

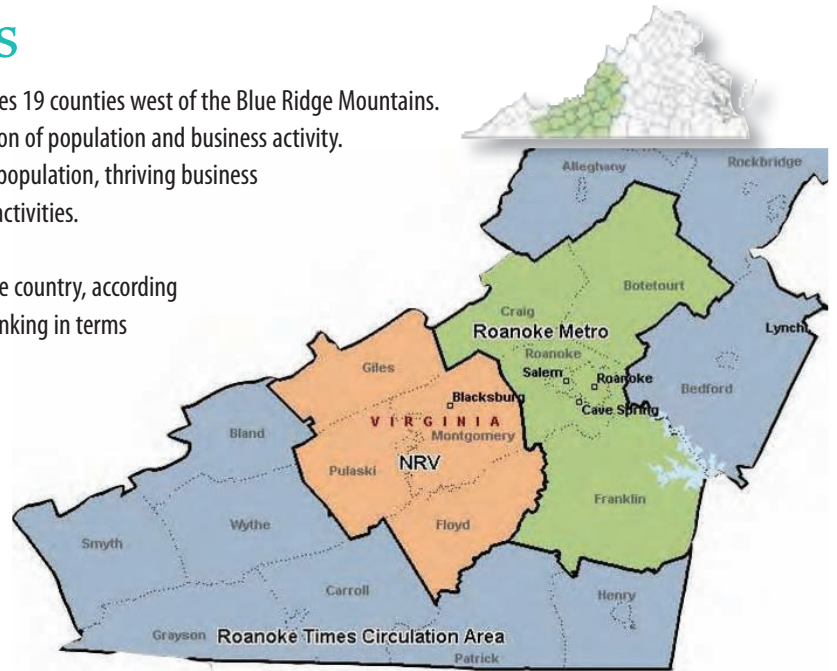
CIRCULATION ANALYSIS

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.

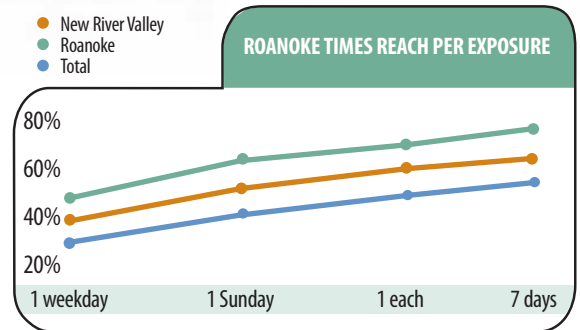
When you want to reach the largest possible audience, we have the numbers. Our average weekday readership is 230,300 and average Sunday readership is 310,300. We also offer targeted options for advertisers who want to reach particular segments of the market, too, so ask your account executive for more information.



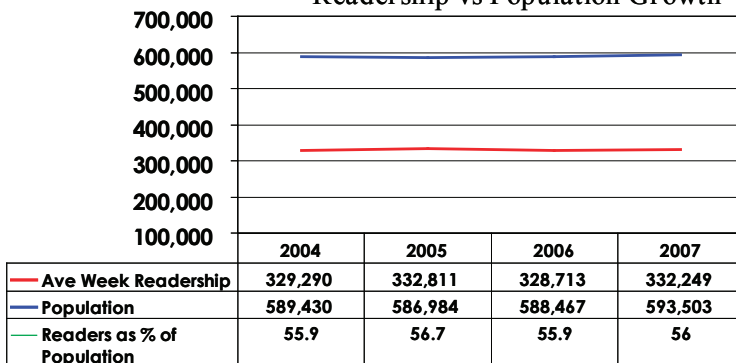
	CIRCULATION		READERSHIP*	
	Daily	Sunday	Daily	Sunday
Entire Circulation Area	90,557	102,951	230,300	310,300
Roanoke Metro	47,747	53,454	119,100	157,200
New River Valley	18,569	21,256	63,800	80,400

Source: Audit Bureau of Circulations, June 2007

Scarborough Research 2007, Release 2



Readership vs Population Growth



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.

Scarborough Research 2007, Release 2