



## FLINT DMA REACH

# 68% OF ALL ADULTS

at least once a week

- The Flint Journal, The Register News, The Bay City Times and MLive.com reach over **587,000** different local consumers every week (with duplication removed)
- All TV channels combined during Prime Time (4PM) reach **345,487**
- All Radio stations combined during Drive Time (4PM) reach **117,449**



■ Sum of all local media  
■ TV channels during Prime Time  
■ Radio stations during Drive Time

## GRAND RAPIDS DMA REACH

# 75% OF ALL ADULTS

at least once a week

- The Grand Rapids Press, Kalamazoo Gazette, Muskegon Chronicle and MLive.com reach nearly **1.3 million** different local consumers every week (with duplication removed)
- Across the DMA, all TV channels combined during Prime Time (4PM) reach **369,201**
- All Radio stations combined during Drive Time (4PM) reach **137,864**



■ Sum of all local media  
■ TV channels during Prime Time  
■ Radio stations during Drive Time

## LANSING DMA REACH

# 60% OF ALL ADULTS

at least once a week

- The Jackson Citizen Patriot and MLive.com reach over **329,000** different local consumers every week (with duplication removed)
- Across the DMA, the top four TV channels combined during the late week/day news reach **200,187**
- All Radio stations combined during Drive Time (4PM) reach **60,272**



■ Sum of all local media  
■ Top four TV channels during late week/day news  
■ All Radio stations during Drive Time

## DETROIT DMA REACH

# 30% OF ALL ADULTS

at least once a week

- The Ann Arbor News and MLive.com reach over **1.1 million** different local consumers every week (with duplication removed)
- Across the DMA, all Broadcast TV channels combined during Prime Time (4PM) reach **508,079**
- All Radio stations combined during Drive Time (4PM) reach **273,423**



■ Sum of all local media  
■ All Broadcast TV channels during Prime Time  
■ All Radio stations during Drive Time