



MLIVE MEDIA
GROUP



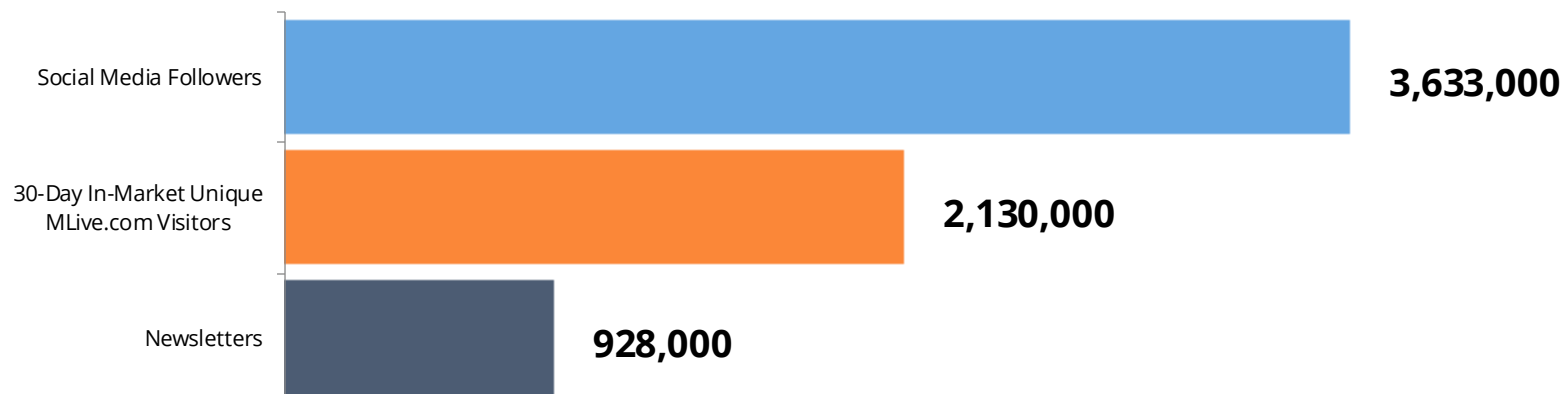
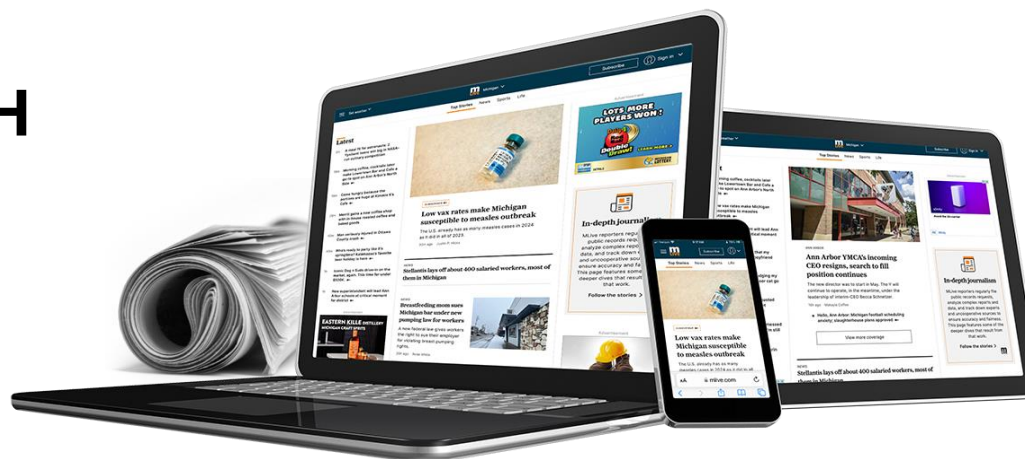
MICHIGAN'S MOST READ NEWS SITE.



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MLIVE MEDIA GROUP COVERS MICHIGAN WITH NATIONAL REACH

- Our core products reach millions of people from across the country and Michigan, including more than **2.1M** in-market consumers to MLive.com once a month.
- Our social media footprint boats more than **3.6M** in followers.
- **900,000+** of our most engaged users have subscribed to a wide range of direct newsletters that offer both statewide news, sports and local topics.



THE GRAND RAPIDS PRESS



KALAMAZOO GAZETTE



Muskegon Chronicle
▶ mlive.com



THE FLINT JOURNAL
▶ mlive.com



The Saginaw News
▶ mlive.com



THE BAY CITY TIMES
▶ mlive.com



THE ANN ARBOR NEWS
▶ mlive.com



JACKSON CITIZEN PATRIOT
▶ mlive.com



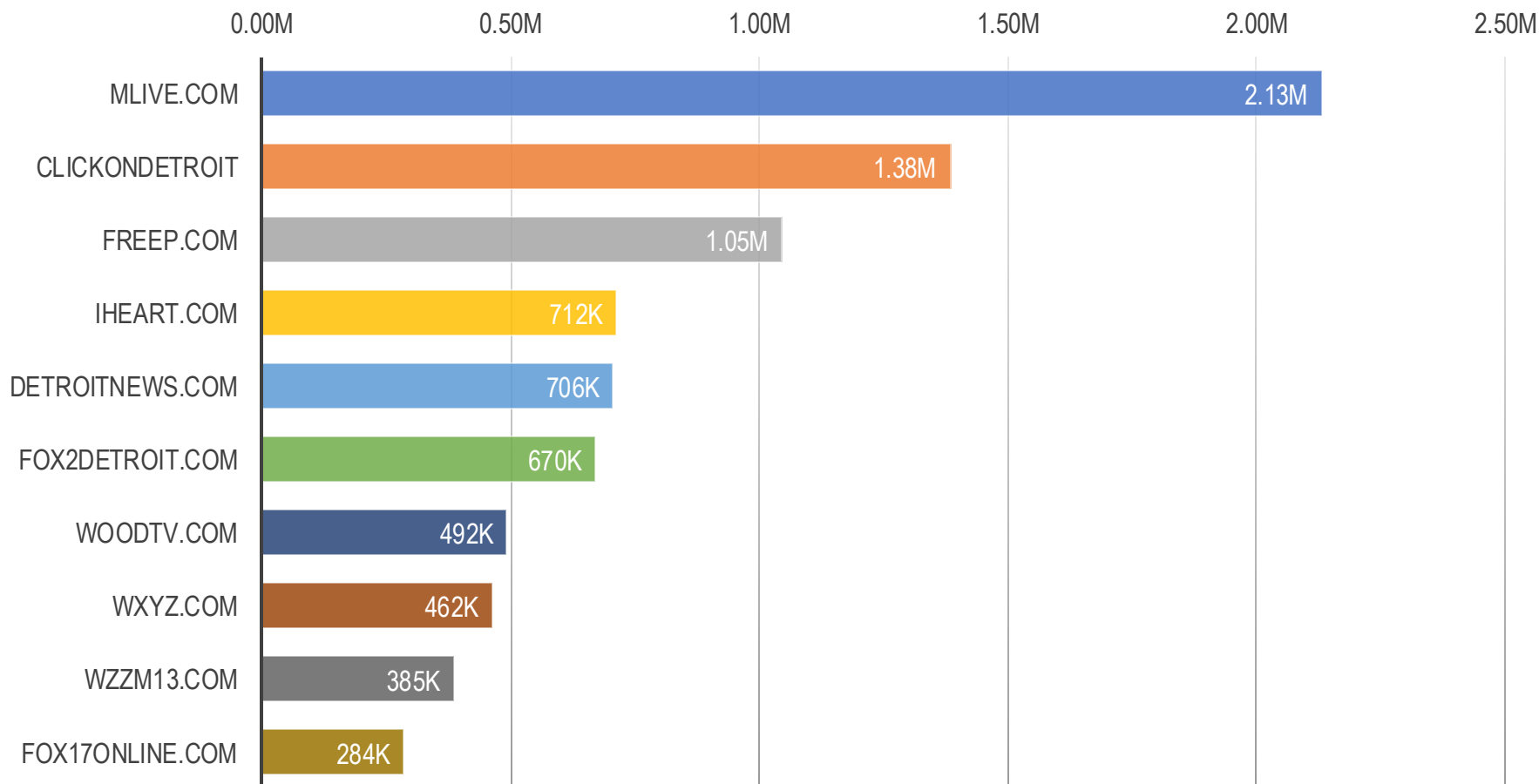
MICHIGAN'S BEST

Sources: 2024 Comscore, SailThru, Social media accounts



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MLIVE RANKS #1 IN THE STATE IN LOCAL



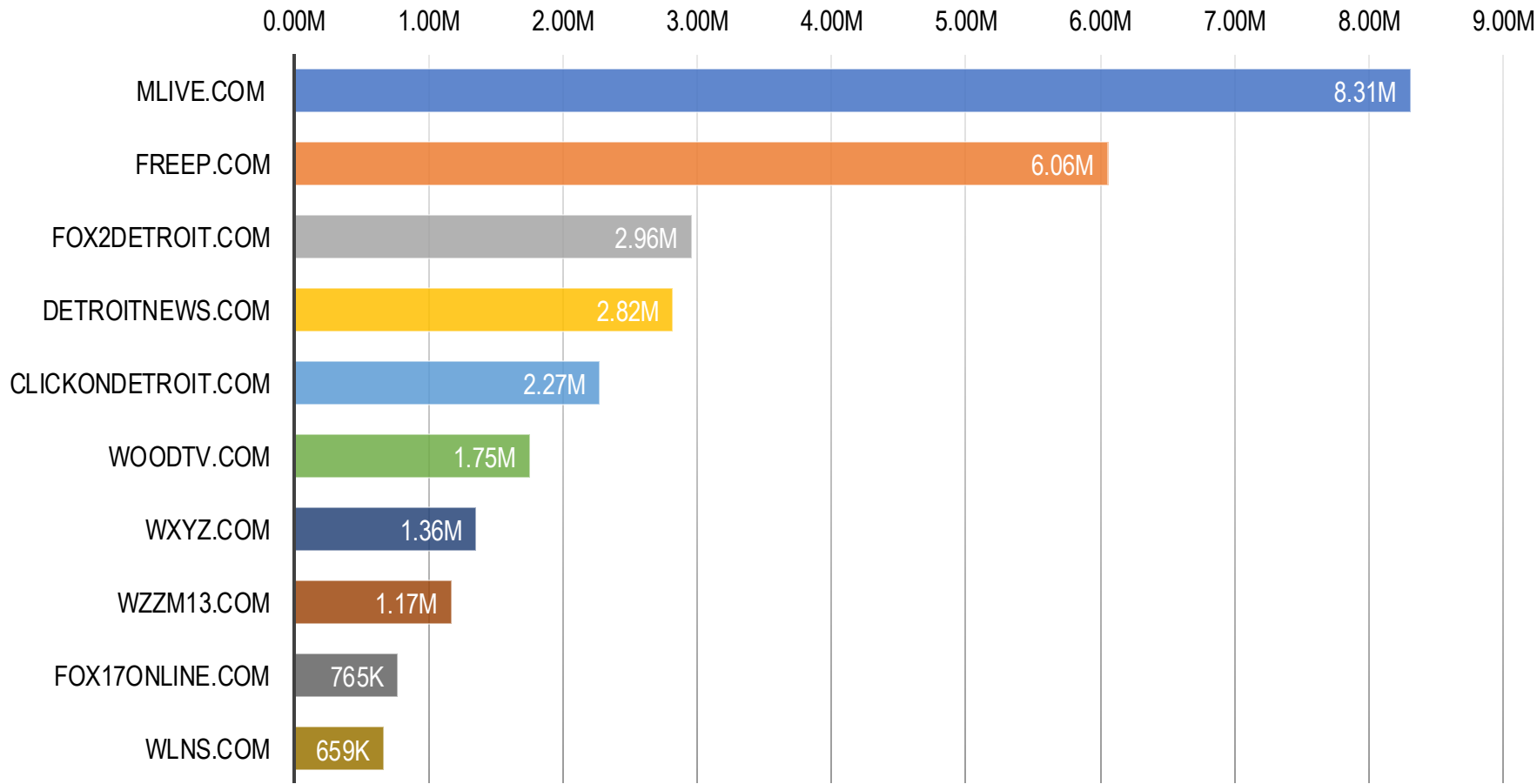
#1
IN MICHIGAN

33%
MARKETSHARE

Source: 2024 Comscore, 12 months average, Unique Visitors - Michigan DMAs Combined



MLIVE RANKS #1 IN THE STATE IN NATIONAL



#1
IN MICHIGAN
WITH NATIONAL
TOTALS

Source: 2024 Comscore, 12 months average, Unique Visitors – National totals of Michigan-based media websites



MLIVE RANKS #1 IN 4 of 5 DMAS

LOCAL MARKET	AVE MONTHLY UNIQUE VISITORS LAST 12 MONTHS	RANK	SHARE OF TOTAL AUDIENCE
TOTAL	2,130,316	1	33.20%
Grand Rapids-Kalamazoo (includes Muskegon)	648,443	1	43.70%
Flint-Saginaw-Bay City	356,747	1	42.40%
Lansing (includes Jackson)	139,676	1	35.30%
Traverse City-Sault Ste. Marie	162,470	1	35.20%
Detroit (includes Ann Arbor)	822,981	2	23.90%



MICHIGAN MOST ENGAGED READERS SNAPSHOT



POPULATION

- Michigan (Core market): **10,140,459**



EDUCATION – COLLEGE DEGREE OR HIGHER

- Core Market: **32%**
- MLive Michigan audience: **57%**



TOP OCCUPATIONS

- MLive Michigan audience
 - 29% - Professional-technical**
 - 21% - Clerical-white collar**
 - 15% - Administration-management**



HOUSEHOLD INCOME

- Median Core Market: **\$71,149**
- MLive Michigan audience:
 - More than **43%** earn \$100,000 or more
 - More than **60%** earn \$75,000 or more



HOME VALUES

- Median Core Market: **\$217,600**
- MLive Michigan audience: **52%** in the top 30% of Local Market Values

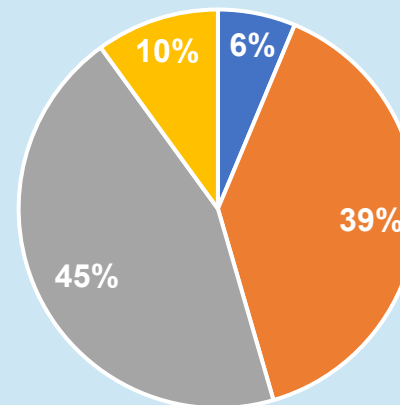


HOUSEHOLDS WITH CHILDREN

- MLive Michigan audience: **46%**



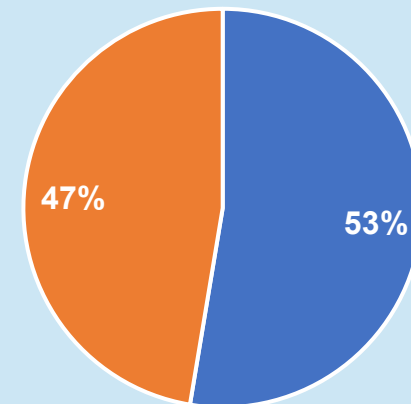
AGE



■ 20-39 ■ 40-59 ■ 60-79 ■ 80 and up



GENDER



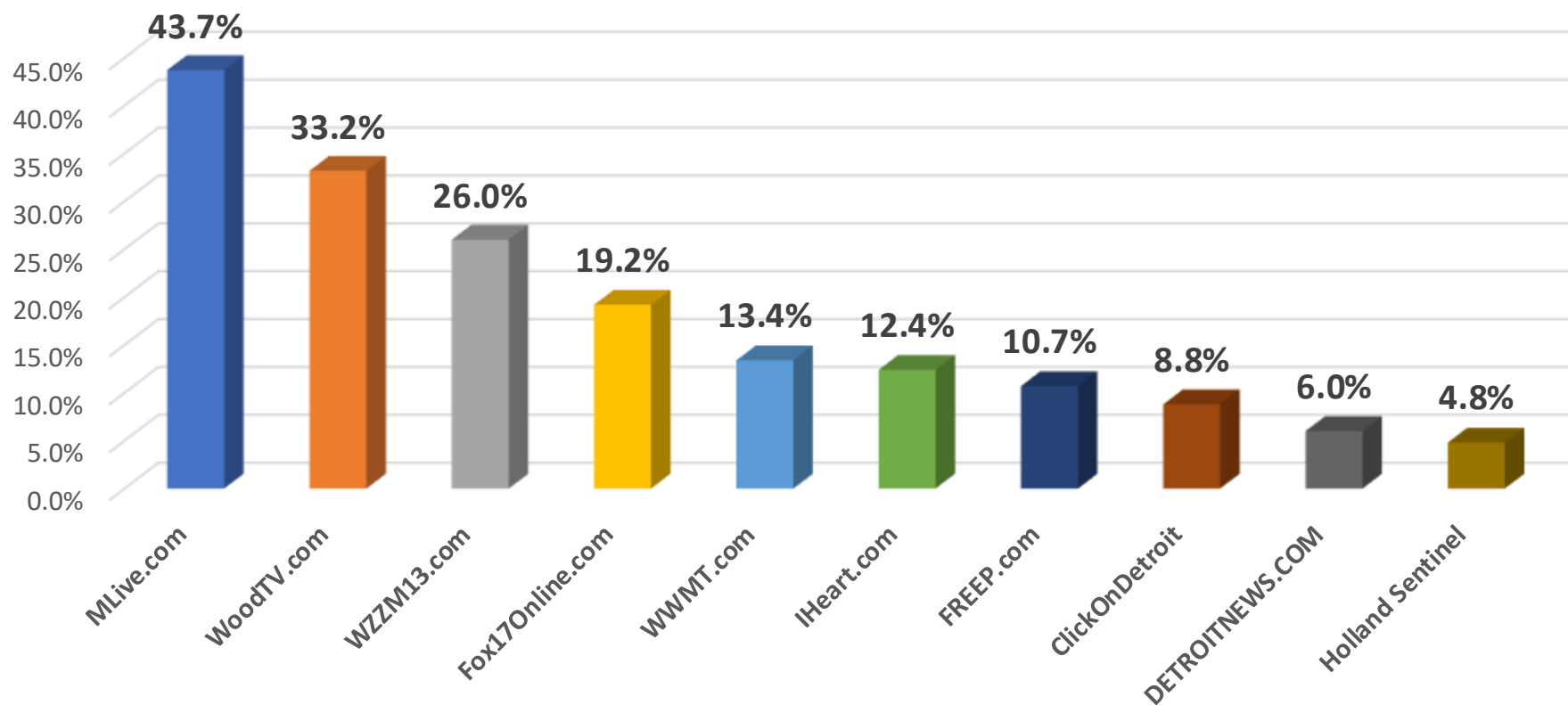
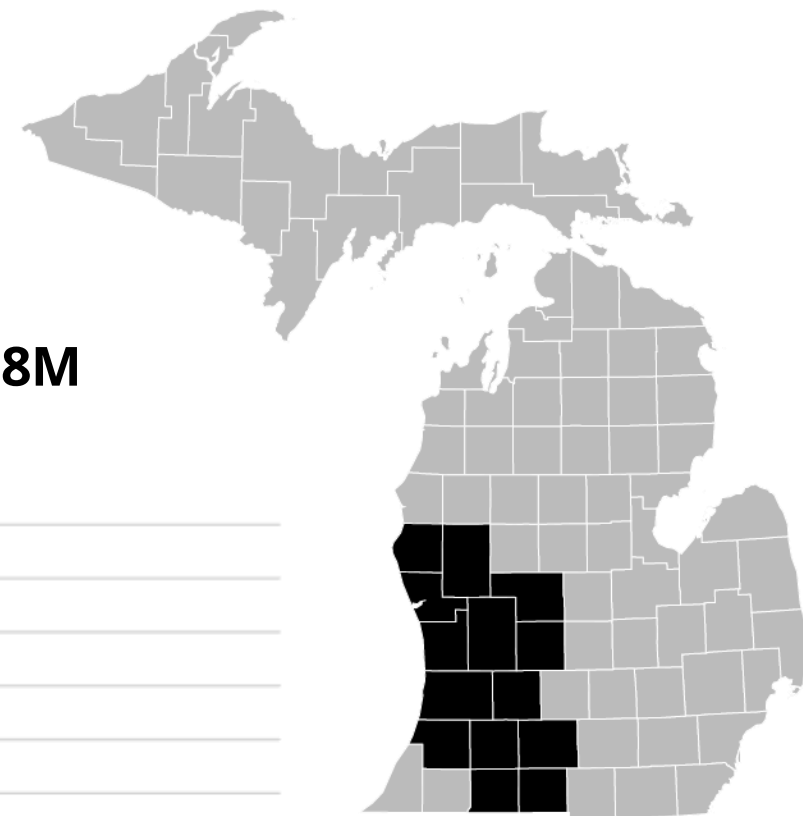
■ Female ■ Male



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GRAND RAPIDS, KALAMAZOO & MUSKEGON DMA

MONTHLY UNIQUE VISITOR REACH – Total Audience 1.48M



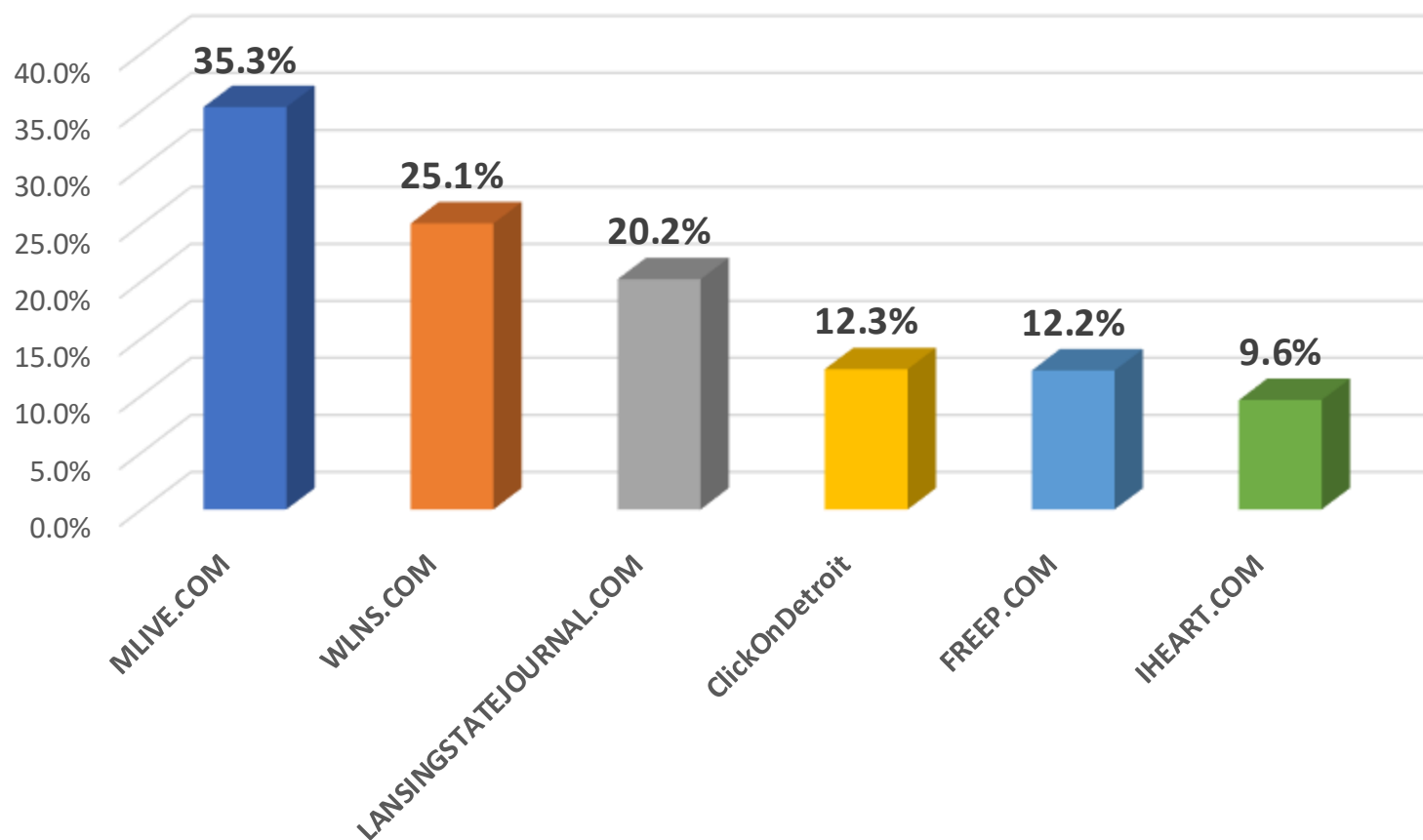
Source: Comscore 2024, 12 months average, unique visitor reach



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LANSING & JACKSON DMA

MONTHLY UNIQUE VISITOR REACH - Total Audience 396K



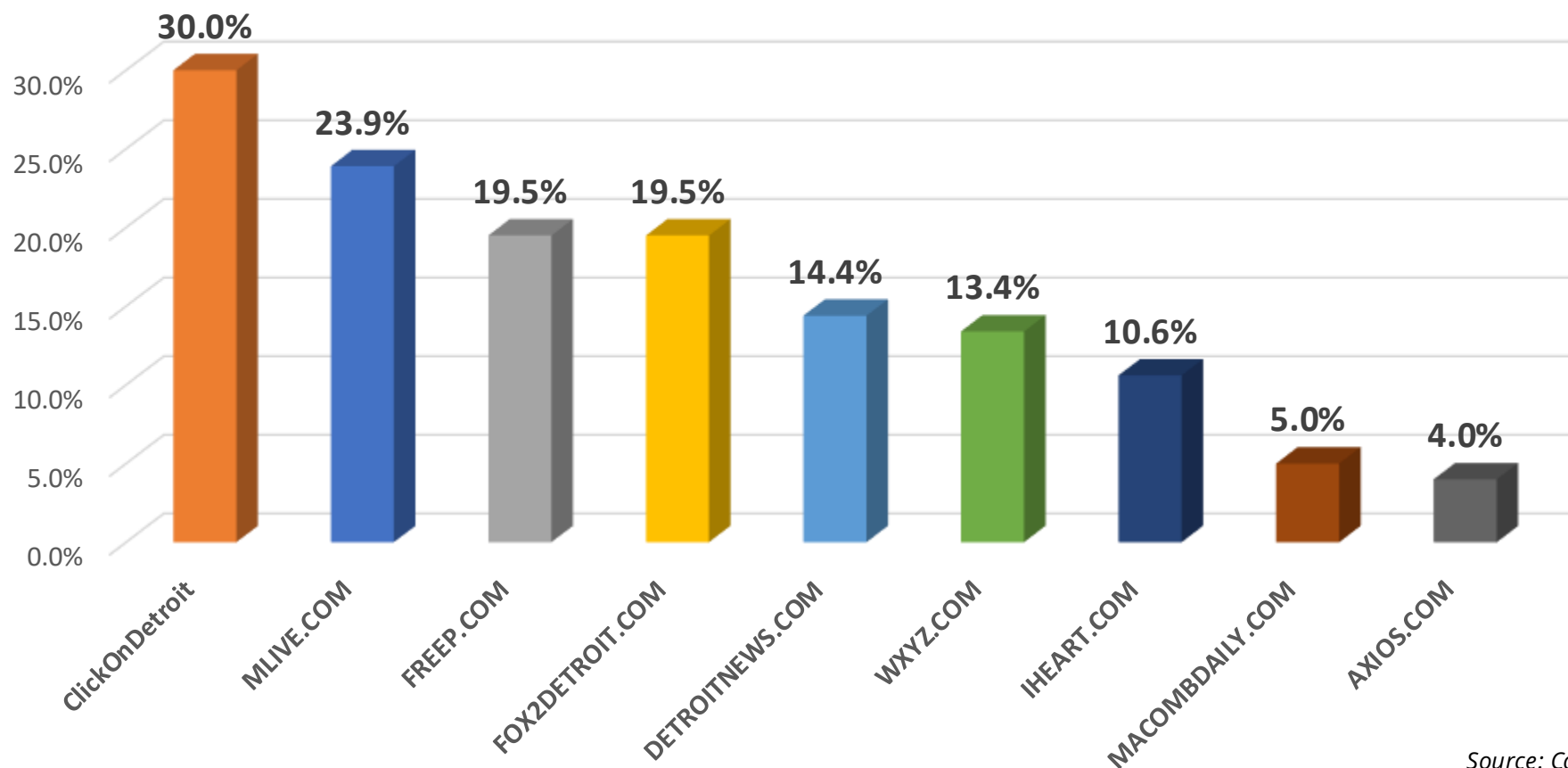
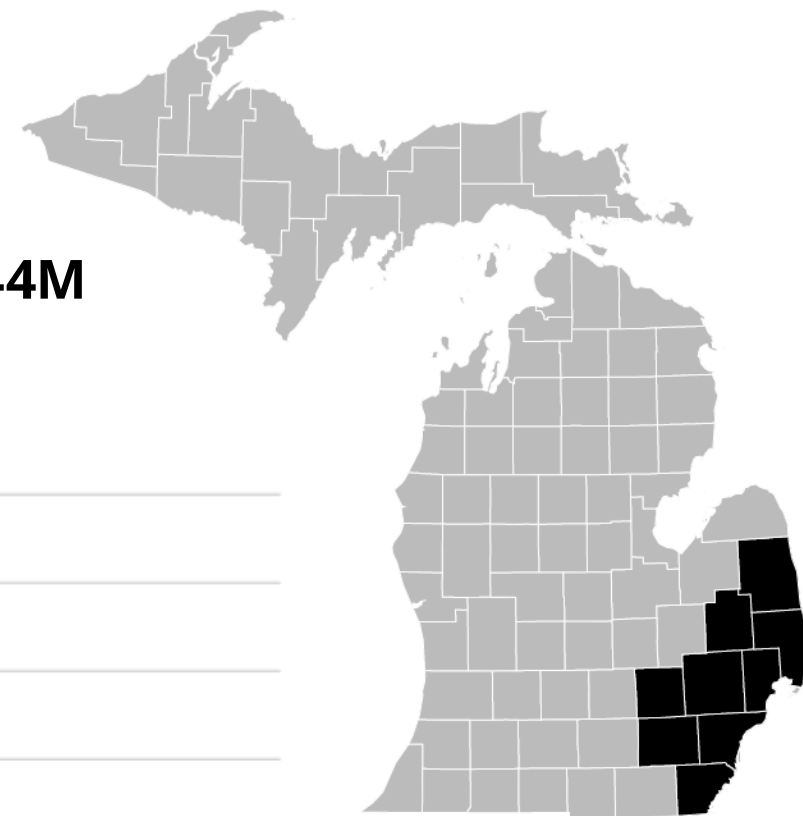
Source: Comscore 2024, 12 months average, unique visitor reach



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ANN ARBOR & DETROIT DMA

MONTHLY UNIQUE VISITOR REACH – Total Audience 3.44M

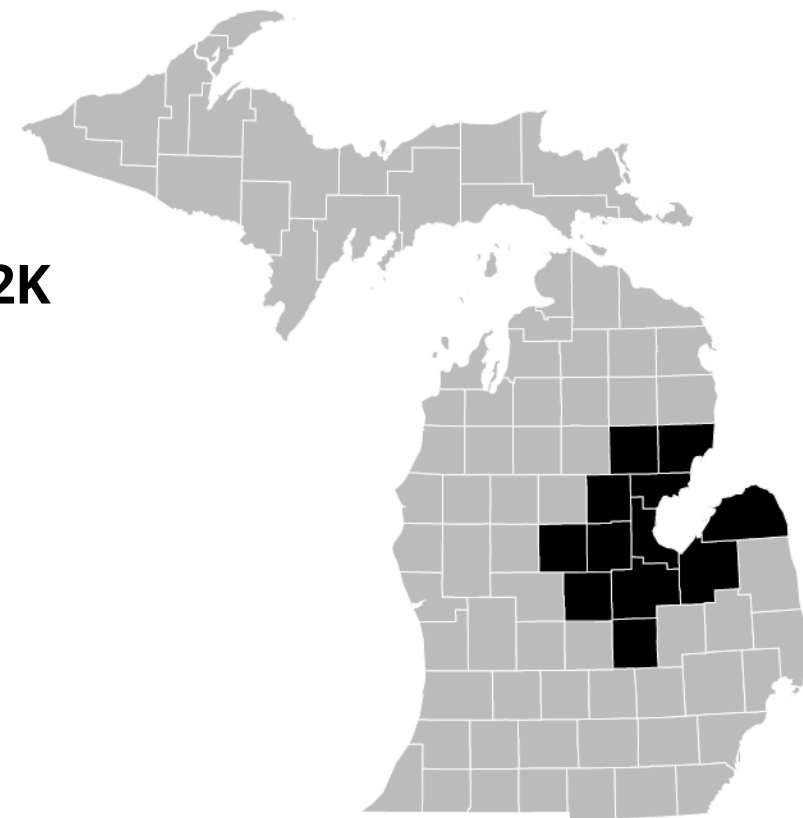
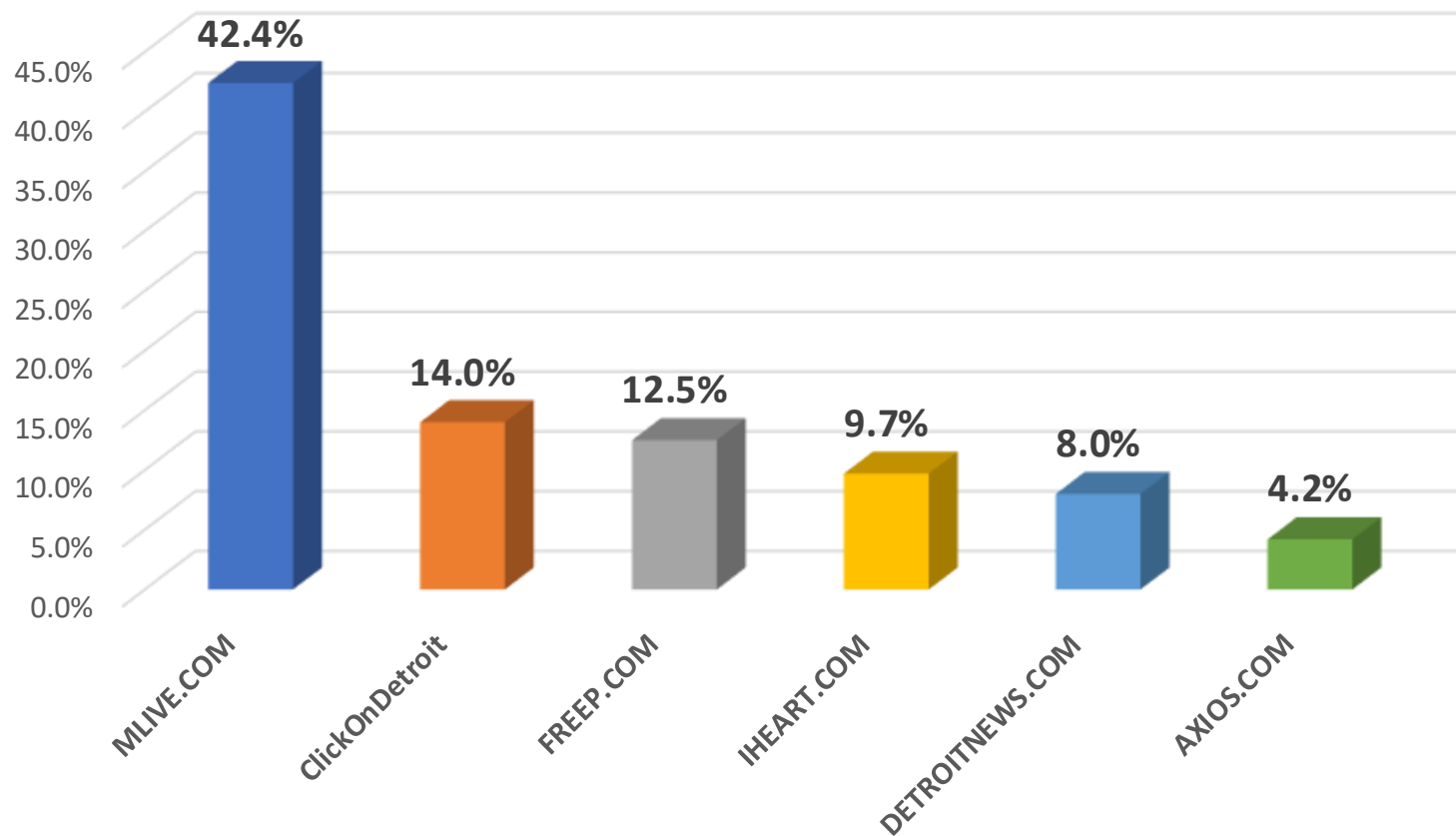


Source: Comscore 2024, 12 months average, unique visitor reach



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FLINT, SAGINAW, & BAY CITY DMA MONTHLY UNIQUE VISITOR REACH – Total Audience 842K

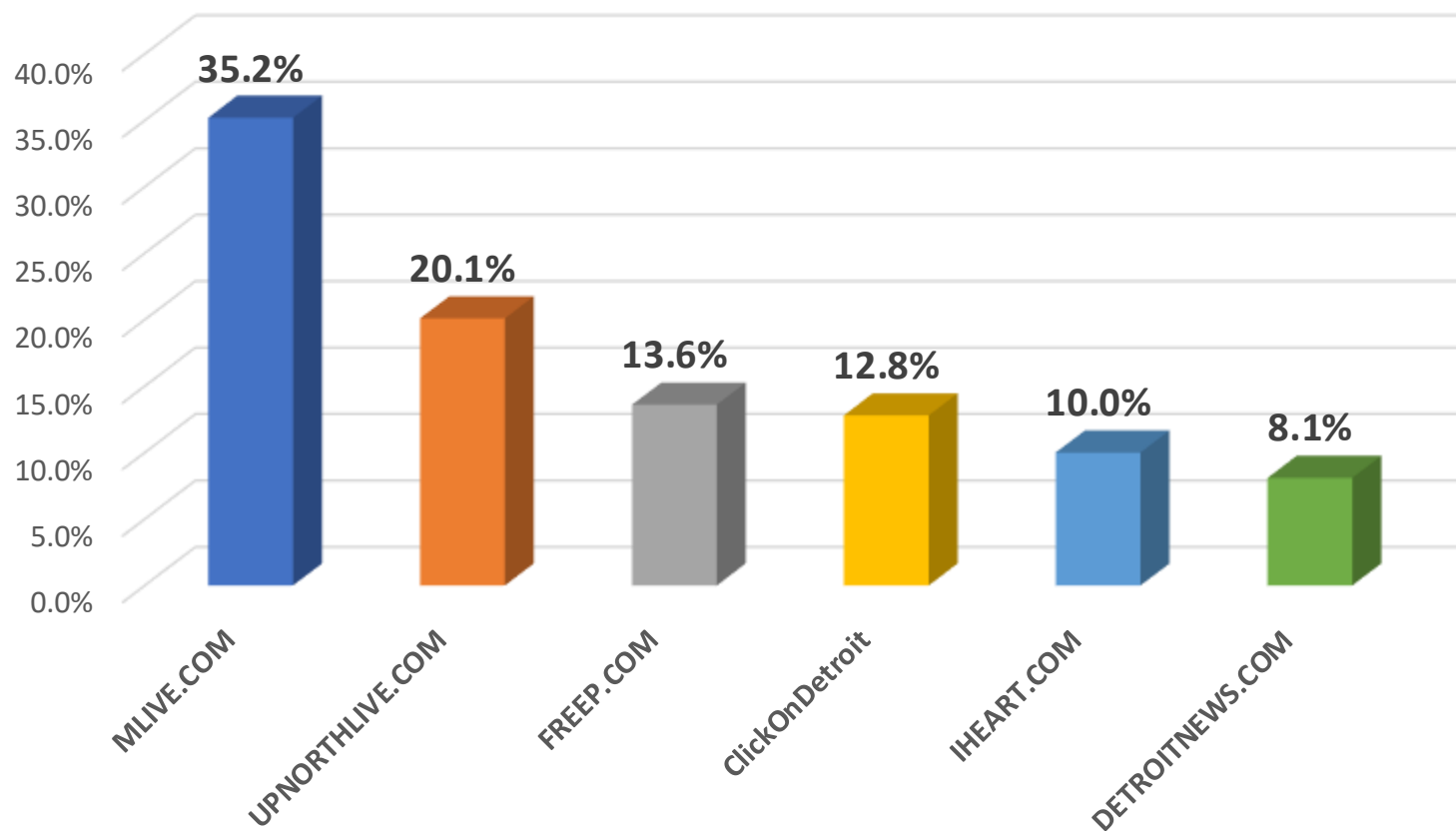


Source: Comscore 2024, 12 months average, unique visitor reach



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TRAVERSE CITY & SAULT STE. MARIE DMA MONTHLY UNIQUE VISITOR REACH – Total Audience 461K



Source: Comscore 2023, 12 months average, unique visitor reach



MLIVE'S DOMINANT SOCIAL MEDIA ECOSYSTEM

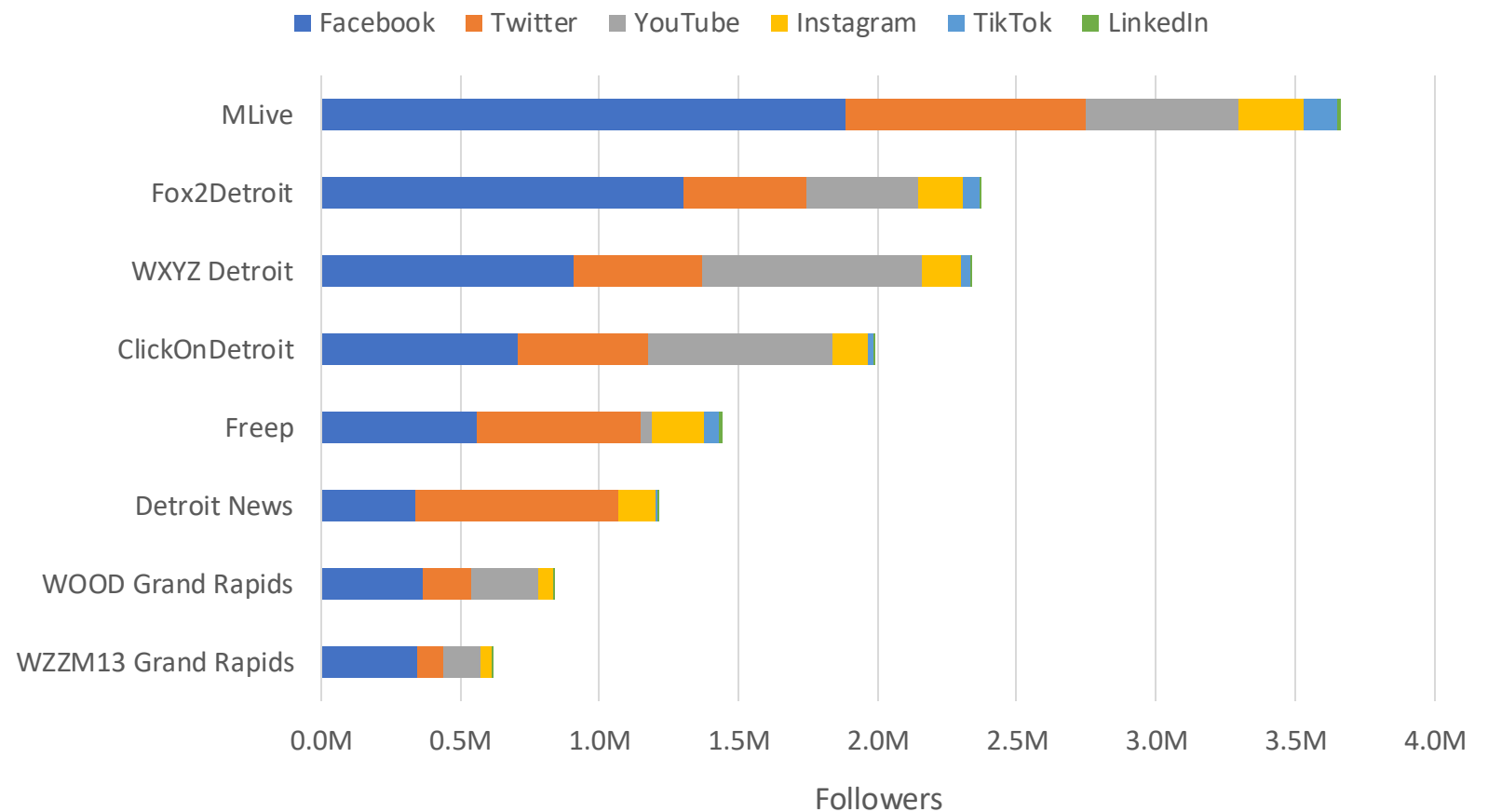
IT'S THE LARGEST AMONG LOCAL MEDIA COMPANIES

With more than **3.6M** followers to key social media platforms – ranging from Facebook to TikTok – MLive features both statewide and local accounts, including more than **800K** to our core communities more than **300K** followers to sports from high school to pro and college.



- **3.6M Total followers**
- **806K in local followers, including 212K in Grand Rapids and 190K in Ann Arbor**
- **314K sports followers**

Michigan Social Media Footprints





DEEP LOCAL REACH: NEWSLETTERS, BREAKING NEWS ALERTS AND APPS



NEWSLETTERS, APPS OFFER BROAD SUBJECTS FROM LOCAL TO STATEWIDE

- More than **830,000** have signed up for statewide newsletters and more than **90,000** have signed up for locally-centric ones. Open rates often are higher than **50%** – considered strong within the industry.
- News and sports apps, including teams like Michigan Wolverines and Detroit Lions, reach more than **160K users** per month, who on average consume than **7M** views.

Top Statewide Newsletters	Cadence	List Size	Open Rate
Letter from the Editor	Thursdays	222,468	49.3%
Sunday Morning Edition	Weekly, Sunday	206,338	53.2%
Today's Top Stories	Weekdays	149,085	55.0%
Morning Briefing	Weekdays	143,872	49.5%
Breaking News	As New Breaks	45,042	64.1%
Before You Drive Up North	Weekly, Thurs	20,656	62.2%
Lovable Michigan (Subscriber-Only)	Weekly, Thurs	16,235	57.1%

A Range of Top Local Newsletters	Cadence	List Size	Open Rate
Ann Arbor News Alerts	Varies	10,250	66.0%
Hello, GRP (Grand Rapids)	Weekly, Fri	5,762	60.6%
3@3 Jackson	Daily	2,065	60.9%
Obituaries - Flint	3X/Week	1,420	60.4%
High Schools Sports - Saginaw / Bay City	Tues Through Sat	1,403	57.4%