

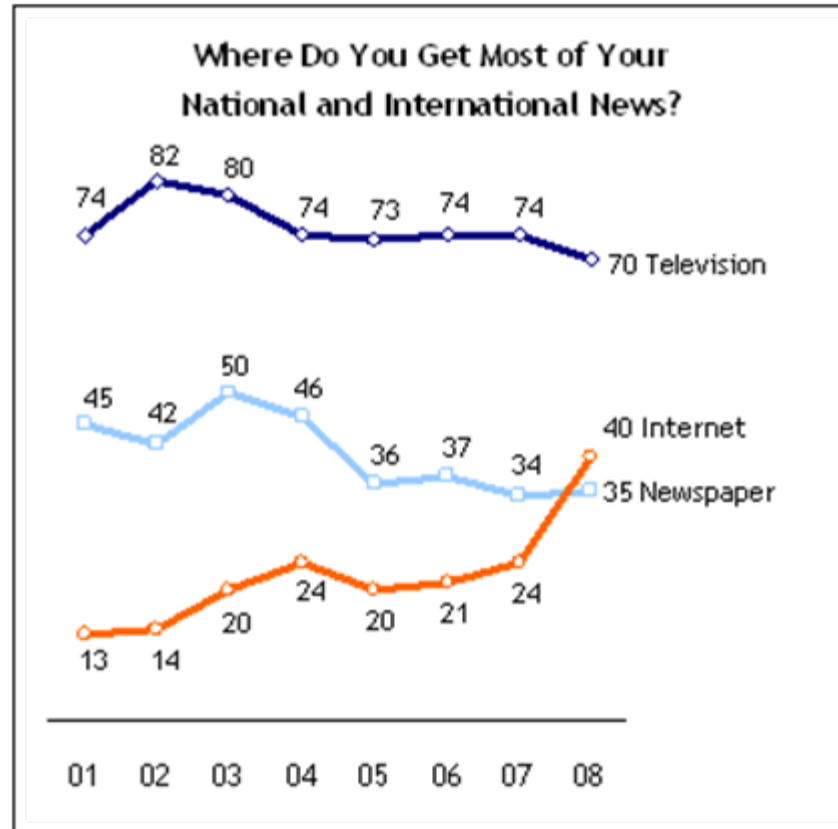
Newspapers and the Internet

Quello Center Symposium
May 19, 2009

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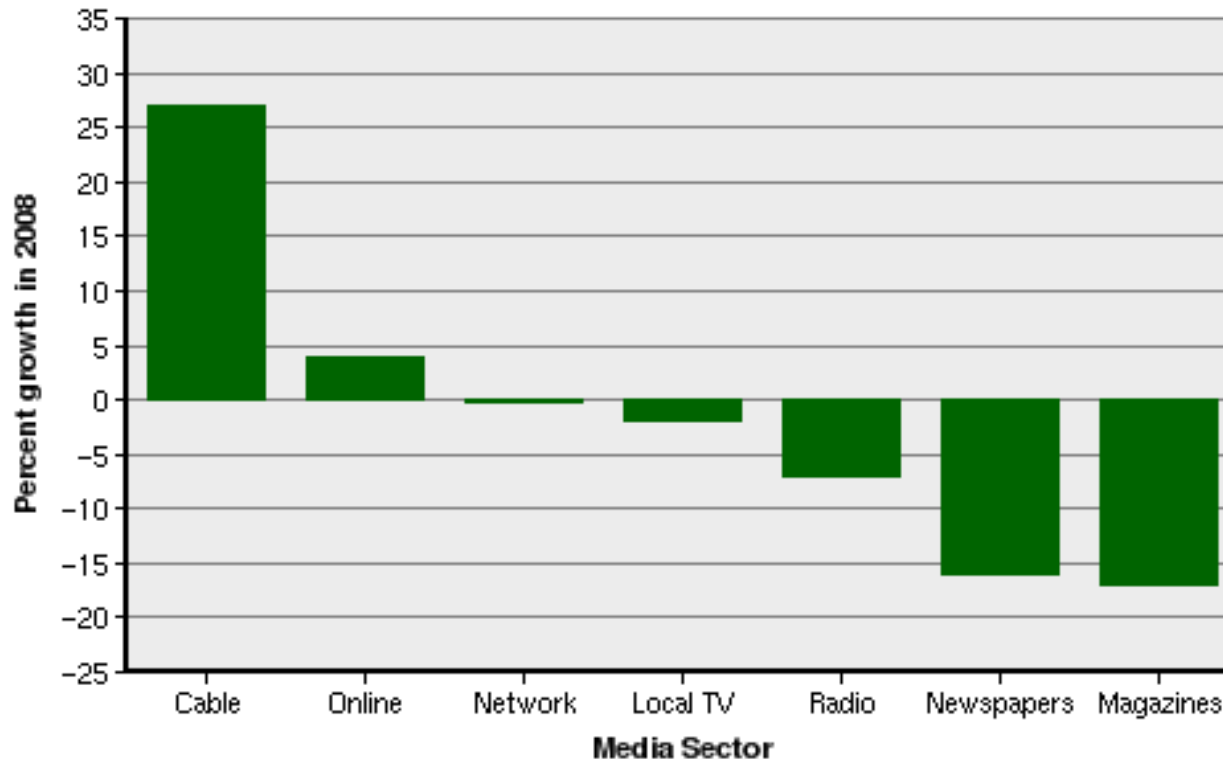
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Internet Takes Over Newspapers as News Outlet



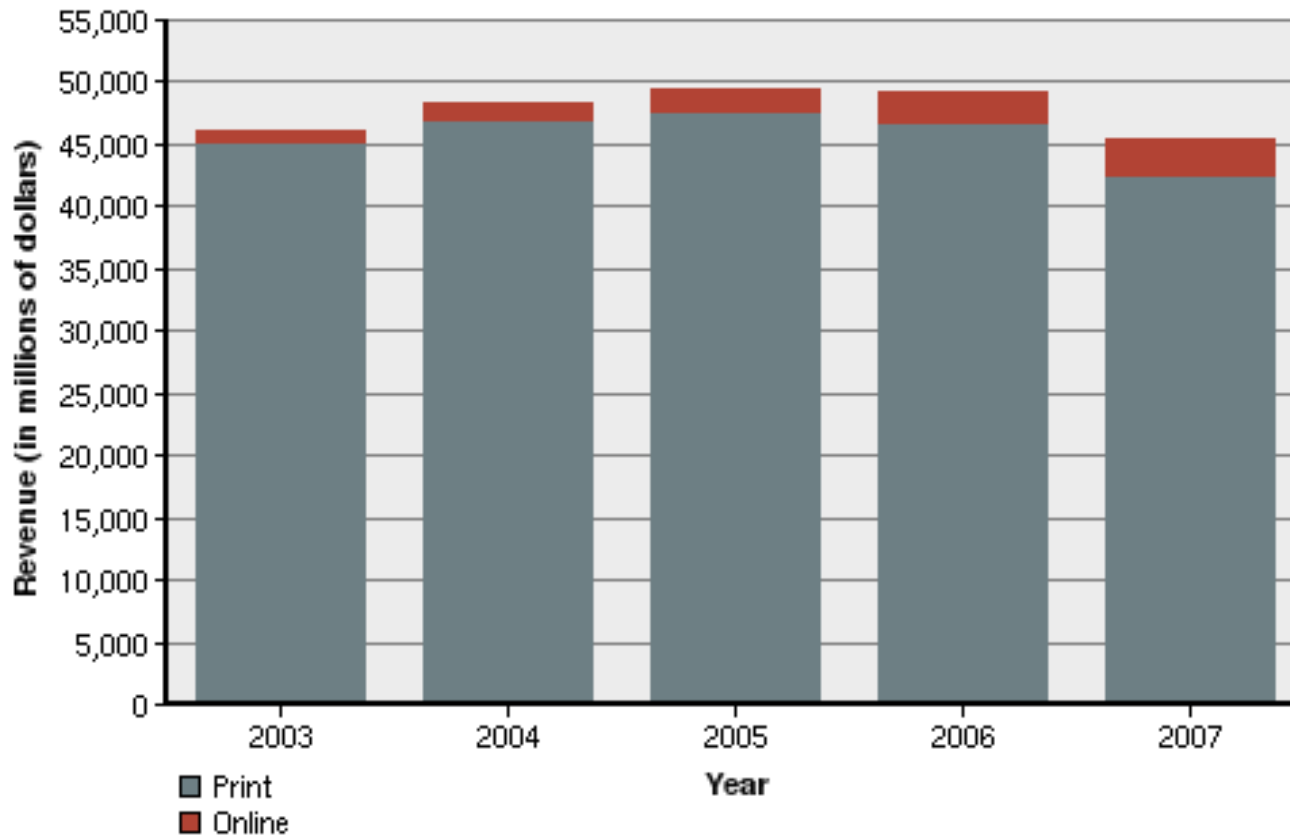
Source: "Internet Takes Over Newspapers as News Outlet," Pew Research Center for the People & the Press, December 23, 2008

Change in Ad Spending by Medium 2007 to 2008



Source: Pew Project For Excellence in Journalism, State of the News Media 2009 (from data provided by the following -- Cable: SNL Kagan; Network: TNS Media Intelligence; Online: eMarketer; Local TV: Television Bureau of Advertising; Audio: Radio Advertising Bureau; Magazines: Publishers Information Bureau; Newspapers: Newspaper Association of America)

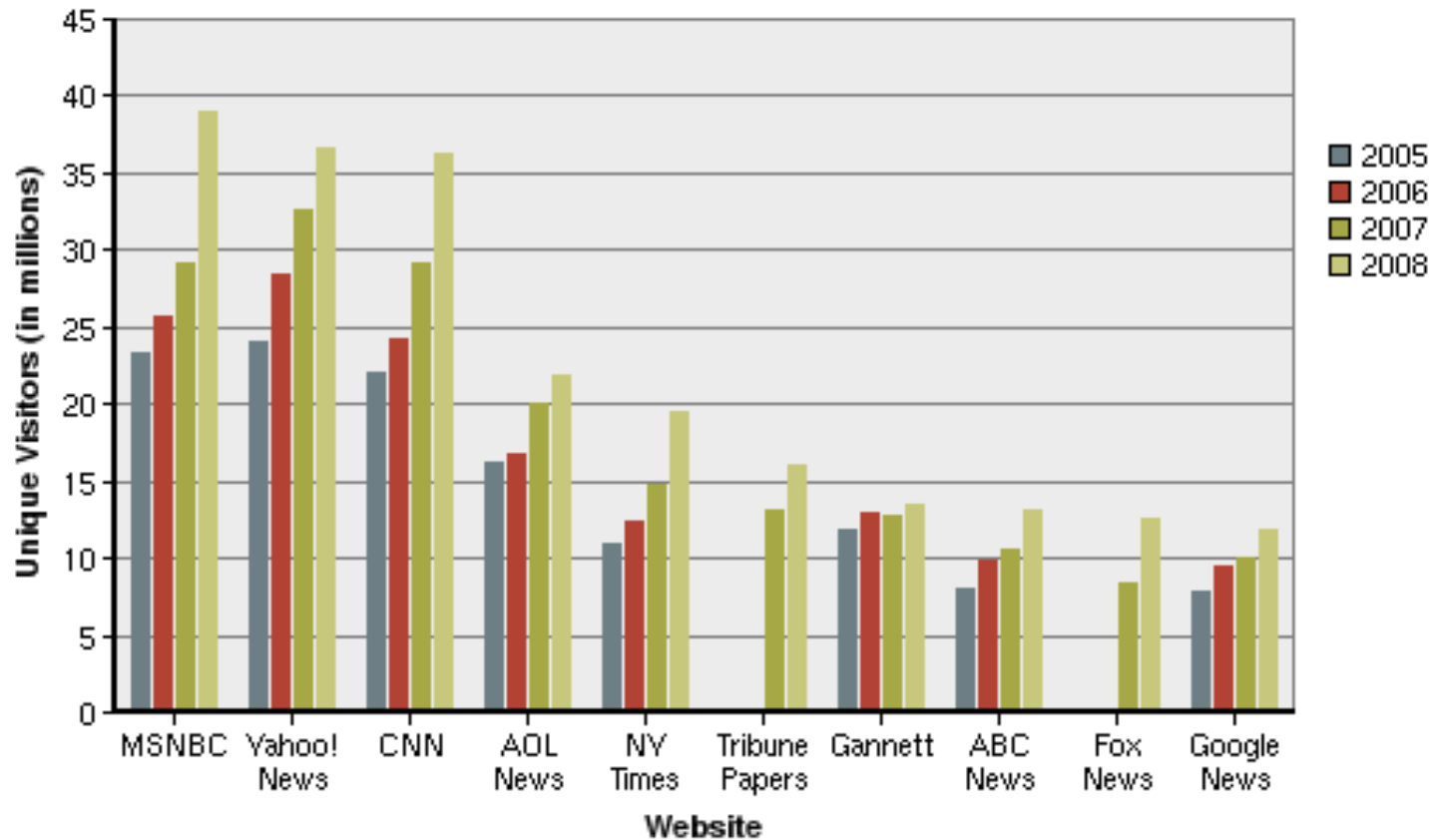
Print v. Online Ad Expenditures 2003 to 2007



Source: Pew Project For Excellence in Journalism, State of the News Media 2009 (from data provided by Business Analysis and Research, Newspaper Association of America)

Top News Websites

Average monthly unique visitors, 2005 to 2008



Source: Pew Project For Excellence in Journalism, State of the News Media 2009 (from data provided Nielsen Online)