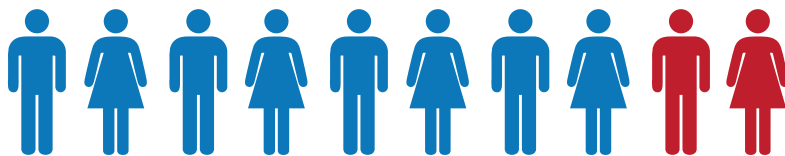


REACH
THE AUDIENCE
YOU NEED TO
GROW
YOUR BUSINESS



PANTAGRAPH DELIVERS
A HUGE AUDIENCE.
EACH WEEK WE REACH
81%
of adults in the market.



BUT THAT'S NOT ALL...



Our audience is
ENGAGED
71.8% notice advertising
80% trust The Pantagraph



Our readers also have a
**HIGHER MEDIAN
HOUSEHOLD
INCOME**



and are more likely to be
**COLLEGE
GRADUATES**

OUR AUDIENCE BY THE NUMBERS



PRINT READERSHIP

59,352 DAILY READERS **85,369** SUNDAY READERS



ONLINE

7,680,500 PAGE VIEWS **737,220** UNIQUE VISITORS



MOBILE APP

1,491,212 PAGE VIEWS **15,043** UNIQUE VISITORS



SOCIAL MEDIA

24,077 FACEBOOK LIKES **9,016** TWITTER FOLLOWERS



PANTAGRAPH CAN EXTEND YOUR AUDIENCE

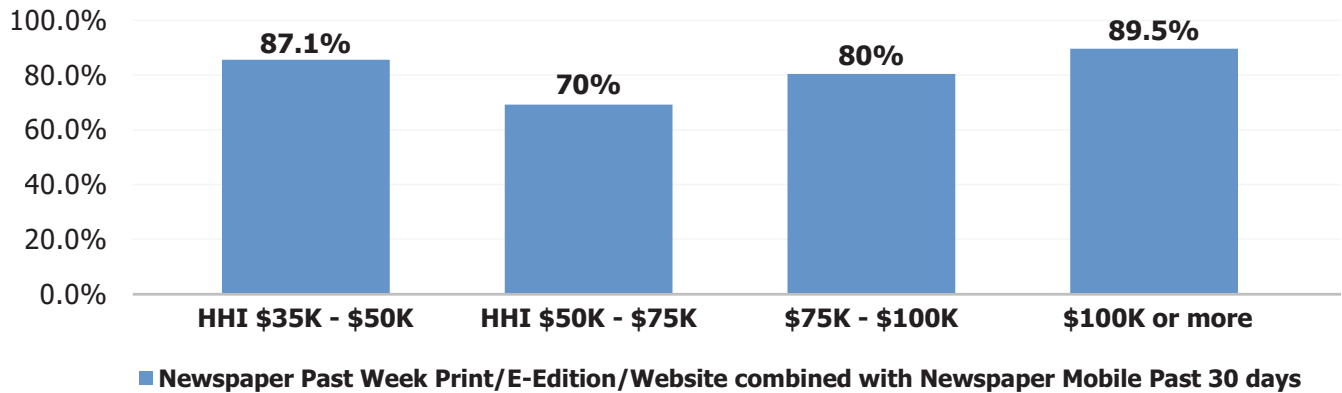
Extend your local audience reach by getting in front of customers who are interested in your products and services **WHEREVER** they are on the web with our **AUDIENCE EXTENSION** product.

For more information, please contact your
Advertising Consultant
(309) 820-3359
301 W. Washington St., Bloomington, IL

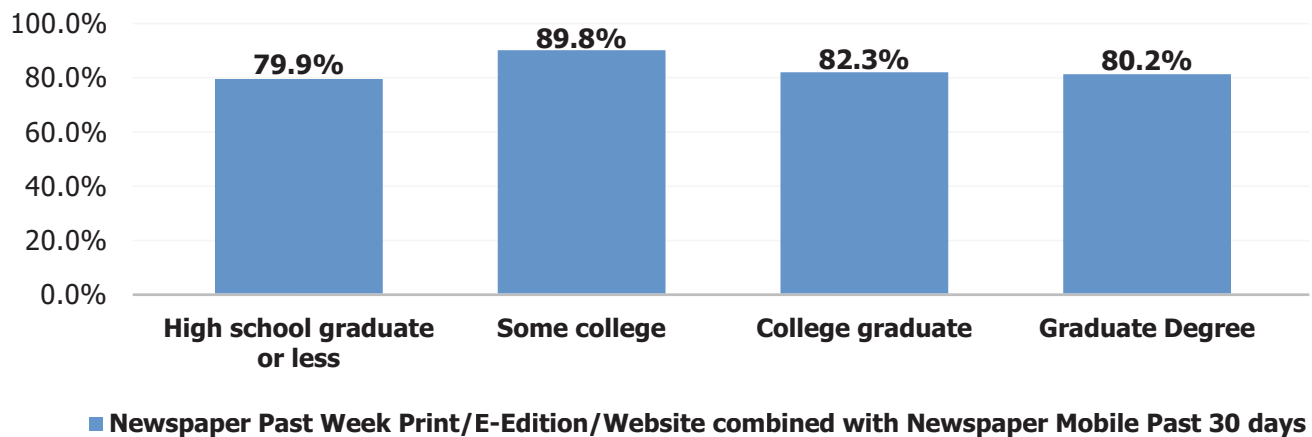
THE **PANTAGRAPH**



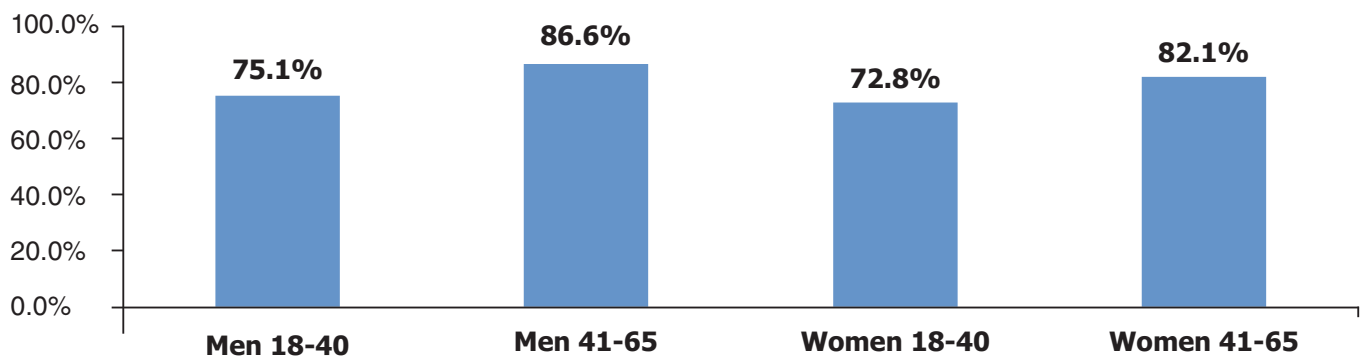
NEWSPAPER REACH BY HOUSEHOLD INCOME



NEWSPAPER REACH BY EDUCATION



NEWSPAPER REACH BY AGE AND GENDER



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THE PANTAGRAPH