

TOGETHER, MMG BRANDS REACH MORE PEOPLE

Sources: Nielsen Scarborough 2019 R1, 2019 Google Analytics

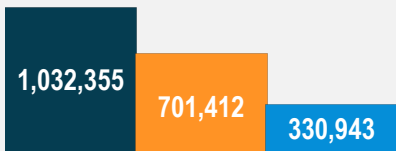


FLINT DMA REACH

68% OF ALL ADULTS

at least once a week

- The Flint Journal, The Saginaw News, The Bay City Times and MLive.com reach over **607,000** different local consumers every week (with duplication removed.)
- All TV channels combined at Prime Time (AHH) reach **345,667**
- All Radio stations combined during Drive Time (AQH) reach **117,449**



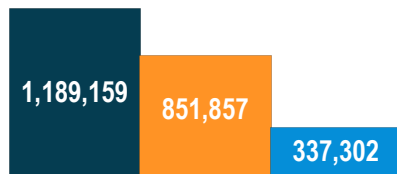
■ Weekly "Total Brand Audience"
■ Weekly Local Unique MLive.com Visitors
■ Weekly "Print Only" Readers

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 **1.2 million** different local consumers every week (with duplication removed.)
- Across the DMA, all TV channels combined at Prime Time (AHH) reach **501,021**
- All Radio stations combined during Drive Time (AQH) reach **187,804**



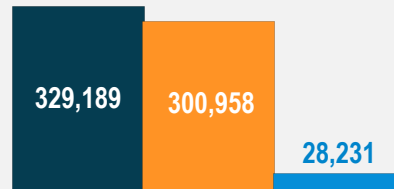
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■ Weekly "Print Only" Readers

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 weekday news reach **202,187**
- All Radio stations combined during Drive Time (AQH) reach **65,272**



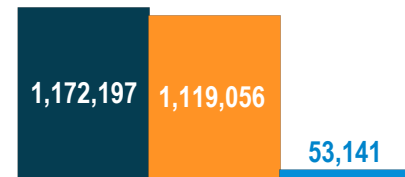
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■ Weekly "Print Only" Readers

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 (AHH) reach **588,079**
- All Radio stations combined during Drive Time (AQH) reach **373,423**



■ Weekly "Total Brand Audience"
■ Weekly Local Unique MLive.com Visitors
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