.33 million unique visitors/month. Its DFW audience is 58% FW side / 42% D side.

Morning News’ online network averages 1.83 million unique visitors/month. Their DFW audience is 20% FW side and 80% D side.

WE MEAN BUSINESS

Star-Telegram Media Services connects you with consumers.

We are proud to call the Greater Fort Worth / Arlington area of DFW home.

No other advertising company in the market can deliver a mass audience or key demographic targets as efficiently as Star-Telegram Media Services -- the Star-Telegram daily newspaper and family of leading print & digital products and services. We look forward to serving your advertising, marketing and promotional needs now and in the future.

The following information introduces the marketplace and how Star-Telegram Media Services can help you connect with area consumers effectively and efficiently.
A STRONG MARKETPLACE

The Greater Fort Worth / Arlington market is healthy.

The greater Fort Worth – Arlington market is anchored by Tarrant County. With a population of nearly 2 million, Tarrant County has grown by 33% since 2000 and is the third largest county in Texas.

While the two largest cities in Tarrant County are Fort Worth and Arlington, several important and valuable communities (such as Southlake, Colleyville, Mansfield, etc.) are scattered across the market.

Fort Worth is the nation’s 17th largest city (2010 population estimate: 741,200) and would be the largest city in any of 40 states. Arlington (380,100 - the 49th largest city in the nation) is home to Texas Rangers and Dallas Cowboys.

The Barnett Shale is a tremendous economic engine and is centered on our home county – Tarrant County. It is among the largest & most active onshore natural gas fields in the United States. Economists estimate Barnett Shale to be a $5 billion catalyst and responsible for 55,000 permanent jobs in area. Economists forecast 108,000 permanent jobs by 2015 and retail sales growth of +4.2% annually through 2015 due in large part to Barnett Shale activity.

Tarrant County is headquarters for Lockheed Martin, American Airlines, Bell Helicopter, BNSF Railway, Pier 1, RadioShack, XTO Energy, Alcon Labs, GameStop, DR Horton, Texas Health Resources.

Tarrant County is a leading major metro county in Median Household Effective Buying Income (EBI) – above the state and national average EBI. Arlington is the highest Median HH EBI among major Texas cities.

Tarrant County is also home to 90,000 students enrolled in higher education locally at Texas Christian University, University of Texas at Arlington, Tarrant County College, Texas Wesleyan University.
STAR-TELEGRAM MEDIA SERVICES

**We mean business.**

Star-Telegram Media Services is well positioned to provide you with multi-platform options to effectively and efficiently communicate with area consumers. Whether you are seeking a generalized audience, an audience targeted by geography or by select demographics or behaviors, or an advertising program utilizing multi-platforms, we can help. Our products and services include:

- The daily and Sunday Star-Telegram in print (traditional and innovative advertising)
- Ad Notes (Star-Tabs), Polybags, Spadea, and Co-Op advertising programs
- Weekly and monthly Star-Telegram special sections
- Preprinted inserts and TMC products to saturate key targeted consumer areas
- Sunday Select (yes!) product to expand your reach into high-value ZIP codes
- The home-delivered, Spanish-language La Estrella En Casa
- Weekly, intensely local community newspapers for the Arlington, Mansfield, Weatherford, Keller, Southlake, Colleyville, Grapevine, Roanoke/Trophy Club communities
- INDULGE luxury magazine for the affluent lifestyle
- DFW.com entertainment section (weekly) for fun-loving folks in their 20s and 30s
- Expanded Dallas-Fort Worth Online Network: Star-Telegram.com, DFW.com, Mom2MomDFW.com, dfwVarsity.com, indulgeDFW.com, and more.
- Integration with geo-, demo-, behavioral- and search-targeting, Cars.com, CareerBuilder.com, HomeFinder.com & other nationally-recognized advertising platforms
- impressLOCAL digital marketing that combines the power of traditional digital media (search and display ads) and the latest in digital media (social targeting and reputation management) in an easy-to-use package complete with online management tools and detailed reporting.
- DFW OT Sports Magazine for DFW sports enthusiasts - delivered as an iPad magazine (monthly) and printed magazine (4 issues per year)
- Marketing and research services
- Knowledgeable, local, and professional sales staff.
## Multi-platform approach continues to deliver benefits to advertisers and readers.

-net Star-Telegram audience (the print Star-Telegram & DFW Online Network) continues to grow.

-A single day of print and online Star-Telegram delivers more impressions than a whole week of spots on any DFW radio or TV station.

-The 625,400 Star-Telegram readers from a single Sunday could fill DFW’s AT&T (formerly Cowboys) Stadium for all of their regular season home games, and still have tens of thousands of readers left tailgating out in Arlington.

-Our DFW Online Network attracts an average of 2.2 million unique visitors and 21.1 million page views each month. Our digital network is better balanced and outperforms that of The Dallas Morning News.

For information about all of our daily and weekly print papers, Spanish-language paper, niche, and digital products and services, visit star-telegram.com/mediakit.

### 2013 Audience

<table>
<thead>
<tr>
<th>TOTAL AUDIENCE</th>
<th>DFW DMA</th>
<th>FW/A Metro</th>
<th>Multi-platform approach continues to deliver benefits to advertisers and readers.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Star-Telegram Print or Online, net past 7 days</td>
<td>1,030,100</td>
<td>710,500</td>
<td>Net Star-Telegram audience (the print Star-Telegram &amp; DFW Online Network) continues to grow.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PRINT AUDIENCE</th>
<th>DFW DMA</th>
<th>FW/A Metro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Past Seven Days (net)</td>
<td>855,500</td>
<td>651,500</td>
</tr>
<tr>
<td>Reach Percentage</td>
<td>16%</td>
<td>40%</td>
</tr>
<tr>
<td>Average Frequency (x.x of 7.0)</td>
<td>3.7</td>
<td>4.1</td>
</tr>
<tr>
<td>Gross Impressions</td>
<td>3,165,000</td>
<td>2,695,800</td>
</tr>
</tbody>
</table>

- A single day of print and online Star-Telegram delivers more impressions than a whole week of spots on any DFW radio or TV station.

<table>
<thead>
<tr>
<th>ONLINE AUDIENCE</th>
<th>DFW DMA</th>
<th>FW/A Metro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Star-Telegram.com / DFW.com (net)</td>
<td>277,400</td>
<td>144,600</td>
</tr>
<tr>
<td>(visited at least once, past 7 days)</td>
<td>5%</td>
<td>9%</td>
</tr>
</tbody>
</table>

- Our DFW Online Network attracts an average of 2.2 million unique visitors and 21.1 million page views each month. Our digital network is better balanced and outperforms that of The Dallas Morning News.

<table>
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<tr>
<th>CIRCULATION</th>
<th>SNAPSHOT</th>
<th>AUDIT</th>
<th>READERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>CORE-ONLY</td>
<td>PER COPY</td>
<td></td>
</tr>
<tr>
<td>Sunday</td>
<td>291,600</td>
<td>221,965</td>
<td>2.8</td>
</tr>
<tr>
<td>Daily (M-F Average)</td>
<td>172,200</td>
<td>136,625</td>
<td>2.8</td>
</tr>
<tr>
<td>Saturday</td>
<td>241,600</td>
<td>155,348</td>
<td>2.1</td>
</tr>
</tbody>
</table>

**Sources:** Scarborough, DFW Study in DFW DMA and Fort Worth / Arlington Metro Area (2013 R2-12M); Alliance for Audited Media total circulation (print + replica + branded editions) in Snapshot Report (6M Ending September 30, 2013) and core print-only circulation in Audit Report (12M Ending March 31, 2012); Omniture traffic figures (Monthly Average for 2013 Year-To-Date thru October 30, 2013).
Calling all Nighthawks
As Edward Hopper’s iconic painting comes to the Amon Carter for a new exhibit, we offer an homage to the art of late-night dining.

13 Feb. 21-27, 2014
Dining

AF+B spells perfection

Music

Tim Halperin’s second coming

Party pics

Revvin’ up at Supercross

Your Ad Here!

A high-stakes game of Texas hold still

Innovative Ads

Page dominance

Eye-catching

Creative freedom

Spadea Ads

› Front page impact
› Portable
› Wraps to section back

Star Tabs/Ad Notes

› Front page exposure
› Variety of sizes, options
› Extended shelf life

Innovative Ads

› Page dominance
› Eye-catching
› Creative freedom

Special Sections

› Themed sections
› Bridal Show packages include booth at event

Focused Pages

› Mondays - Healthy Connections. Multi-ad advertorial page focused on healthcare
› Wednesdays - Food. Focus of Life & Arts to coincide with “grocery ad day”
› Fridays - DFW.com section. Things to do and places to go during the weekend
› Saturdays - Home & Garden, Automotive, and Real Estate
› Sundays - Travel, Arts, Real Estate, Employment & Careers

Polybags

› Top position / sampling
› 365 days a year

TV Star

› Saturday Tab
› Opt-in HHs
› 7-day shelf life
STAR-TELEGRAM MEDIA SERVICES
An introduction to our specialized products

Yes! Sunday Select
- 90,000 Opt-in Non-Sub HHs in select high-value ZIPs
- ROP or Insert options
- Distributed each Sunday

Community Papers
- 98% coverage in Arlington, Colleyville, Grapevine, Keller, Mansfield, Roanoke/Trophy Club, Southlake, Weatherford
- STxpress in areas of Fort Worth
- Published each Wednesday

Find N Save and Star Values
- Sub-ZIP targeting available
- S-T subs and non-sub HHs & Apts.
- Low cost saturation program
- Ideal for coupons: Digital (find n save) & Print (Star Values)

La Estrella En Casa
- Spanish-language broadsheet newspaper delivered weekly (Saturday)
- Home-delivered, (homes and apartments) and distributed in racks
- DFW is the 5th largest Hispanic market in U.S.
- LEEC serves all of the DFW Hispanic community.

INDULGE
- Monthly luxury magazine
- Oversized, glossy format
- Direct to top-tier consumers

DFW.com Weekend Guide
- Free weekly, in-paper and rack distribution
- Entertainment seekers
- Partner of DFW.com site
An introduction to the DFW Online Network

Star-Telegram DFW Online Network is best balanced, most used DFW network.

It averages 2.33 million unique visitors/month. DFW audience is split 58% FW side / 42% D side.

Morning News’ online network averages 1.83 million unique visitors/month. Their DFW audience is split 20% FW side and 80% D side.

Star-Telegram.com
› Over 1.8M visitors each month
› Sub-channel targeting
› Updated every 15 minutes

DFW.com
› Entertainment portal for DFW
› 20 - 49 year old targets
› Frequent updates & Party Pics!

impressLOCAL
› Combines the power of search & display ads with social targeting & reputation management tools in a customizable and local digital marketing platform.

indulgeDFW.com
› Companion to luxury magazine
› Fixed position ads
› Upscale audience

MOM2MOMDFW.com
› Social network social events
› Serves moms & mothers-to-be
› High audience engagement

IMPESSLOCAL
› Combines the power of search & display ads with social targeting & reputation management tools in a customizable and local digital marketing platform.

DFW OT Sports Magazine iPad App and Printed Edition
› DFW sports enthusiasts
› Monthly digital pub with quarterly print pub
› Engage the audience with interactive ads

DFW Varsity.com
› Dedicated to high school sports
› High audience engagement
› Exclusive online & mobile avails

Community Sites
› Companion sites to weekly community papers serving Arlington, Colleyville, Grapevine, Keller, Mansfield, Roanoke/Trophy Club, Southlake, and Weatherford

dfwVarsity.com
› Dedicated to high school sports
› High audience engagement
› Exclusive online & mobile avails

DFW OT Sports Magazine iPad App and Printed Edition
› DFW sports enthusiasts
› Monthly digital pub with quarterly print pub
› Engage the audience with interactive ads

COMMUNITY SITES
Arlington - Colleyville - Grapevine - Keller - Mansfield - Southlake - Weatherford

Mom2MomDFW.com
› Social network social events
› Serves moms & mothers-to-be
› High audience engagement

impressLOCAL
› Combines the power of search & display ads with social targeting & reputation management tools in a customizable and local digital marketing platform.

DFW OT Sports Magazine iPad App and Printed Edition
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STAR-TELEGRAM MARKETING EFFORTS

We’re the connection between consumers & advertisers.

Press Pass
The Star-Telegram Press Pass is a savings card (and customer-loyalty card) for Star-Telegram subscribers who pay in advance for their 6- or 12-month print subscription. The card offers 20% off on dining at 500+ area restaurants and great savings on entertainment, events, sports, special performances, services and free movie screenings as well. More than 75,000 subscribing households use the Star-Telegram Press Pass.

Other Reader Benefits
Star-Telegram offers other opportunities for readers to participate in community events and to take advantage of special offers through Art Show contests, writing/essay contests, Peeps diorama contest, cooking contests, sports-related contests and more.

Star-Telegram actively supports numerous events and organizations throughout the community.

Holiday Quantities and Rates
On the following days inserts and Star Tabs will increase to Sunday quantities: New Year’s Day (01/01), Valentine’s Shopping Day (02/13), Teacher Appreciation Day (05/06), Independence Day (07/04), Veteran’s Day (11/11), Thanksgiving Day (11/27), Black Friday Special Shopping Day (11/28), Christmas Day (12/25) and After Christmas Special Shopping Day (12/26).

On the following days Star Tabs will increase to Sunday quantities: Martin Luther King, Jr. Day (01/20), Day After Super Bowl (02/03), President’s Day (02/17), NCAA March Madness (03/17), Memorial Day (05/26), Labor Day (09/01), Child Health Day (10/06) and Columbus Day (10/13). Days are all Mondays and inserts are not available on this day.

On the following days inserts and ROP ads will be billed at Sunday rates: New Year’s Day, Memorial Day, Independence Day, Labor Day, Thanksgiving, and Christmas.
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We’re here to serve you. How we help?

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