



## Print Circulation Performance & Efficiency

## Ad Revenue & ROI Analysis

## Digital Readiness & Relaunch Strategy

Year

All

city

All

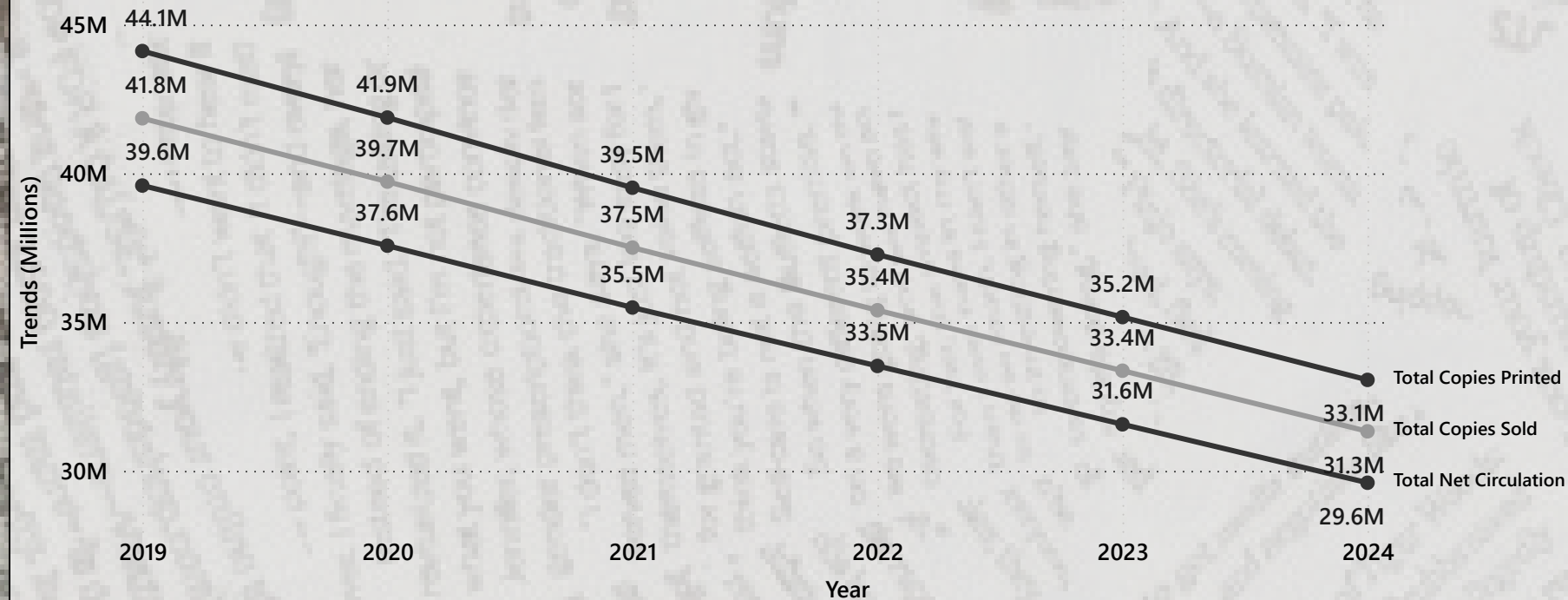
state

All

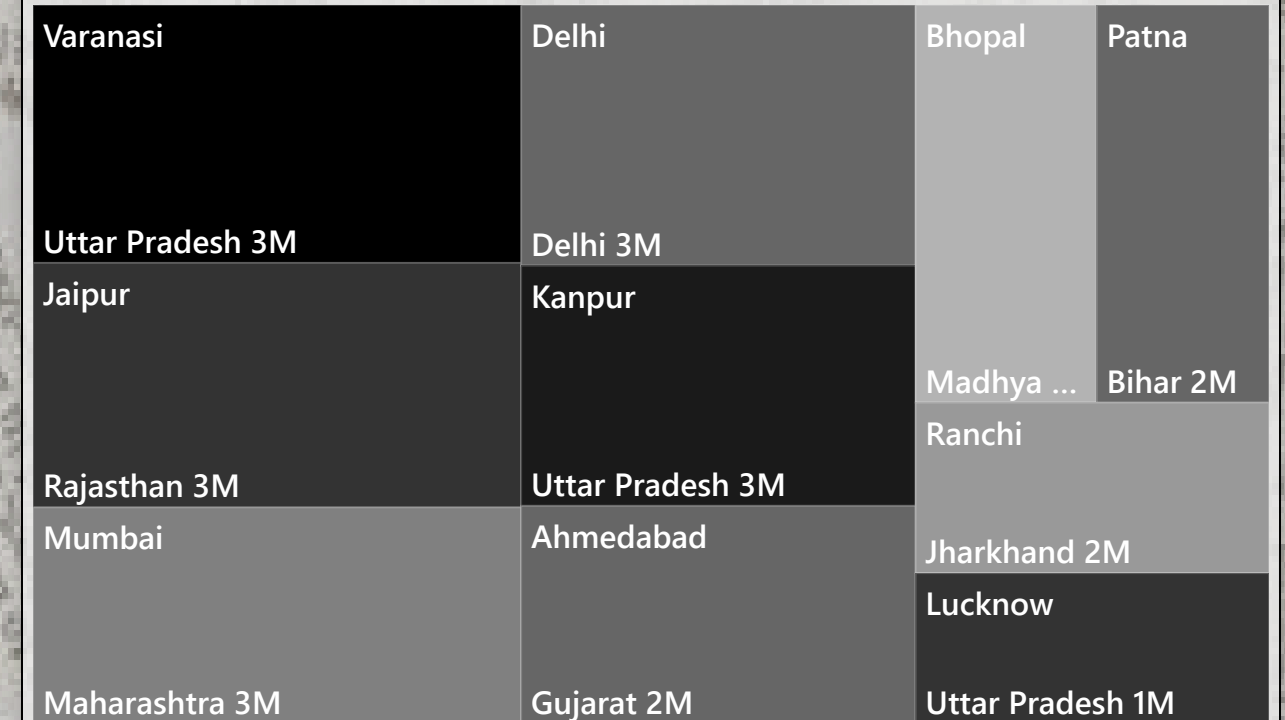
tier

All

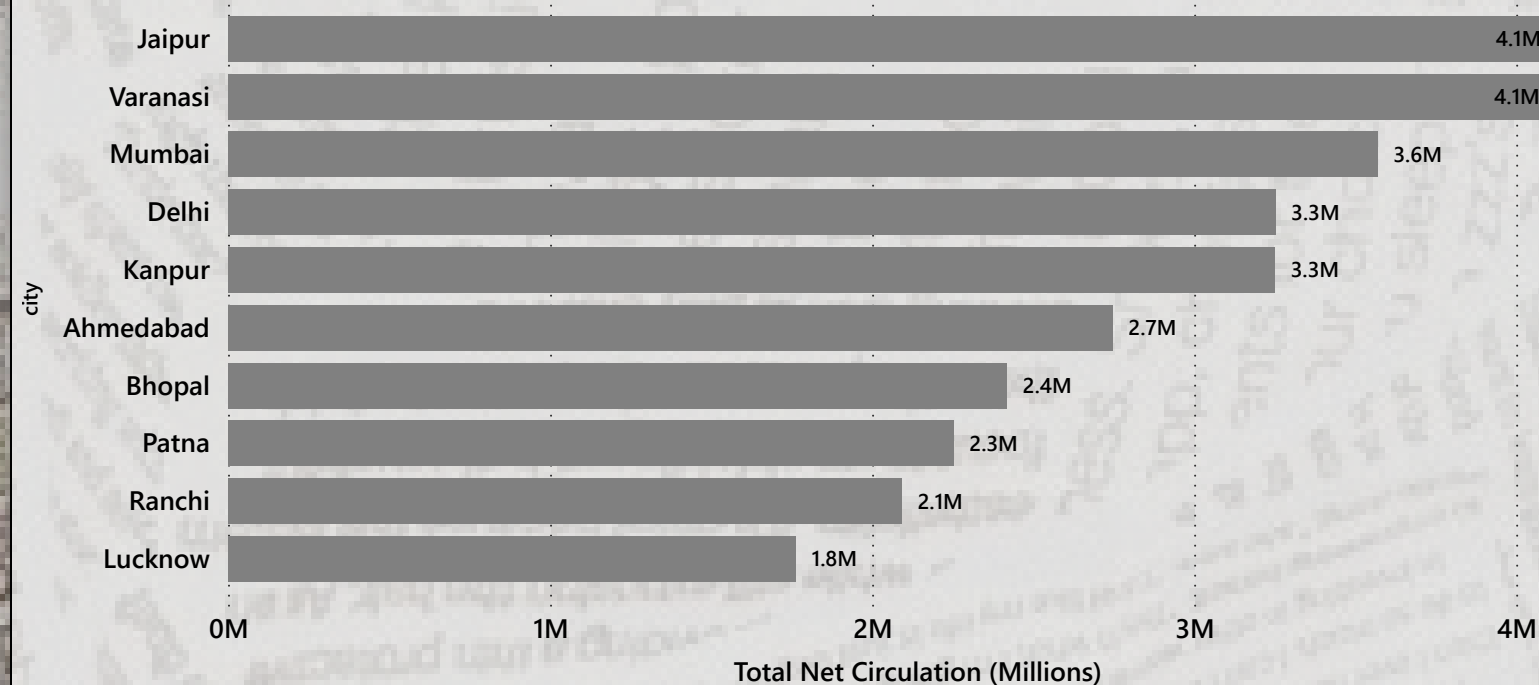
### Total Copies Sold, Total Net Circulation and Total Copies Printed by Year



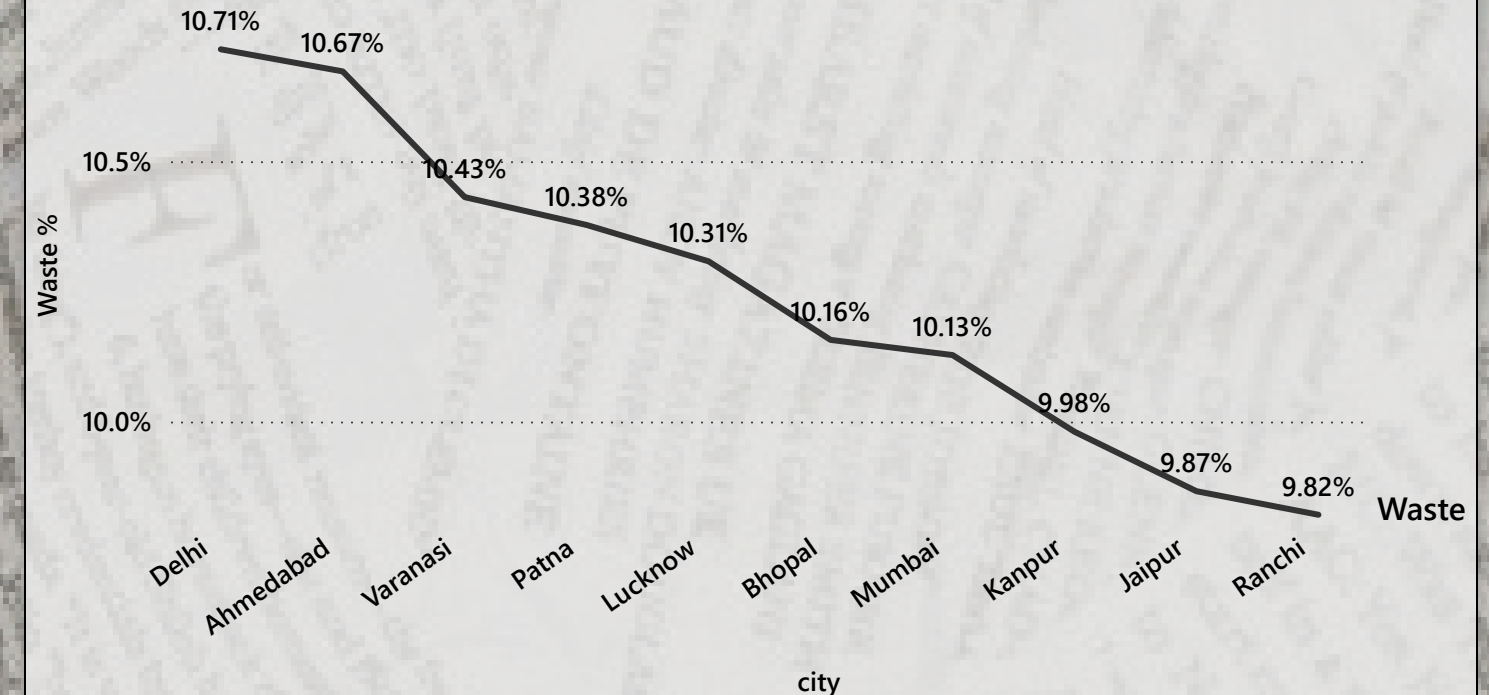
### Print Waste and Waste % by City and State



### Total Net Circulation by City for 2024



### Waste % by City



Total Copies Printed



231M

Total Copies Sold



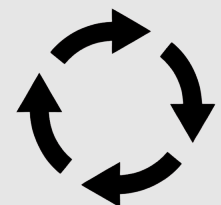
219M

Total Copies Returned



12M

Total Net Circulation



207M



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Year  
All

city  
All

state  
All

tier  
All

Total Ad Revenue



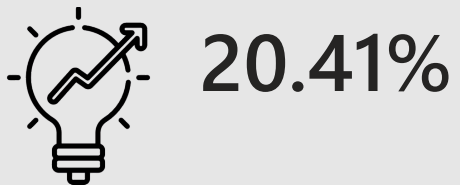
Ad Revenue per Copy



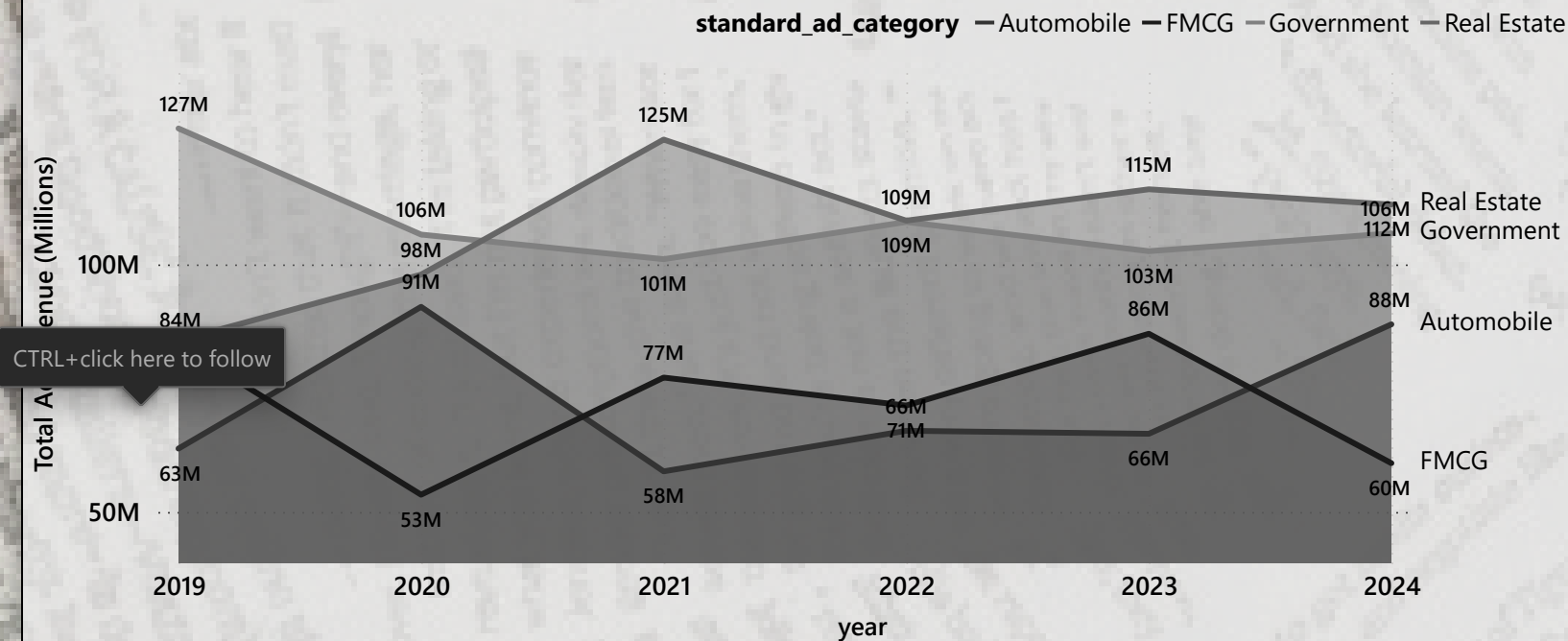
Average ROI per Copy



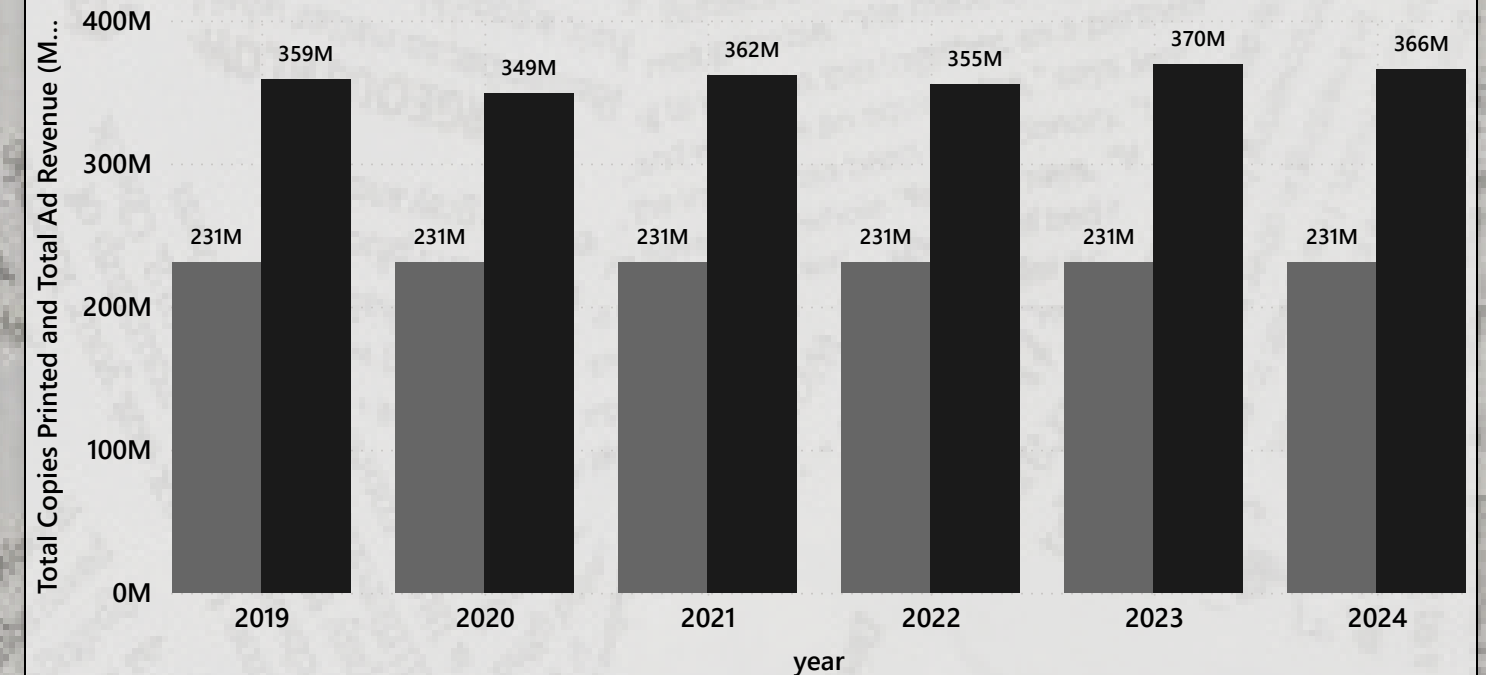
YoY Ad Revenue %



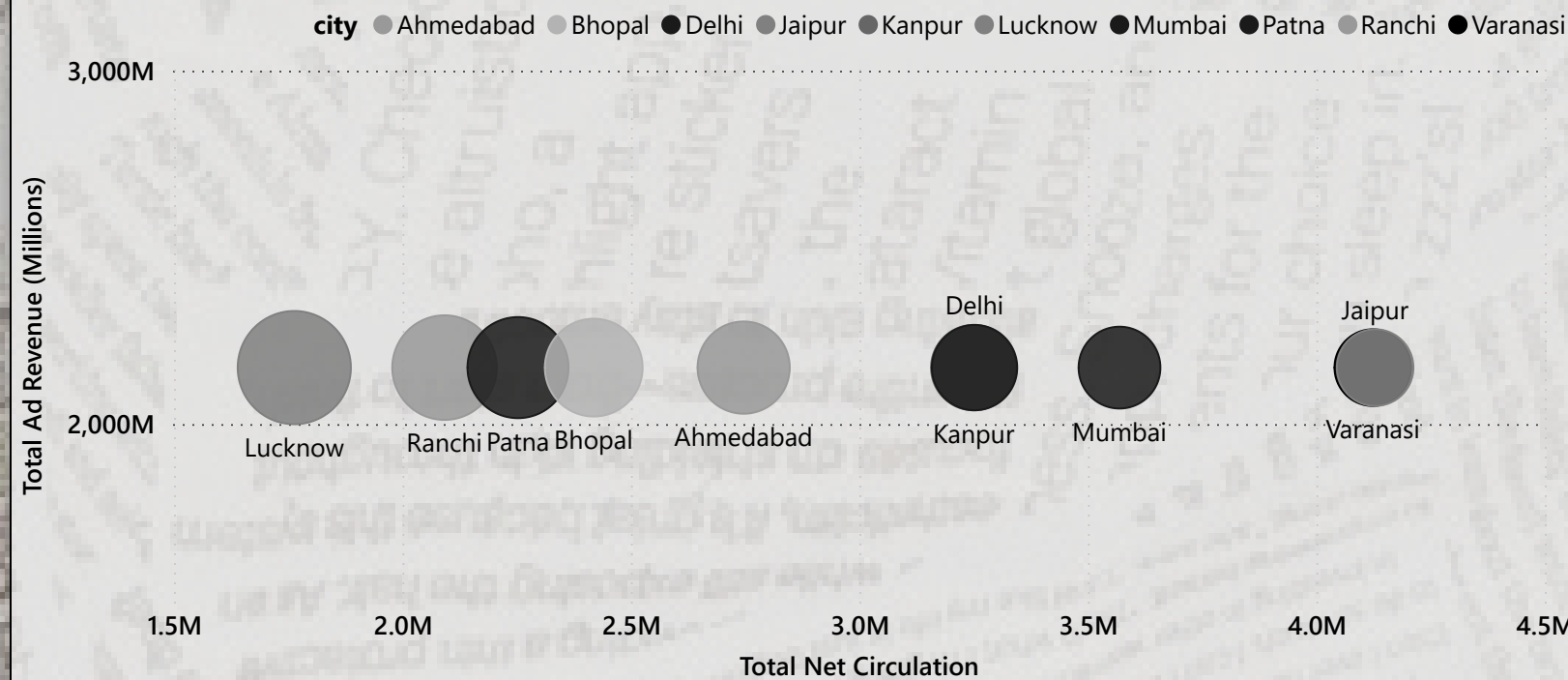
### Total Ad Revenue by year and Standard Ad Category



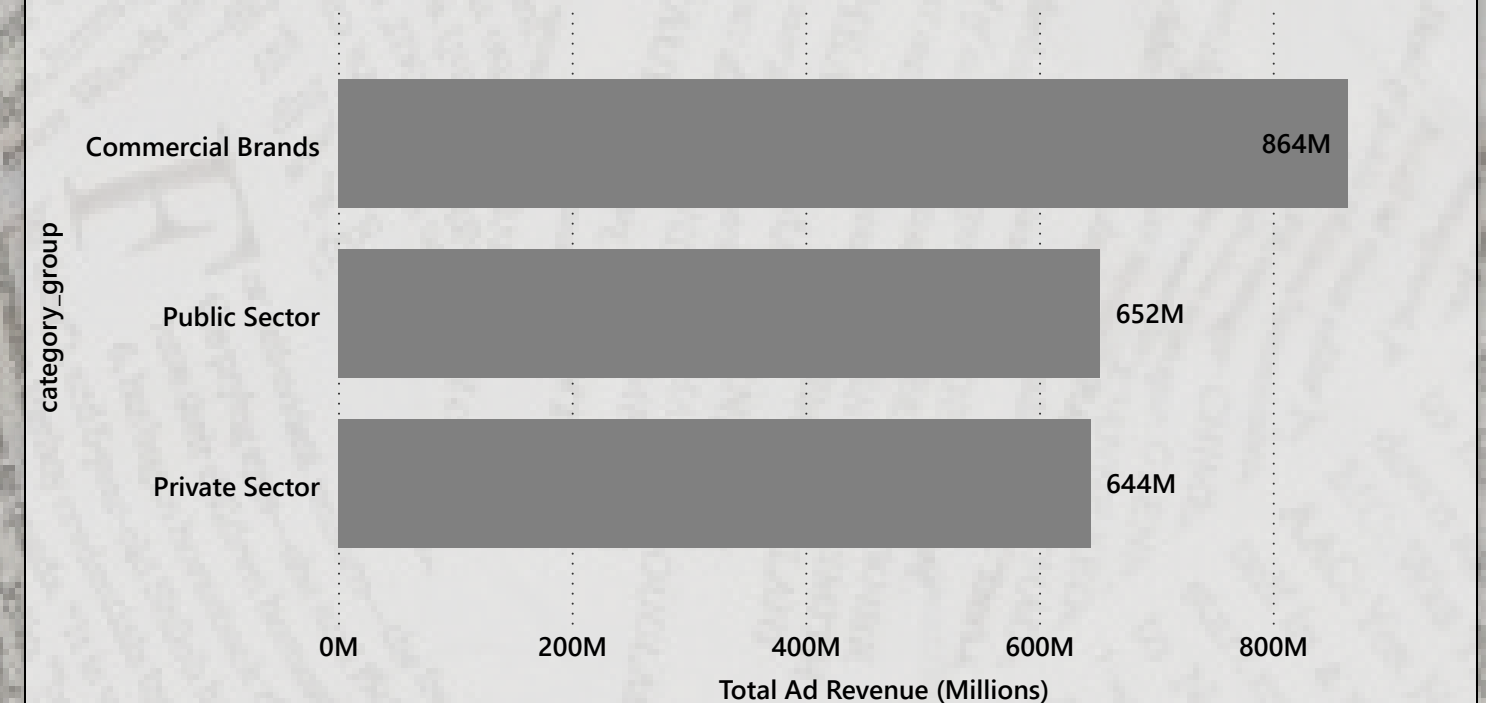
### Total Copies Printed and Total Ad Revenue by Year



### Total Net Circulation, Total Ad Revenue and Ad Revenue per Copy by City



### Total Ad Revenue by Category Group







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Year  
All

city  
All

state  
All

tier  
All



Readiness Score

67.11



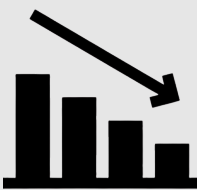
Marketing Cost per User

2.73



Total Development Cost

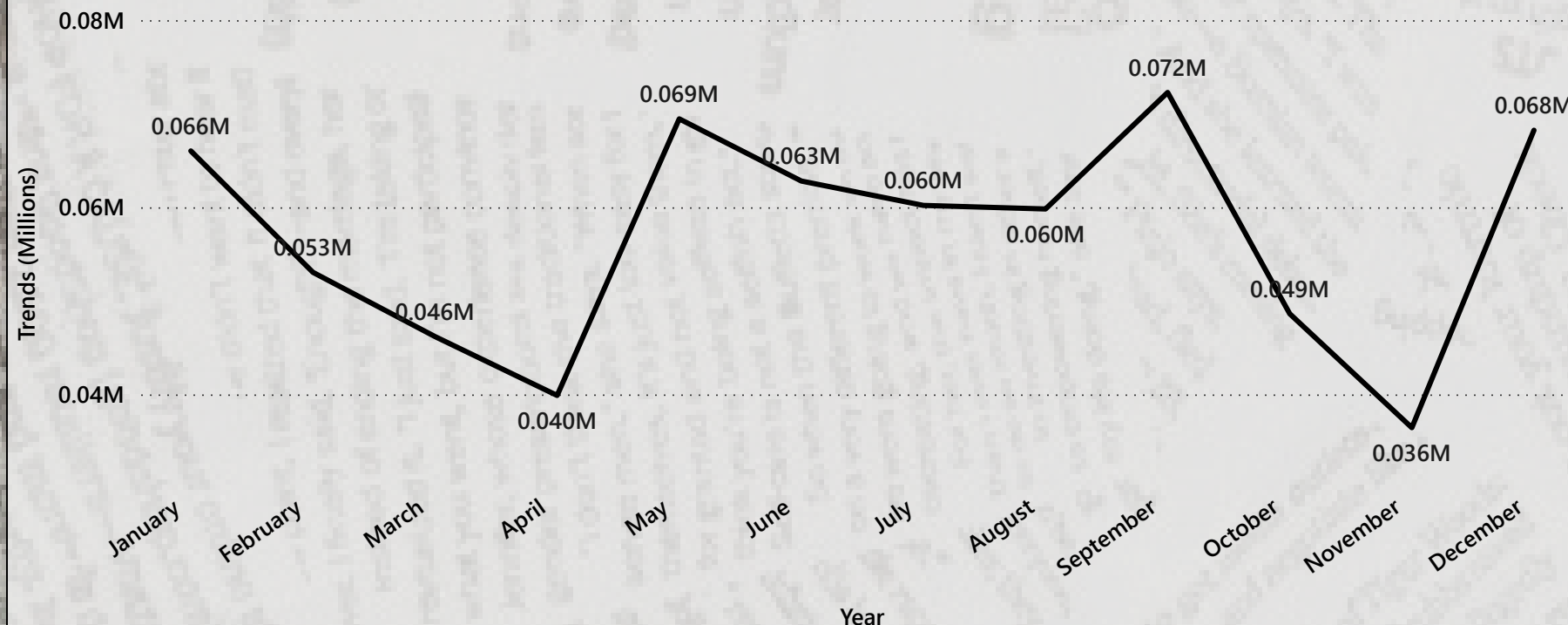
9M



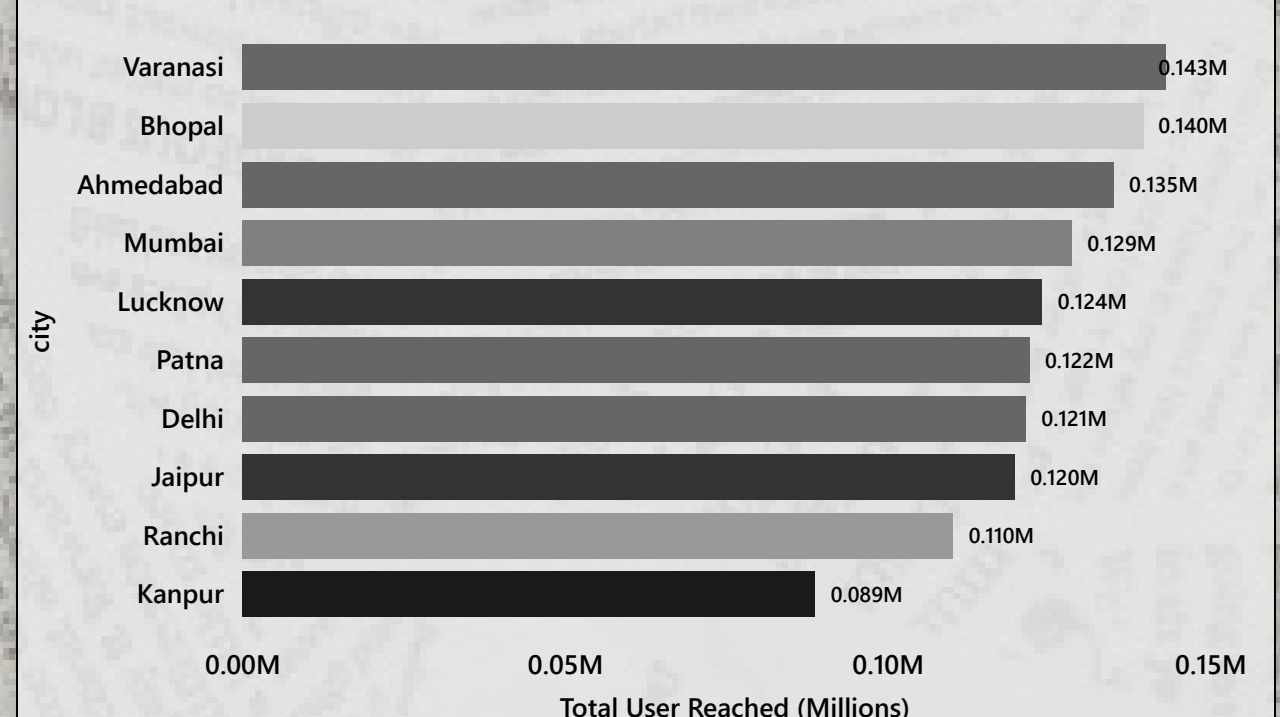
Print Decline %

-25%

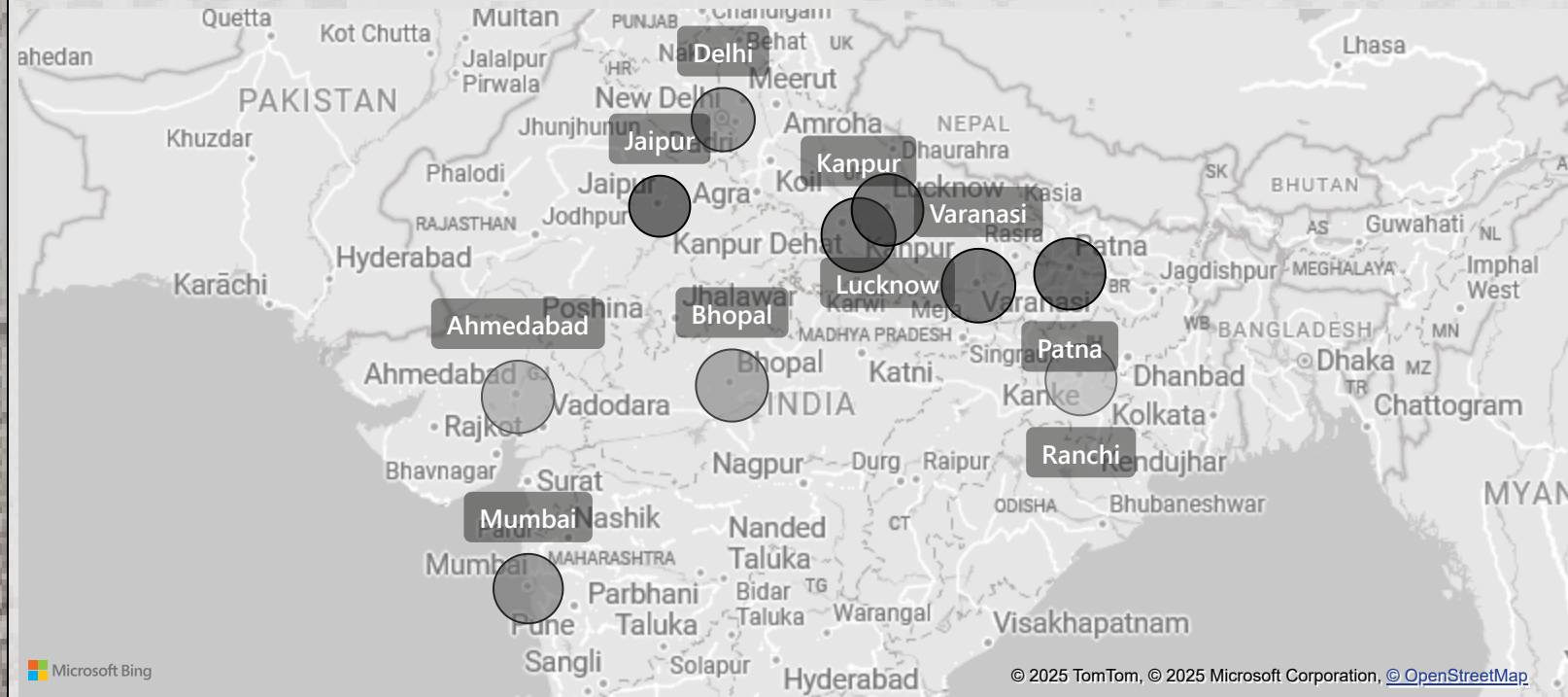
### Total Downloads or Accesses by Month



### Total Users Reached by City



### Readiness Score and Pilot Engagement Score by City and State



### Relaunch Score by Platform

