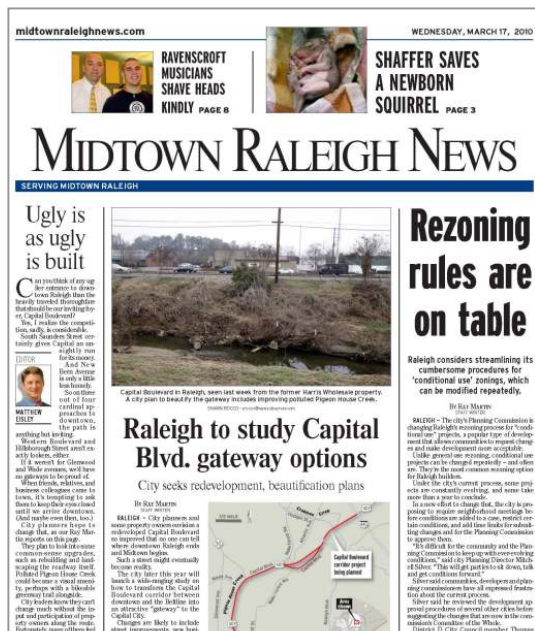


The Midtown Raleigh News delivers a thriving market.



Distribution Area: Raleigh (ZIP codes - 27601, 27603,* 27604,27605, 27606*, 27607,* 27608, 27609, 27610, 27612, 27613*)

- Population – 386,622, – up 36% since 2000.
- Projected to grow an additional 15% in the next 5 years.
- North Hills, a mixed-use lifestyle center offers shopping, dining, residences and office space. The \$55 million Renaissance Raleigh Hotel opened in December 2009 and the area’s first two-story Harris Teeter opened in March 2010.

Circulation: 64,200 – Wednesday; 67,600 – Sunday

Demographic Profile of Adults in the Distribution Area:

Median age	46.4
Median HH income	\$69,799
Median value, owned home	\$242,891
Own home	76%
Children under 18 at home	39%

Editor: Jason Foster
Ad Director: Peter Tompkins

Miscellaneous: The Midtown Raleigh News is a sister paper to the North Raleigh News and has been publishing since July, 2008. The Sunday edition began publishing August 1, 2010

* Partial ZIP code
 Sources: Claritas Inc., 2010; Scarborough Research