

USA TODAY NETWORK TOPLINE METRICS REPORT: DECEMBER 2016

Total Digital Audience

USA TODAY NETWORK	USA TODAY NETWORK Community Markets (USCP)	USAT Sites
106.4 million monthly unique visitors	36.0 million monthly unique visitors	85.5 million monthly unique visitors

Source: comScore Media Metrix; Total Digital Population (desktop + mobile combined); December 2016; Base = Age 2+
 Note: USAT Sites includes USAT SMG, USAT.com, Travel sites and entire USAT brand
 USA TODAY Network and Community Markets includes JMG & NJMG site traffic

Print Readership

USA TODAY NETWORK Community Markets (USCP)	USAT + USAT Local Edition	USAT
5.5 million average daily 12.3 million average Sunday	7.3 million average M-F 9.5 million average Sunday/wknd	3.2 million average daily

USCP Source: Circulation X average readers per issue (2.27/Weekday, 2.58/Weekend). Includes JMG & NJMG.
 USAT/USAT Local Edition Source: GfK MRI Fall 2016; Base = Age 18+
 Note: USAT + USAT Local M-F = NET USA TODAY and USA Today Expanded Edition Weekday Carrier Papers, USAT + USAT Local 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
2.4 million average daily 4.8 million average Sunday	1.5 million average M-F	895,464 average M-F 866,791 average M-TH 1.0 million average F	2.4 million average M-F

USA TODAY Network Community Market Source: BPC December 2016. Daily = M-Sat. Sunday includes Sunday Select. NJMG included.
 USAT/USAT Local Edition Source: AAM Consolidated Media Quarterly Report Q3 2016
 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	106.4 million
Desktop	40.2 million
Mobile (Smartphone+Tablet)	83.0 million
Median HHI *	\$73,208
Median Age *	42.0
Audience Profile (Total Digital)	Percentage
Male	51.4%
Female	48.6%
A18-34	34.7%
A35-49	30.1%
A25-54	59.1%
A50+	33.6%
HHI \$75k+	61.1%
Have children	42.6%
Employed *	68.5%
Any College *	65.4%

Sources: comScore Media Metrix; Total Digital Population (Desktop + mobile combined); December 2016; Base = Age 2+
 * 2016 comScore Multi-Platform/GfK MRI Media + Fusion (10-16/S16) Base: A18+
 Note: includes all JMG sites with the exception of the Community Now sites.

Digital (USA TODAY Sites)

Key Measures	Reach
Total Digital Population	85.5 million
Desktop	31.7 million
Mobile (Smartphone+Tablet)	66.3 million
Median HHI *	\$71,314
Median Age *	41.4
Audience Profile (Total Digital)	Percentage
Male	56.1%
Female	43.9%
A18-34	35.7%
A35-49	30.0%
A25-54	59.2%
A50+	32.8%
HHI \$75k+	61.4%
Have children	42.8%
Employed *	67.8%
Any College *	64.2%

USA TODAY NETWORK DEMOGRAPHICS

Digital (USATODAY.com)

Key Measures	Reach
Total Digital Population	52.4 million
Desktop	18.6 million
Mobile (Smartphone+Tablet)	40.2 million
Median HHI *	\$68,833
Median Age *	40.9
Audience Profile (Total Digital)	Percentage
Male	49.9%
Female	50.1%
A18-34	38.3%
A35-49	25.9%
A25-54	59.3%
A50+	34.6%
HHI \$75k+	59.6%
Have children	41.5%
Employed *	67.5%
Any College *	63.4%

Digital (USA TODAY Sports Media Group)

Key Measures	Reach
Total Digital Population	46.3 million
Desktop	16.7 million
Mobile (Smartphone+Tablet)	35.0 million
Median HHI *	\$69,868
Median Age *	41.6
Audience Profile (Total Digital)	Percentage
Male	65.4%
Female	34.6%
A18-34	33.5%
A35-49	35.5%
A25-54	63.0%
A50+	29.6%
HHI \$75k+	59.2%
Have children	43.8%
Employed *	67.9%
Any College *	63.0%

USA TODAY NETWORK DEMOGRAPHICS

Print Readership (USA TODAY + USA TODAY Local Edition)

Audience Profile	Percentage
Male	55.2%
Female	44.8%
A18-34	17.0%
A35-49	19.4%
A25-54	40.1%
A50+	63.7%
HHI \$75k+	51.0%
Presence of Children (Any)	28.6%
Median HHI	\$76,506
Median Age	56.6
Employed	55.8%
Any College	67.0%

Source: GfK MRI Fall 2016, 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	64.1%
Female	35.9%
A18-34	21.0%
A35-49	25.6%
A25-54	51.1%
A50+	53.4%
HHI \$75k+	56.5%
Presence of Children (Any)	37.3%
Median HHI	\$83,699
Median Age	51.4
Employed	70.6%
Any College	65.5%

Source: GfK MRI Fall 2016, Base = 18+

USA TODAY MOBILE/APPS

USA TODAY Mobile/Tablet Profiles				
	Total Apps	iOS Apps*	Google Play Apps	Mobile Web
Total Cumulative Downloads	23.3 million	10.5 million	7.0 million	NA
Total Monthly Downloads	135.7k	79.2k	56.5k	NA
	Total Apps	Mobile Apps	Tablet Apps	Mobile Web**
Total Unique Visitors A18+	2.3 million	1.6 million	752,000	66.3 million
Audience Profile				
Male	69.3%	68.3%	71.3%	54.8%
Female	30.7%	31.7%	28.7%	45.2%
A18-34	15.8%	22.3%	n/a	39.0%
A35-49	27.8%	33.2%	13.3%	31.0%
A25-54	48.0%	50.9%	41.9%	61.1%
HHI \$75k+	72.2%	72.3%	69.9%	56.9%

Source: Downloads = December 2016 app store downloads; Audience profile and Total UVs = comScore Mobile Metrix Key Measures December 2016; 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 SOCIAL FOLLOWING

SOCIAL FOLLOWING		19.5MM FACEBOOK		9.8MM TWITTER		1.2MM INSTAGRAM
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Source: © CrowdTangle December 2016

USA TODAY NETWORK - COMMUNITY DEMOGRAPHICS

Digital (USA TODAY NETWORK Community Markets)

Key Measures	Reach
Total Digital Population	36.0 million
Desktop	13.4 million
Mobile (Smartphone+Tablet)	26.8 million
Median HHI *	\$70,032
Median Age *	43.6
Audience Profile (Total Digital)	Percentage
Male	45.5%
Female	54.5%
A18-34	30.1%
A35-49	30.0%
A25-54	59.2%
A50+	39.1%
HHI \$75k+	61.6%
Have children	42.5%
Employed *	66.3%
Any College *	64.8%

Sources: comScore Media Metrix; Total Digital Population (Desktop + mobile combined); December 2016; Base = Age 2+
 * 2016 comScore Multi-Platform//GfK MRI Media + Fusion (10-16/S16) Base: A18+
 Note: includes all JMG sites with the exception of the Community Now sites.

Print Readership (USA TODAY NETWORK Community Markets)

Audience Profile	Percentage
Male	47.8%
Female	52.2%
A18-34	21.6%
A35-49	18.8%
A25-54	42.5%
A50+	59.6%
HHI \$75k+	35.4%
Have children	30.0%
Median HHI	\$55,121
Median Age	54.4
Employed	55.1%
Any College	61.3%

Source: Scarborough, USA+ R1 2016, weekly readers of 58 local newspapers (including NJMG and mid/top tier JMG), Base = 18+

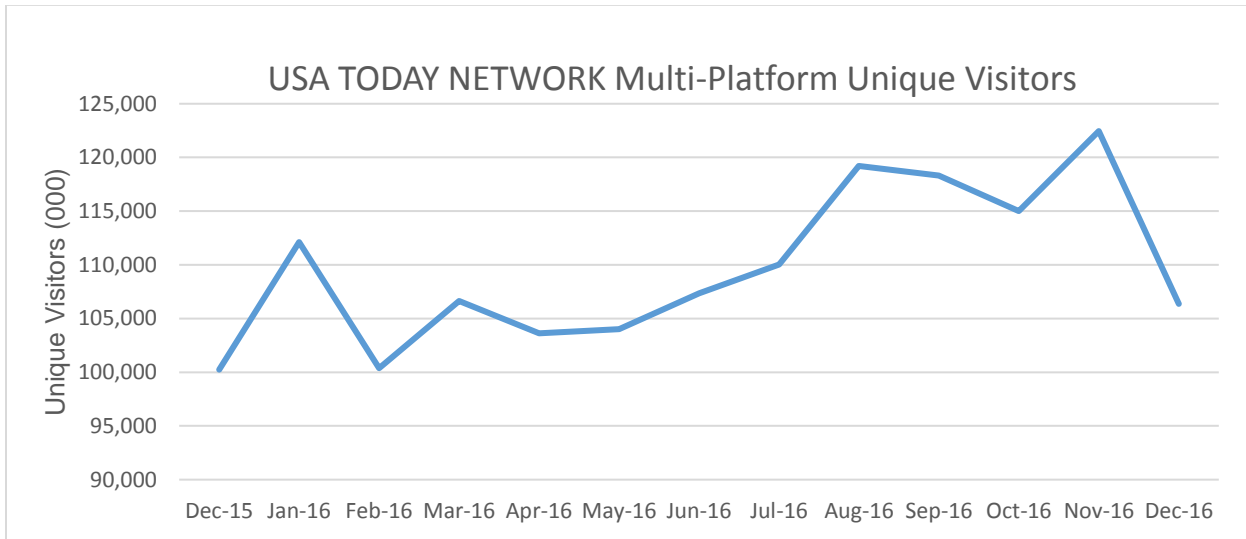
NOTE: (Sourcing frequency) comScore = monthly, Scarborough = bi-annually, Fusion (comScore & MRI) = monthly, GfK MRI = bi-annually, AAM Publishers Statement = quarterly

USA TODAY NETWORK – AUDIENCE & CIRCULATION TRENDS

USA TODAY NETWORK Multi-Platform Digital

Multi-Platform	15-Dec	16-Jan	16-Feb	16-Mar	16-Apr	16-May	16-Jun	16-Jul	16-Aug	16-Sep	16-Oct	16-Nov	16-Dec	YoY%
Unique Visitors (000)	100,242	112,116	100,366	106,622	103,616	104,022	107,352	110,029	119,194	118,325	115,013	122,452	106,370	6.11%
% Reach	38.5	43.3	38.8	41.2	40.1	40.4	41.6	42.8	46.4	46	44.7	47.6	41.4	7.53%

Source: comScore Media Metrix December 2016



USA TODAY National Edition Circulation: Monday- Friday Average

AAM Quarterly Data Report	Total Print	Total Digital Replica	Total Digital Nonreplica	Total Circulation (Not including Sports Weekly, International or the Local Edition)	YOY % Change
Q3 2016	883,855	11,609	1,119,603	2,015,067	-12.5%
Q2 2016	903,589	22,981	1,166,164	2,092,734	-10.7%
Q1 2016	921,283	37,501	1,244,826	2,203,610	-11%
Q4 2015	961,368	26,203	1,251,881	2,239,452	
Q3 2015	978,037	25,319	1,298,561	2,301,917	
Q2 2015	996,694	61,997	1,285,830	2,344,521	
Q1 2015	1,021,638	90,266	1,365,290	2,477,194	

Source: AAM