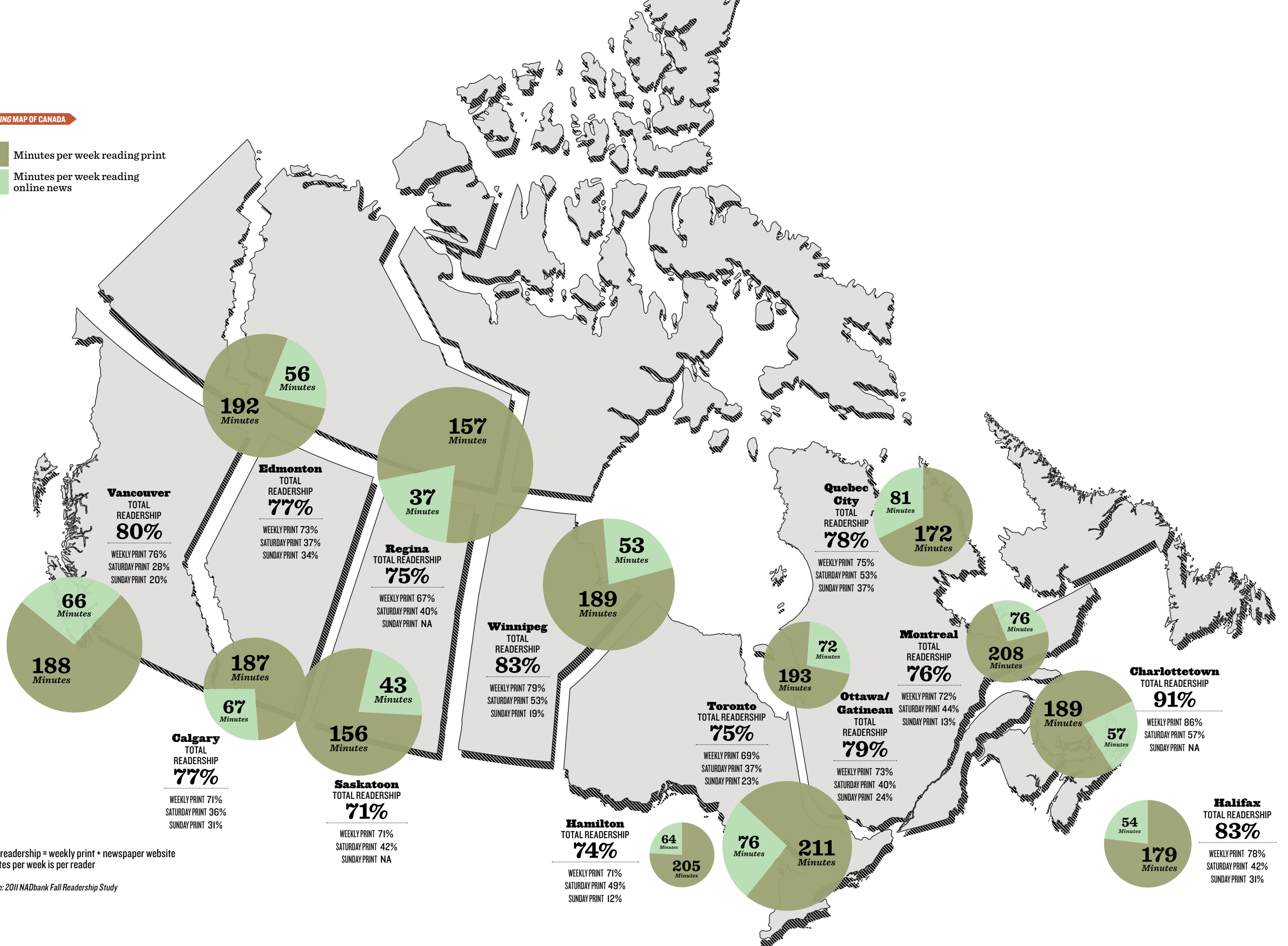


Minutes per week reading print
 Minutes per week reading online news



Total readership = weekly print + newspaper website
 Minutes per week is per reader

Source: 2011 NADbank Fall Readership Study