

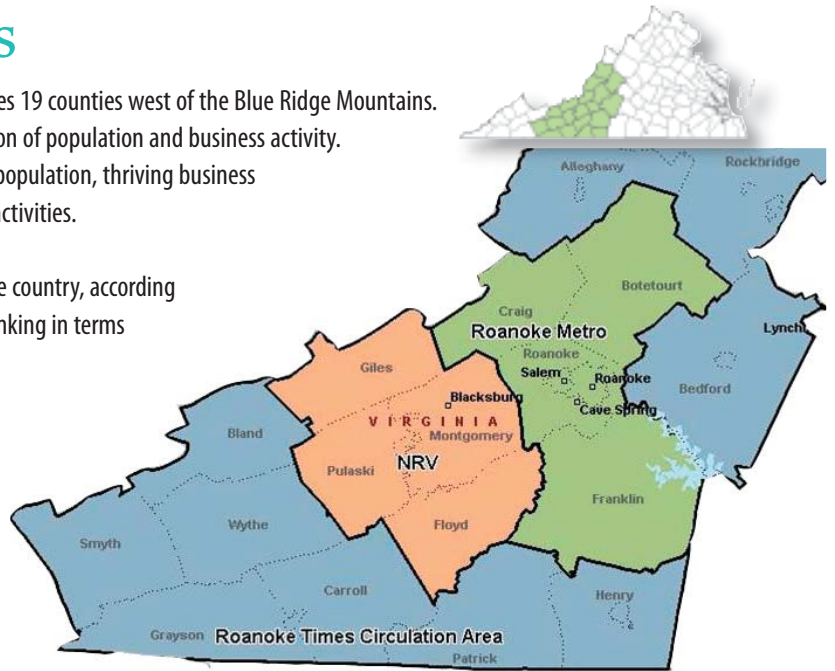
## CIRCULATION ANALYSIS

# Our reach, our readers

Southwest Virginia, our geographic area of coverage, includes 19 counties west of the Blue Ridge Mountains. The Roanoke metropolitan area has the highest concentration of population and business activity. The New River Valley, home of Virginia Tech, has a growing population, thriving business community and a wealth of natural resources and outdoor activities.

The Roanoke Times is one of the best-read newspapers in the country, according to Scarborough Research. We have had consistent top-10 ranking in terms of the percentage of adults in our market who read The Roanoke Times on an average day.

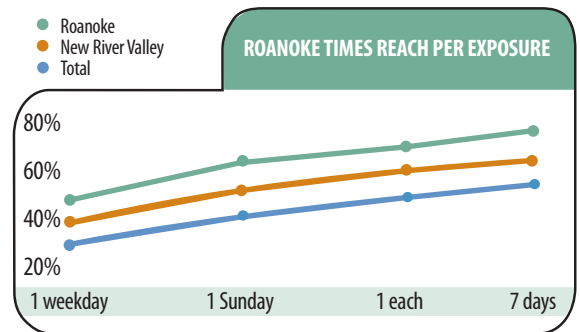
When you want to reach the largest possible audience, we have the numbers. Our average weekday readership is 232,000 and average Sunday readership is 287,000. We also offer targeted options for advertisers who want to reach particular segments of the market, too, so ask your account executive for more information.



	CIRCULATION		READERSHIP*	
	Daily	Sunday	Daily	Sunday
Entire Circulation Area	88,403	100,387	232,000	287,000

Source: Audit Bureau of Circulations, June 2008

Scarborough Research 2009, Release 1



### Readership and Population Over Time

	2007	2008	2009
<b>Average Week</b>	<b>385,700</b>	<b>359,700</b>	<b>376,900</b>
<b>Population</b>	<b>589,200</b>	<b>587,300</b>	<b>593,400</b>
<b>Readers as % of Population</b>	<b>65</b>	<b>61</b>	<b>64</b>

Scarborough Research 2009, Release 1

You may have heard reports about newspaper readership being on the decline. Nationally, this is true for many papers, but on the local level Roanoke Times readership continues to remain stable year after year.