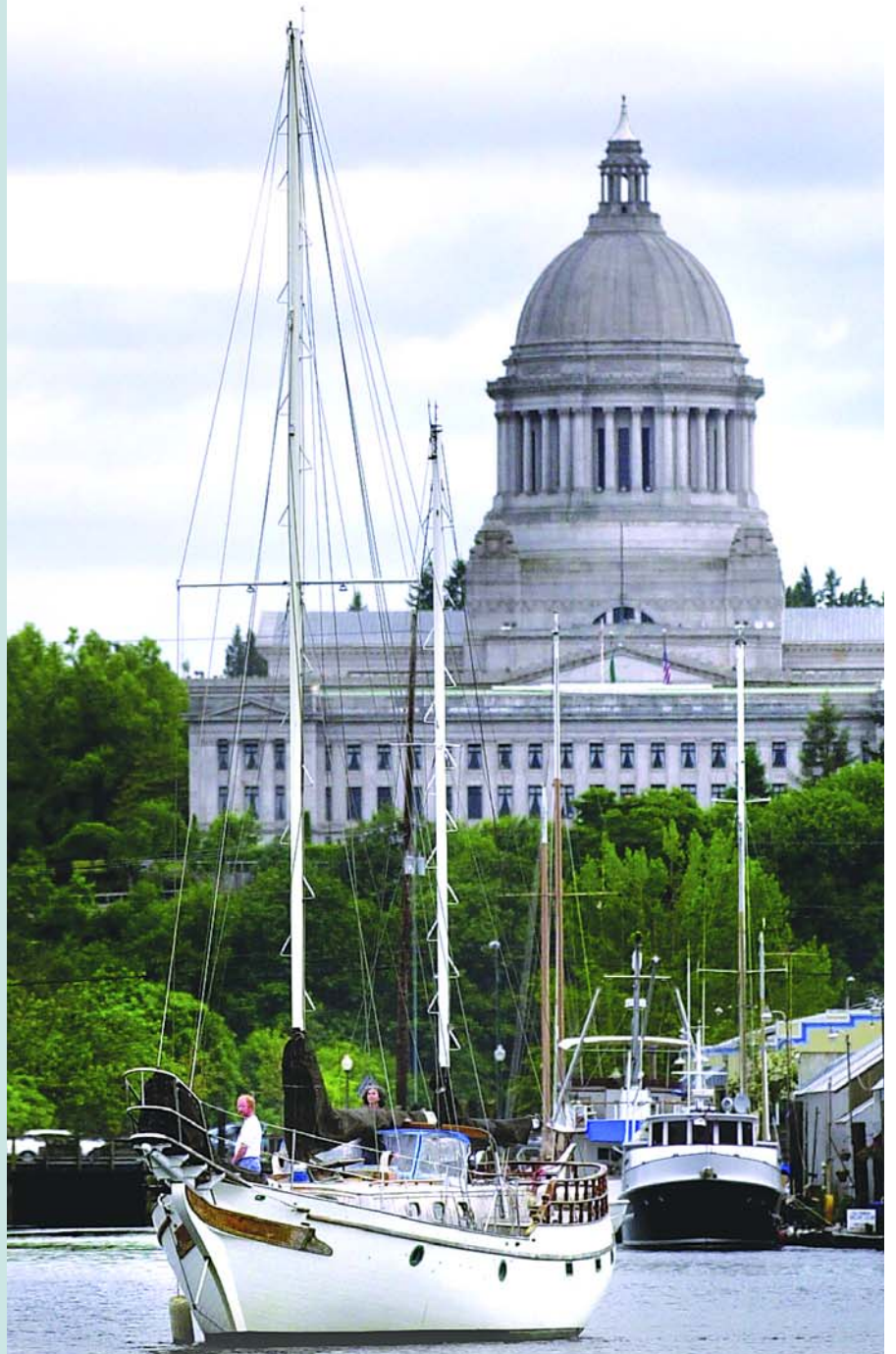


THURSTON COUNTY MARKET PROFILE



The Olympian



Thurston County: A dynamic market.

Olympia is a vibrant and healthy community that also enjoys the privilege of being the capital of the State of Washington. Olympia is located at the south end of Puget Sound about an hour south of Seattle, WA and 2 hours north of Portland, OR. Residents enjoy panoramic views of Mount Rainier, the Olympic Mountains, South Puget Sound water fronts and acres of lush, undeveloped open areas.

The primary communities of Thurston County, Olympia, Tumwater and Lacey are business-friendly and the economy is one of the most stable in the state. Our residents enjoy everything the Pacific Northwest has to offer from outdoor recreation to a vibrant independent music scene and burgeoning cottage art industry; plus we're home to three well respected state educational institutions.

TOTAL ADULT POPULATION*

232,190 ADULTS

52% Female / 48% Male

66% over age 35

74% have some college education or higher degree

59% incomes +\$35,000

64% Married

37% Children at home

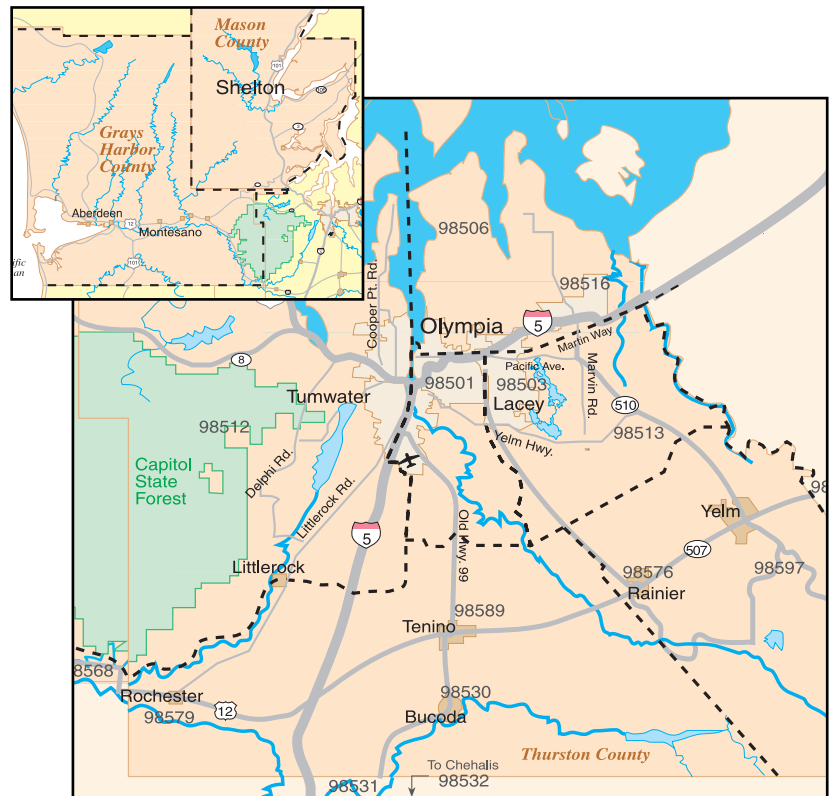
24% Working women

72% Own a home

16% New residents (resident 3 years or less)

TOTAL HOUSEHOLDS: 93,096

* Olympia NDM population breakdown includes Mason & Thurston Counties. Source: Schulman, Ronca, Bucuvalas, NY, Olympian Market Study December 2003. Total Adults & Households from ABC Reader Profile, October 2003.



MARKET AREA POPULATION

Olympia/Tumwater/Lacey	88,821
Balance of Market	149,491

ABC Audit June 2003
Balance of Market includes Mason, Grays Harbor, Lewis & other Thurston County population.

OCCUPIED HOUSEHOLDS*

Grays Harbor	26,713	17%
Lewis	26,761	17%
Mason	19,326	12.3%
Thurston	84,185	53.6%
Total	156,985	

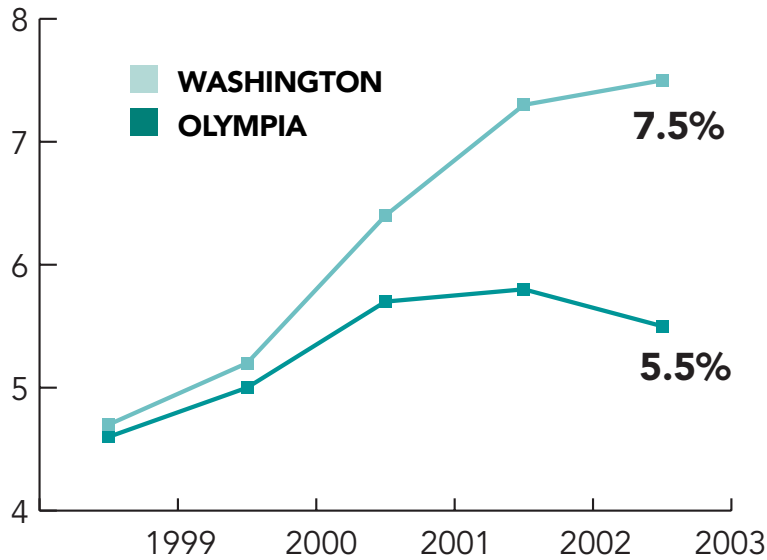
*Includes areas outside The Olympian NDM. ABC Audit June 2003

DEMOGRAPHICS

CATEGORY	TOTAL	% OF MARKET
GENDER		
Men - Age 18+	89,071	
Women - Age 18+	94,687	
AGE		
18-24	22,966	12%
25-34	30,577	17%
35-49	55,913	30%
50-64	45,279	19%
65+	29,023	17%
EDUCATION		
HS grad or less	45,823	25%
Some college	70,389	38%
College grad	39,581	22%
Post grad	25,489	14%
HOUSEHOLD INCOME		
Less than \$25,000	39,608	22%
\$25,000-\$34,000	33,773	18%
\$35,000-\$49,000	24,639	13%
\$50,000-\$74,999	37,515	20%
\$75,000 or more	48,223	26%
NEWCOMERS	29,556	16%
WORKING WOMEN (FT)	43,508	24%
RESIDENCE		
Own	132,191	72%
Rent	47,107	26%
Apartment/Condo	17,359	9%

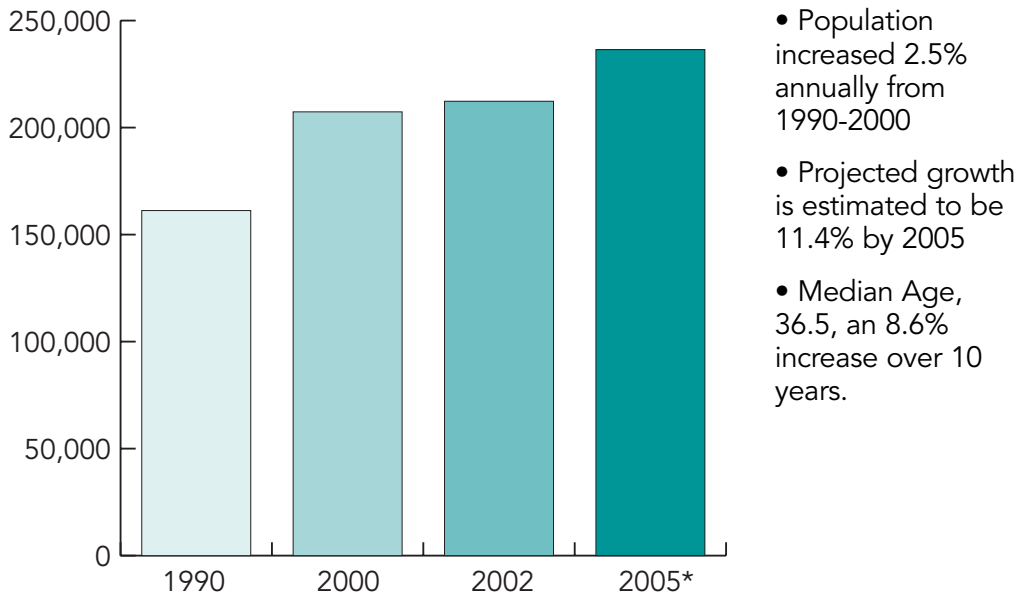
* Olympia NDM population includes Mason & Thurston Counties.
Source: Schulman, Ronca, Bucuvalas, NY, The Olympian Market Study December 2003.

Thurston County has the **lowest unemployment rate** of any metropolitan county in the State of Washington.



Source: Washington Department of Labor.

Thurston County is the **fastest growing county** in the State of Washington.

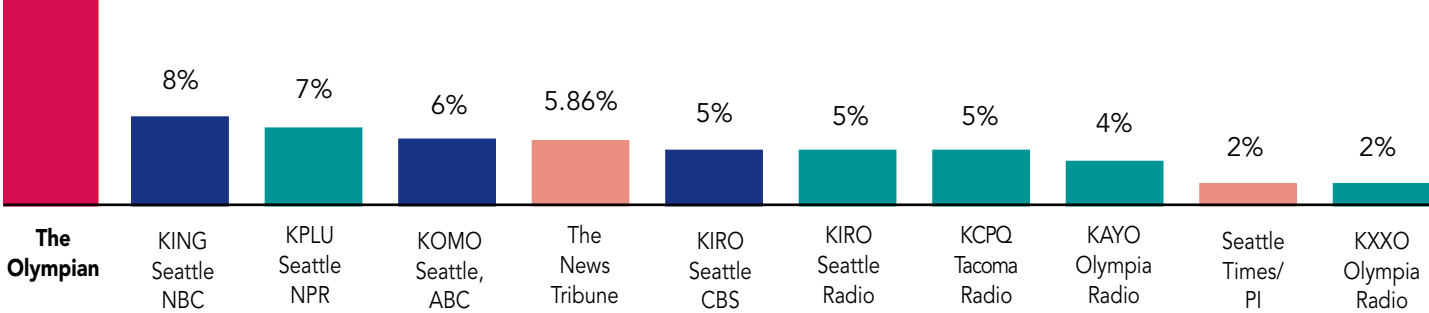


Sources: U.S. Census Bureau, 2000 Summary File; Thurston Regional Planning Council; * Projected Figure.

56%

The Olympian enjoys stronger market penetration than any other media in the county.

The Olympian was read by more than 56% of the adults in the market. That's more than 11 other media sources in the market combined.



Source: Schulman, Ronca, Bucuvalas, NY Olympian Market Study December 2003.

More readers. More prospects. More sales potential.

When residents in Thurston County need to make buying decisions, they turn to The Olympian first. They cite The Olympian as their primary advertising source in helping make their purchase decision in every major category.

THE OLYMPIAN CITED AS PRIMARY AD SOURCE

PRODUCT OR SERVICE	THE OLYMPIAN	TELEVISION	RADIO	YELLOW PAGES	DIRECT MAIL	INTERNET
Used car, truck or van	46%	5%	2%	1%	1%	20%
New car, truck or van	38%	11%	3%	2%	2%	28%
Restaurants	44%	11%	4%	17%	7%	8%
Recreation or travel	21%	7%	2%	2%	3%	53%
Banking and financial	20%	12%	5%	10%	11%	34%
RV, boat or camper	40%	9%	2%	2%	2%	24%
Home improvement	34%	12%	2%	13%	12%	13%
Furniture	48%	12%	3%	5%	13%	8%
Electronic equipment	41%	9%	1%	3%	9%	25%
Major appliance	48%	9%	1%	6%	9%	14%
Home or Real estate	52%	2%	0%	2%	1%	20%

Base: Selected a mass medium as primary source. *Source: The Olympian Market Study, 2003. Schulman, Ronca, Bucuvalas, Inc.

A recent readership survey (audited by the Audit Bureau of Circulation) indicated readers of The Olympian have a high degree of interest in state government, health care, how their tax dollars are spent, education & their kids, outdoors and the environment as well as where to go and what to do in this Pacific Northwest playground.

READERSHIP

DAY OF THE WEEK	2003
Monday	75,081
Tuesday	70,224
Wednesday	73,214
Thursday	71,709
Friday	73,797
Saturday	69,953
Sunday	92,210

EXCLUSIVITY

% OF ADULTS

Read only one newspaper	
The Olympian	37%
The News Tribune - Tacoma	5%
Read two newspapers	
The Olympian & The News Tribune - Tacoma	5%

SPECIFIC SECTIONS

% OF ADULTS

Home	61%
Weekend	75%
(HS Grads or less)	73%
Classified	49%

Source: Schulman, Ronca, Bucuvalas, NY, The Olympian Market Study December 2003.

Featured News Sections



EDUCATION

What happens in your children's schools every day is one of the most important things in their young lives. That's why The Olympian covers education every day, and why we created the new Education page -- to keep South Sound parents informed about what's going on in their neighborhood schools.



ENVIRONMENT

Taking care of our air, water and green spaces is important to the people who live here. That's why The Olympian covers the environment every day. And that's why we created a weekly Environment page -- to help you deal with environmental concerns at work or in our own back yard.



OUTDOORS

People in the Pacific Northwest love their outdoor playground. Our daily outdoors page features articles on topical items of interest as well as information on places to go and things to do. We also feature reviews and tips on outdoor gear.



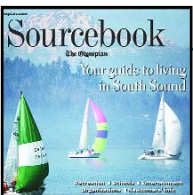
MOTORSPORTS

Rev-up your sales with The Olympian's newest page! Market your products and services to South Sound's motorsport enthusiast. This popular weekly page features Q and A profiles of drivers and mechanics, season points standings, local and national racing coverage and NASCAR, Indy, Formula One and NHRA features.



WEEKEND

Weekend is the South Sound's No.1 entertainment guide. Every Thursday, Weekend delivers a comprehensive look at what's going on locally as well as regionally, PLUS highlights of the week to come. Inside Weekend readers find places to eat, things to do and movie reviews.



SOURCEBOOK

Sourcebook, our guide for newcomers will reach over 100,000 Sunday readers of The Olympian and is posted for one year on theolympian.com, which averages over 250,000 visitors monthly. Throughout the year, an additional 15,000 copies will be distributed through local Chambers of Commerce and real estate offices.

Featured News Sections



LEGISLATIVE SESSION

The Olympian's guide to the legislative session. This piece features information on legislators and the topics most likely to be debated in the session. It's also a time when legislators, lobbyists and their staff move into our market, spending thousands of dollars on food, dining, entertainment and other necessities. Capture your share of these dollars.



SEASONAL SPORTS AND RECREATION

Exploring the great outdoors from season to season. This section will cover seasonal sports ranging from snowboarding to fishing. Capture the attention of thousands of sports and recreation enthusiasts across Thurston County.



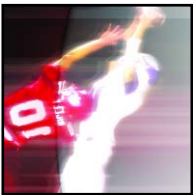
BEST OF SOUTH SOUND

Don't miss this annual special section with a long shelf life. Everything from burgers to bagels, bands to book stores, we'll share our reader's top choices. Showcase your business among South Sound's Best. Readers keep this publication as a guide to South Sound businesses.



PET PARADE

What do you get when you mix a bunch of kids, their pets and thousands of spectators? The Olympian's annual Pet Parade! The event takes place on the third weekend in August in downtown Olympia. It's a community event that celebrates pets, the family and the child in all of us.



FOOTBALL PREVIEW

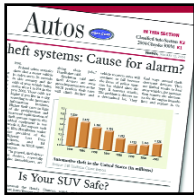
This annual football preview section is The Olympian's kick off to the Fall football season for area high school, college and pro teams. The section will publish on the very day that most area high schools open their seasons, making for timely reading and a valuable investment for your business. We are told by readers that ours is the best tab in Western Washington.



BACK TO SCHOOL

Back to School will also include coping tips for parents as well as information on preparations for that first day of school, be it kindergarten or college.

Featured Advertorial Sections



AUTOS

South Sound's newest automotive resource hits the road every Friday! Market your vehicles to the thousands of new and used car vehicle shoppers who plan to purchase this year. Your advertising message will reach the potential 70,000* vehicle shoppers with the largest media reach in Thurston County.



NEW HOMES

A guide to South Sound's new construction. Welcome to New Homes, Thurston County's premier monthly publication devoted to new homes and communities. Market your new homes to over 110,000 readers each month, people interested in knowing more about your homes and new construction.



REAL ESTATE

Targeted coverage every week on the Real Estate market in Thurston and Mason counties. The real estate section reports on trends in the marketplace, statistics on the movement of homes and pricing. We also feature the best selection of homes available in any medium.



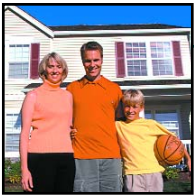
WASHINGTON HEALTH

Spend your ad dollars more effectively than ever by reaching those who are interested in Health. Distributed in racks and countertops at over 300 strategic locations throughout Olympia, including health clubs, drug stores, physician offices, public libraries, restaurants and more.



HOME & LIFESTYLE

Home & Lifestyle is one of the largest direct delivered local magazines in the area. Home and Lifestyle goes directly into the homes of over 25,000 readers of The Olympian. Our magazine is full color on high quality bright paper. Targeted at strategically selected zip codes including 98506, 98516, 98502, 98503, 98513, 98501 and 98505.



HOME BUYERS GUIDE

A great vehicle to reach thousands of homeowners as well as those looking to buy or sell a home. Home sales in Thurston County are on a record pace. This thriving, vital market will provide your business with customers who are ready, willing and able to purchase goods & services for their homes.

Featured Advertorial Sections



TOUR OF HOMES

Be a part of the official Tour of Homes program with the only published map of the Tour! The Tour of Homes reaches thousands in attendance. Your advertising message will reach a targeted audience seeking home improvement and design ideas! A great vehicle to reach potential new home buyers.



SAND IN THE CITY

A sand-tastic community event where downtown Olympia streets become playful beaches of artistically designed sand castles expects more than 10,000 visitors this year! Reach more than 86,000 readers of The Olympian. Target your message to the 63% of adults interested in outdoor activities who read The Olympian every day.



HEALTH TODAY

Health Today is a valuable source of information for health conscious South Sound adults. Three times a year, this easy-to-read booklet provides a comprehensive look at a specific health care topic in addition to stories dealing with both fitness and diet. Target: 8 out of 10 adults in the Puget Sound area interested in health and fitness.



ARTSWALK

This region not only has a thriving independent music scene but a vibrant collection of artists in various mediums including painting, sculpture and glass. Twice a year the streets of downtown Olympia come alive with displays of the works of these various artists along with kiosk and street vendors. A wonderful opportunity to reach the art enthusiast.



HOW TO GUIDE

Your ad, positioned facing a full page advertorial spotlighting business specialities, allows you to double the impact and effectiveness of your marketing. The Olympian offers the editorial environment most trusted by consumers. Consumers trust the believability of advertising in the newspaper far more than any other medium.



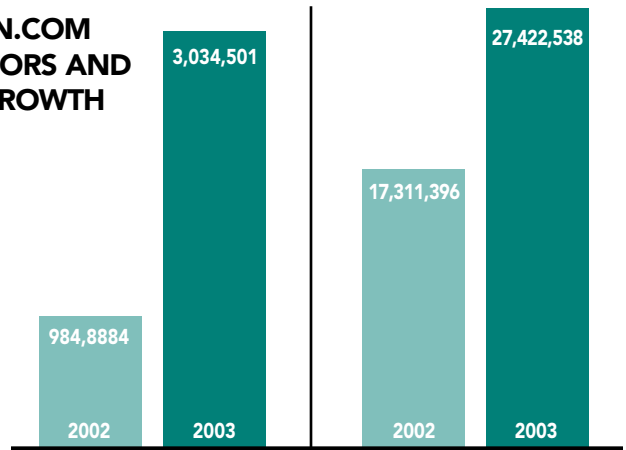
HOLIDAY GIFT GUIDES

Not only do we publish a Holiday Gift Guide to help make your holiday gift decisions easier and more fun, we also often feature specialized gift guides as well, including, last Minute Holiday Gifts and publications targeting after holiday sales. The ultimate guides to holiday shopping.

Thurston County's Home Page



**THEOLYMPIAN.COM
UNIQUE VISITORS AND
PAGE VIEW GROWTH**



The Pacific Northwest is a highly-wired section of the country and in Thurston County 73% of adults accessed the internet in the past 7 days.

To maximize your marketing dollars and reach the largest potential customer base, advertise with The Olympian in print and online.

UNIQUE VISITORS

Comparison of average month unique visitors who log on to theolympian.com

PAGE VIEWS

Comparison of average month total pages viewed by visitors who log on to theolympian.com

Source: Omniture 2004.



CareerBuilder.com: Leading online source for optimizing job searches with superior products, customer service and technology. With a unique combination of national, local and niche audiences, CareerBuilder.com makes it easy for recruiters to reach the most qualified candidates with industry-leading market research data and support. Job seekers can search for the right job from more than 400,000 continuously updated postings, representing more than 25,000 of the top employers in virtually every industry, field and location. CareerBuilder.com includes the Web's top newspaper sites - the most trusted employment sources in recruiting.

Cars.com: No one else connects customers with car sellers in more ways. Vehicle ads appear with all the information that prospects need to contact sellers. And they have four ways to reach them: e-mail, phone, walk-in and links to your web site. Cars.com is where car shoppers go for new and used vehicles. For online car shoppers, cars.com is the obvious internet destination.

Apartments.com: Apartments.com helps provide ready-to-rent prospects to landlords. Its a way for apartment hunters learn about a property by being able to tour and research at their leisure. It's also a marketing partner designed to help you fill vacancies fast and it works just as hard as your offline staff.

ONLINE & THEOLYMPIAN.COM

	% OF ADULTS
ACCESSED THE INTERNET	73%
GENDER	
Male	75%
Female	71%
AGE	
18-34	80%
35-49	84%
50-64	76%
Married/partner	78%
Single/never married	75%
Children at home	82%
Working women	83%
Newcomers	81%

COMBINED USAGE

	% OF ADULTS ACCESSING THEOLYMPIAN.COM
READ THE OLYMPIAN NEWSPAPER	
More often	26%
Less often	9%
The same	65%
Don't know/refused	1%

Source: Schulman, Ronca, Bucuvalas Inc., NY, December 2003.

Advertising Contacts

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Classified Advertising Manager

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Online Advertising Manager

Bob Carson-Holt
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Retail Display Advertising

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 FAX: 360.357.0740

Classified Advertising

PH: 360.754.5454
 FAX: 360.754.5408

Mailing Address

POBOX 407
 Olympia, WA , 98506



View of the Olympic Mountains from West Bay Marina. Olympia, WA

How to Reach Thurston County

REACH AND FREQUENCY

	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
Reach	72,805	83,287	89,387	93,670	97,010
Frequency	1.0	1.75	2.44	3.11	3.75
Total Imp.	72,805	145,610	218,415	291,220	364,025

CUMULATIVE REACH & FREQUENCY (SUNDAY + WEEKDAY)

	+1	+2	+3	+4	+5
Reach	100,460	104,699	107,480	109,465	220,952
Frequency	1.64	2.26	2.88	3.49	4.09
Total Imp.	164,548	236,885	309,222	318,559	453,897

COMBINED REACH & FREQUENCY

	YESTERDAY/ AVERAGE ISSUE	LAST SUNDAY
Total adults	183,758	183,758
Read The Olympian	76,329	92,210
Paper only	74,901	86,996
Paper & Website	1,428	5,214
Website only	5,779	4,267
Total Net Reach	82,108 (44.6%)	96,477 (52%.5)

Source: Schulman,Ronca, Bucuvalas, NY Olympian Market Study December 2003.