

USA TODAY NETWORK TOPLINE METRICS REPORT: OCTOBER 2018

Total Digital Audience

USA TODAY NETWORK	USA TODAY NETWORK Community Markets (USCP)	USAT Sites
129.9 million monthly unique visitors	48.9 million monthly unique visitors	Report Note: With the release of July 2018 data, the <u>USA TODAY Sites</u> media title has been broken up, and instead will separately report each entity as its own media title under the USA TODAY Network. This change was implemented in accordance with comScore's category branding rules.

Source: comScore Media Metrix; Total Digital Population (desktop + mobile combined); October 2018; Base = Desktop Age 2+; Mobile Age 18+
Note: USAT Sites includes USAT SMG, USAT.com, Travel sites and entire USAT brand

Print Readership

USA TODAY NETWORK Community Markets (USCP)	USAT + USAT Local Edition	USAT
4.5 million average daily 10.6 million average Sunday	4.2 million average M-F 6.4 million average Sunday/wknd	1.6 million average daily

USCP Source: Circulation X average readers per issue (2.70/Weekday, 2.70/Weekend).

USAT/USAT Local Edition Source: GfK MRI Spring 2018; Base = Age 18+

Note: USAT + USAT Local Edition M-F = NET USA TODAY and USA Today Expanded Edition Weekday Carrier Papers; USAT + USAT Local Edition Sun/wknd = NET USA TODAY and USA Today Expanded Edition Weekend/Sunday Carrier Papers; Base = 18+

Print Circulation

USA TODAY NETWORK Community Markets (USCP)	USAT Local Edition	USAT	USAT + Local Edition
1.7 million average daily 3.9 million average Sunday	1.1 million average M-F	635,662 average M-F 616,958 average M-TH 709,041 average F	1.7 million average M-F

USA TODAY Network Community Market Source: BPC October 2018; Daily = M-Sat. Sunday includes Sunday Select.

USAT/USAT Local Edition Source: AAM Consolidated Media Quarterly Report Q2 2018

Note: USAT Local Edition - USAT Local/Life: USAT includes Print & Digital Replica

USA TODAY NETWORK DEMOGRAPHICS

Digital (USA TODAY NETWORK)

Key Measures	Reach
Total Digital Population	129.9 million
Desktop	38.9 million
Mobile (Smartphone+Tablet)	107.8million
Median HHI *	\$76,706
Median Age *	44.8
Audience Profile (Total Digital)	Percentage
Male	50.2%
Female	49.8%
A18-34	27.5%
A35-49	29.2%
A25-54	54.9%
A50+	42.4%
HHI \$75k+	60.6%
Have children	39.0%
Employed *	67.0%
Any College *	65.6%

Sources: comScore Media Matrix; Total Digital Population (Desktop + mobile combined); October 2018; Base = Desktop Age 2+; Mobile Age 18+

* 2017 comScore Multi-Platform//GfK MRI Media + Fusion (09-17/S17) Base: A18+

Note: includes all JMG sites except for the Community Now sites.

Digital (USA TODAY Sites) *JUNE 2018 (Historical)

Key Measures	Reach
Total Digital Population	92.6 million
Desktop	27.9 million
Mobile (Smartphone+Tablet)	72.3 million
Median HHI *	\$75,823
Median Age *	44.9
Audience Profile (Total Digital)	Percentage
Male	58.8%
Female	41.2%
A18-34	28.2%
A35-49	28.8%
A25-54	54.3%
A50+	41.9%
HHI \$75k+	61.7%
Have children	36.7%
Employed *	66.6%
Any College *	65.2%

Sources: comScore Media Matrix; Total Digital Population (Desktop + mobile combined); June 2018; Base = Desktop Age 2+; Mobile Age 18+

* 2017 comScore Multi-Platform//GfK MRI Media + Fusion (09-17/S17) Base: A18+

USA TODAY NETWORK DEMOGRAPHICS

Digital (USA TODAY Sports Media Group)	
Key Measures	Reach
Total Digital Population	48.3 million
Desktop	12.8 million
Mobile (Smartphone+Tablet)	38.5 million
Median HHI *	\$73,484
Median Age *	44.5
Audience Profile (Total Digital)	Percentage
Male	71.5%
Female	28.5%
A18-34	30.5%
A35-49	30.4%
A25-54	56.0%
A50+	38.4%
HHI \$75k+	63.0%
Have children	39.0%
Employed *	66.2%
Any College *	64.4%

Sources: comScore Media Metrix; Total Digital Population (Desktop + mobile combined); October 2018; Base = Desktop Age 2+; Mobile Age 18+
 * 2017 comScore Multi-Platform//GfK MRI Media + Fusion (09-17/S17) Base: A18+

USA TODAY NETWORK DEMOGRAPHICS

Print Readership (USA TODAY + USA TODAY Local Edition)

Audience Profile	Percentage
Male	59.4%
Female	40.6%
A18-34	16.3%
A35-49	15.6%
A25-54	34.6%
A50+	68.1%
HHI \$75k+	49.2%
Presence of Children (Any)	29.0%
Median HHI	\$73,931
Median Age	59
Employed	53.1%
Any College	67.8%

Source: GfK MRI Spring 2018, Base = 18+

Note: USAT + USAT Local Edition = NET USA TODAY and USA Today Expanded Edition Weekday Carrier Papers

Print Readership (USA TODAY)

Audience Profile	Percentage
Male	66.8%
Female	33.3%
A18-34	20.2%
A35-49	18.4%
A25-54	43.2%
A50+	61.5%
HHI \$75k+	53.0%
Presence of Children (Any)	40.0%
Median HHI	\$81,441
Median Age	54
Employed	63.9%
Any College	73.1%

Source: GfK MRI Spring 2018, Base = 18+

USA TODAY MOBILE/APPS

USA TODAY Mobile/Tablet Profiles				
	Total Apps	iOS Apps*	Google Play Apps	Mobile Web
Total Cumulative Downloads	25.2million	17.3 million	7.8 million	NA
Total Monthly Downloads	46.0 k	27.2 k	18.7 k	NA
	Total Apps	Mobile Apps	Tablet Apps	
Total Unique Visitors A18+	2.3 million	1.5 million	0.8 million	
Audience Profile				
Male	69.5%	73.0%	62.0%	
Female	30.5%	27.0%	38.0%	
A18-34	6.8%	6.7%	6.9%	
A35-49	24.2%	26.1%	20.6%	
A25-54	39.0%	41.1%	35.6%	
HHI \$75k+	74.4%	74.9%	72.5%	

Source: Downloads = September 2018 app store downloads; Audience profile and Total UVs = comScore Mobile Metrix Key Measures September 2018; Base = 18+ iPad and iPhone now a single iOS app.

**Mobile Web is based on [USAT Sites](#) mobile web & app access. App data based on USAT (Mobile app) media, mobile app only access.

USA TODAY NETWORK - COMMUNITY DEMOGRAPHICS

Digital (USA TODAY NETWORK Community Markets)

Key Measures	Reach
Total Digital Population	48.9 million
Desktop	13.0 million
Mobile (Smartphone+Tablet)	38.9 million
Median HHI *	\$74,344
Median Age *	46.5
Audience Profile (Total Digital)	Percentage
Male	47.6%
Female	52.4%
A18-34	23.7%
A35-49	28.0%
A25-54	53.1%
A50+	48.0%
HHI \$75k+	58.1%
Have children	37.4%
Employed *	64.1%
Any College *	65.3%

Sources: comScore Media Metrix; Total Digital Population (Desktop + mobile combined); October 2018; Base = Desktop Age 2+; Mobile Age 18+
 * 2017 comScore Multi-Platform//GfK MRI Media + Fusion (09-17/S17) Base: A18+

Print Readership (USA TODAY NETWORK Community Markets)

Audience Profile	Percentage
Male	48.7%
Female	51.3%
A18-34	20.1%
A35-49	17.9%
A25-54	39.3%
A50+	62.1%
HHI \$75k+	36.0%
Have children	28.1%
Median HHI	\$56,132
Median Age	56.4
Employed	52.4%
Any College	60.9%

Source: Scarborough, USA+ R2 2017, weekly readers of 58 local newspapers (including NJMG and mid/top tier JMG), Base = 18+

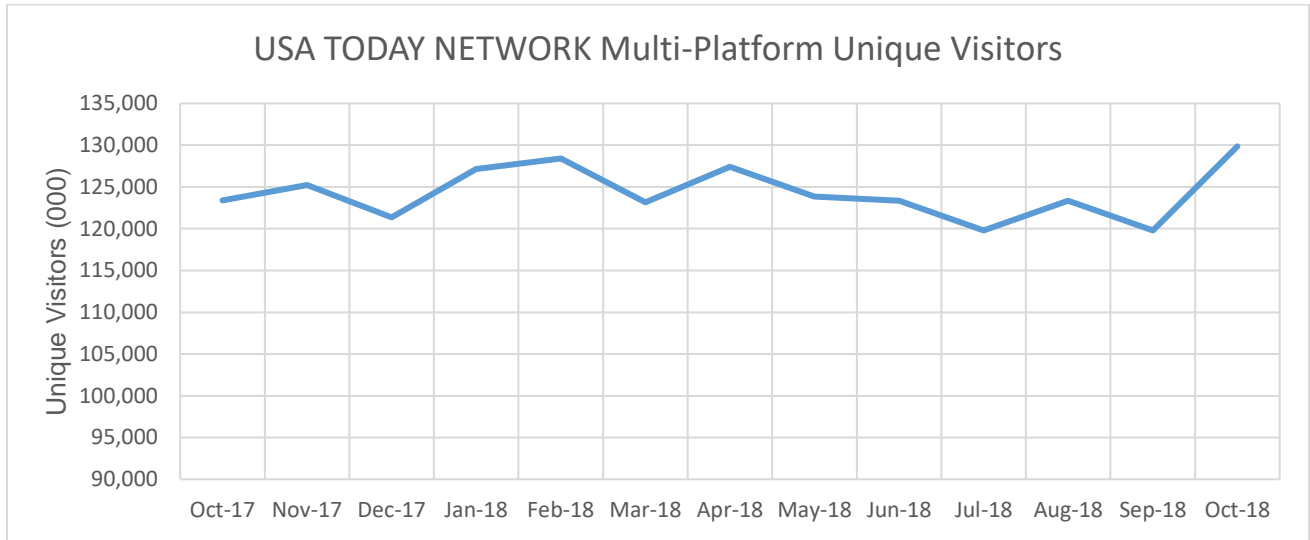
NOTE: (Sourcing frequency) comScore = monthly, Scarborough = bi-annually, Fusion (comScore & MRI) = monthly, GfK MRI = bi-annually, AAM Publishers Statement = quarterly

USA TODAY NETWORK – AUDIENCE & CIRCULATION TRENDS

USA TODAY NETWORK Multi-Platform Digital

Multi-Platform	17-Oct	17-Nov	17-Dec	18-Jan	18-Feb	18-Mar	18-Apr	18-May	18-Jun	18-Jul	18-Aug	18-Sep	18-Oct	YoY%
Unique Visitors (000)	123,391	125,240	121,364	127,154	128,426	123,172	127,396	123,835	123,348	119,792	123,348	119,792	129,858	5.0%
% Reach	48	48.6	47.4	49.6	50.1	47.8	49.6	48.5	48.2	46.7	48.2	46.7	50.7	5.3%

Source: comScore Media Metrix October 2018; Base = Desktop Age 2+; Mobile Age 18+



USA TODAY National Edition Circulation: Monday- Friday Average

AAM Quarterly Data Report	Total Print	Total Digital Replica	Total Digital Non-replica	Total Circulation (Not including Sports Weekly, International or the Local Edition)	YOY % Change
Q2 2018	635,662	16,804	939,564	1,592,030	-13%
Q1 2018	665,235	20,932	934,924	1,621,091	-16%
Q4 2017	707,333	19,573	968,915	1,695,821	-16%
Q3 2017	753,471	11,565	974,299	1,739,335	-14%
Q2 2017	798,717	14,254	1,014,607	1,827,578	
Q1 2017	825,437	16,872	1,077,410	1,919,719	
Q4 2016	864,668	16,132	1,130,813	2,011,613	
Q3 2016	883,855	11,609	1,119,603	2,015,067	

Source: AAM Quarterly Data Reports