

MRI Audience (000):

	USA TODAY	USATODAY.com*
Total Adults :	2,957 readers	12,146 visitors
Male:	1,950 (66%)	7,119 (59%)
Female:	1,008 (34%)	5,027 (41%)
A25-54:	1,658 (56%)	7,727 (64%)
College+	1,235 (42%)	5,949 (49%)
Median HHI	\$76,927	\$86,050
Median Age	50	40

Source: *Monthly visitors; GfK MRI Doublebase 2013 Report

Mendelsohn Audience (000):

	USA TODAY	USATODAY.com*
Total Adults:	3,298 readers	4,177 visitors
Male:	2,099 (64%)	2,808 (67%)
Female:	1,199 (36%)	1,369 (33%)
A25-54:	1,707 (52%)	2,466 (59%)
College+	2,455 (74%)	3,010 (72%)
Median HHI	\$158,001	\$150,865
Median Age	52	48

Source: *Monthly visitors; 2013 Mendelsohn Affluent Survey, HHI \$100K+

USA TODAY

Circulation:

Mon-Thurs:	1,615,143
Friday:	1,886,724

Source: March 2013 ABC Publisher's Statement

USATODAY.COM

Key Measurements:

Total unique visitors (000):	26,370
Avg. minutes per visit:	5.2
Avg. daily visitors (000):	2,283
Avg. visits per visitor:	3.3
Total pages viewed (MM):	375

Source: comScore Media Matrix Key Measures, Oct. 2013

USA TODAY MOBILE

Total downloads of all applications: 13M
(includes iPhone, Android, Windows phone)

A25-54	63%
Male/Female	62%/38%
HHI \$75k+	54%
HHI \$100k+	36%
College+	50%

Source: (WAP & App) comScore MobiLens Oct. 2013 (3 month avg.); iTunes Connect, Android App Store, Windows Phone Marketplace Oct. 2013

USA TODAY TABLET

Total downloads:	6M
A25-54:	61%
Male/Female:	71%/29%
HHI \$75k+:	54%
HHI \$100k+:	36%
College+:	95%

Source: iTunes Connect, Android App Store, Windows Market Oct. 2013/ USA TODAY Digital/Mobile/Tablet Custom Study 2013



Gannett Sites Network

Key Measurements

Total unique visitors (000):	70,739
Average daily visitors (000):	7,785
Total pages viewed (MM):	1,531

Audience Profile

Male Female:	52% 48%
Ages 18-34:	30%
Ages 35-49:	27%
Ages 25-54:	55%
HHI \$75k+:	48%
Have children:	44%

USA TODAY Sites

Key Measurements

Total unique visitors (000):	44,597
Average daily visitors (000):	3,832
Total pages viewed (MM):	885

Audience Profile

Male Female:	59% 41%
Ages 18-34:	32%
Ages 35-49:	28%
Ages 25-54:	56%
HHI \$75k+:	52%
Have children:	44%

USA TODAY Sports Media Group Sites

Key Measurements

Total unique visitors (000):	28,188
Average daily visitors (000):	2,370
Total pages viewed (MM):	630

Audience Profile

Male Female:	64% 36%
Ages 18-34:	32%
Ages 35-49:	29%
Ages 25-54:	58%
HHI \$75k+:	53%
Have children:	46%

Digital Source: comScore Media Matrix, October 2013

USA TODAY Mobile & Tablet

Mobile Key Measurements

Total visitors (MM):	14.8
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Mobile Audience Profile

Male Female:	62% 38%
Ages 18-34	45%
Ages 25-54:	63%
HHI \$75k+:	54%
Have children:	49%

Mobile source:: comScore Mobilens, October 2013 (3 month avg.).

App Downloads

Total (MM)	18.8
iPhone (MM):	8.2
iPad (MM):	4.7
Android (MM):	4.2
Android Tablet (MM)	1.2

iPad Audience Profile

Male Female:	71% 29%
Ages 18-54:	65%
HHI \$75k+:	54%
Professional/Managerial:	56%

Source: USA TODAY Digital/Mobile/Tablet Custom Study 2013

Source: Apple/Android, cumulative through Oct. 2013

