

THE SUNDAY EXPERIENCE

The Sunday AZ Republic is a whole entertaining experience. It's part of Sunday, which equals relaxation (if I don't have to work).

--a reader's words



REPUBLIC MEDIA

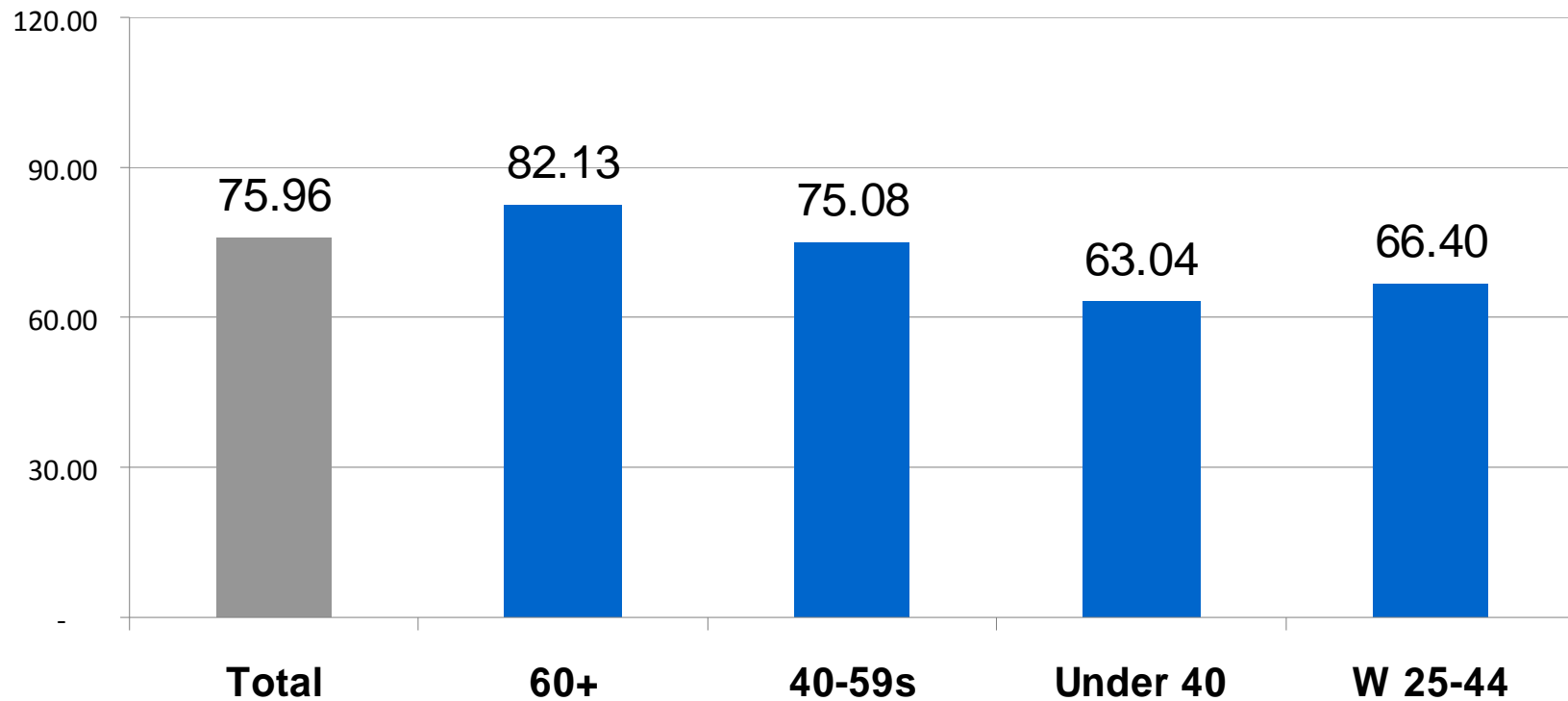
Delivering customers. Driving results.



The Sunday reading **EXPERIENCE** lasts longer than a drama on TV. Readers of all ages spend over an hour with the Sunday Arizona Republic

Approximately how much time to do you spend reading the Sunday Arizona Republic?

Avg Time Spent Reading (in minutes)



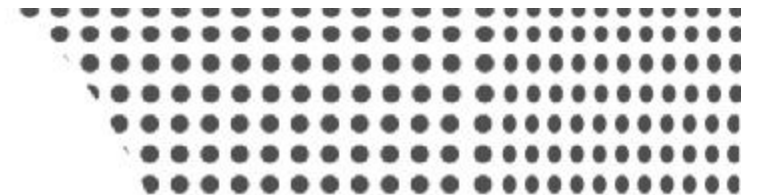
An **EXPERIENCE** to Remember

- **76%** of 40-59 year-old readers and Women 25-44 consistently find something of interest in the Sunday Arizona Republic week after week
- **94%** of respondents say they are reading the Sunday Arizona Republic with the same or higher frequency now than they were a year ago
- **1 in 3** Women 25-44 say they are reading **MORE OFTEN** than one year ago

THE SUNDAY **SHOPPING** EXPERIENCE



REPUBLIC MEDIA
Delivering customers. Driving results.



Ads help our readers **SHOP**, most notably those under 40.

% agree/strongly agree	Total	Under 40	Women 25-44
Ads in the Sunday newspaper provide me with useful bargain information	70%	85%	86%
The Sunday newspaper has a bulk of advertising that feels like a shopping experience	50%	61%	61%

How to read: 85% of Under 40 Sunday AZ Republic readers agree that "ads in the Sunday newspaper provide me with useful bargain information."

Women 25-44 love to **SHOP**: Ad inserts are the most read section by this group

Listed below are sections of the Sunday Arizona Republic, please check the sections you read. (check all that apply)

Women 25-44	
Top 5 Sunday Sections Read	
1. Ad inserts / flyers	90%
2. Main News	89%
Valley/State	89%
4. A&E	73%
5. Travel	63%

Total Respondents	
Top 5 Sunday Sections Read	
1. Main News	95%
2. Valley/State	94%
4. A&E	77%
5. Ad Inserts / flyers	75%
6. Travel	72%

How to read: 90% of Women 25-44 Sunday AZ Republic readers read Ad Inserts / Flyers— compared to 75% of total Sunday readers

Methodology Notes

- Two surveys were in the field between March 15 and March 30, 2009
 - § Emailed to our internal circulation database and reader panels on Sunday March 15th and Sunday March 22nd
 - § Promoted on homepage of azcentral.com Sunday March 22nd and Sunday March 29th
- Both surveys allowed respondents to enter into a contest for one of 10 free Sunday subscriptions to The Arizona Republic
- Collectively the surveys received more than 11,000 respondents

If you would like more research or information on how the
Sunday *Arizona Republic* engages readers contact us at:
republicmedia@azcentral.com

