ALL ABOUT
audience

POWERFUL REACH!

- Combine the powerful reach of the Journal Star along with the fastest growing website and mobile app in our market, and you'll experience a winning combination that delivers results!

- In the last seven days, we've reached nearly 9 out of 10 adults in the market*

- Saturation of non-subscribers every week with Local Values!

- Nearly 9 million page views on journalstar.com in the last month

- Over 3 million page views on Journal Star mobile in the last month.

- Targeting options to achieve your marketing goals!

PRINT

- Weekday Cume Readership*—142,586
- Sunday Cume Readership*—154,154
- Print + Digital Last 7 Days*—219,788

SOCIAL MEDIA

- Facebook Likes - 58,313
- Twitter Followers - 39,992

JOURNALSTAR.COM

- Total sessions** - 3,886,313
- Monthly unique users** - 1,475,026
- Average daily users** - 99,652
- Monthly page views** - 11,348,038
- Monthly minimum impressions recommended - 75,000

MOBILE

- Total monthly page views** - 4,666,597
- Average mobile daily users^ - 36,932
- Total app screen views** - 4,166,082
- iPhone downloads to date** - 31,642
- iPad downloads to date**- 22,287
- Android downloads to date** - 20,765
- Total app downloads to date** - 74,694
- Monthly minimum impressions recommended - 50,000

LJS media group

print ■ digital ■ social ■ mobile

Updated 2/12016

our readers

Our readership reaches across all generations! Plus, if you're looking for affluent and educated customers, we deliver like no other media.

Jan – Dec 2014	Market	Print Readers	Digital Readers
Male	50.2%	52.5%	51.2%
Female	49.8%	47.5%	48.8%
Millennials (18-29)	13.4%	8.0%	17.3%
Generation X (30-39)	20.7%	14.5%	28.3%
Baby Boomers (40-59)	42.7%	47.4%	39.6%
Silent (60+)	23.2%	30.1%	14.8%
Median Age	*43.9*	*50.3*	*41.2*
Children Under 18 at home	48.6%	41.4%	62.2%
Lived In Area Less Than Five Years	16.6%	8.3%	12.4%
6 - 10 Years	14.7%	14.6%	15.8%
11 - 14 Years	10.5%	8.9%	15.1%
15 - 20 Years	15.9%	14.9%	15.6%
21 Years +	42.3%	53.3%	41.0%
Less than $35K Household Income	27.5%	21.4%	18.4%
$35K - $50K	8.9%	8.3%	8.5%
$50K - $75K	19.2%	20.4%	15.8%
$75K+	44.4%	49.8%	57.3%
Median Household Income	*$67.7*	*$74.8*	*$82.2*
Base: All Adults	(n=1154)	(n=873)	(n=387)
Margin of Error:	+/- 2.9% Points	+/- 3.3% Points	+/- 5.0% Points

Adding our digital platforms increases reach 43%.
Don't miss our fastest growing readership segment!

*Thoroughbred Research, Jan—Dec 2014