

Connect with Mobile

Your message online and on-demand.

DON'T JUST STAND THERE; GO WITH MOBILE ADVERTISING TODAY—IT WORKS!

Mobile advertising is growing. 38% of U.S. mobile phone owners recall seeing advertising on their mobile devices in Q1 2009. And it performs, with 1-in-3 responding to ads in some way and click-throughs that are 2 - 5 times higher than traditional Internet ads. Mobile ad exposure also has been shown to increase brand awareness by nearly 24% and it increases purchase intent and "favorability" ratings.

DID YOU KNOW?

- There are 1.2 million+ active mobile users in the Mpls./St. Paul CBSA
- 62% of Americans have mobile access
- Mobile advertising is fast growing – 40% annually
- Smartphones and unlimited data plans are increasing mobile Internet use – the U.S. mobile Internet market grew 74% between Feb. '07 and Feb. '09
- Mobile ad spending is expected to grow from \$2 billion in '09 to \$3.2 billion in '10

MOBILE USERS

- Local Mpls/St. Paul adult mobile users are desirable consumers
- 50/50 male-to-female ratio
- 70% have \$50K+ household incomes
- 68% are college educated

KEY FACTS:

- ▶ StarTribune.com Mobile is in high demand and growing rapidly:
 - 197,000 unique visitors monthly
 - 3 million+ page views per month
 - 823,600 visits per month
- ▶ 32% of StarTribune.com users surveyed reported that they use a mobile device to visit StarTribune.com at least occasionally. 17% connect with a mobile device at least once daily.
- ▶ Page views per visit: 3.4.
- ▶ Average length of visit: 3.5 mins.
- ▶ Top devices accessing our mobile service: Blackberry (48%), iPhone (9%), Palm (8.5%), iPod (4.5%), HTC smartphones (4.3%).

Sources: Center for Media Research, Advertising Growth Spreads in All Mobile Formats 5/27/09 Brightkite and Gfk Technology. JP Morgan "Nothing But Net" e-marketer 2/19/09. Nielsen Mobile 5/11/09. Scarborough Research Corporation Mpls/St. Paul CBSA 2009 (R1). Omniture Sept. 2009. Zebra Mobile via AdMob Mobile Analytics. StarTribune.com User Survey Jan 2009. Info on the Go: Mobile Access to Data and Information - Pew Internet & American Life Project, March 5, 2008. Mobile Marketer - Exposure to mobile ads lifts branding: Dynamic Logic, by Mickey Alam Khan August 21, 2008.

**MASS
TARGETED
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SOLUTIONS

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mobile

FEATURES MOBILE CUSTOMERS UTILIZE

LOCAL MOBILE USERS

	Quantity	%
Text messaging	921,472	45%
Camera/picture taking	785,636	39%
E-mail	238,314	12%
Download ringtones	190,634	9%
Other Internet features	177,702	9%
Instant messaging	170,872	8%
Download wall paper	91,042	5%
Download music	86,142	4%
GPS navigation	65,704	3%
Download video games	44,194	2%
Stream video clips	23,456	1%

NATIONALLY

- 49.7 million U.S. mobile subscribers use mobile Internet (that's up 74% in the past 2 years)
- 33 million receive text alerts
- 32 million use instant messaging
- 29 million download wallpapers or screensavers
- 4 million mobile subscribers subscribe to and view mobile video, with additional mobile video users accessing video content over mobile websites

Sources: Scarborough Research Corporation 2008 (R1) Mpls/St. Paul CBSA. Nielsen Mobile 5/11/09. Mobile Insights (Total and projections based on CTIA estimate of U.S. wireless lines, Q2 2008).

ADVERTISE TODAY BY CALLING YOUR STAR TRIBUNE
REPRESENTATIVE OR **612-673-4000** OR **800-829-8742**.

StarTribune
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