

# Post Independent.com Business Directory

## Targets and Demographics

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### Average monthly visits per site:

Summit Daily News .....	140,000
Vail Daily .....	130,000
Post Independent .....	50,000
Aspen Times .....	125,000
Grand Junction Free Press .....	50,000

The majority of the U.S. is using directories for search.  
 Online directories have been shown to have 72% consumer reach  
 Source: comScore MediaMetrix Feb. 2006

## Site reach by Listings Category based on Search Activity

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- 42% Hospitality
- 29% Professional Services
- 17% Retail/Shopping
- 7% Automotive
- 4% Real Estate
- 2% Construction/contractors

Source: comScore CMS Total Internet Population  
 Average Monthly Estimates  
 Base : 60,000 Directory Users between January  
 2005 and July 2005

## Value to Our Advertisers

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- The majority of the value of online advertising is realized via offline sales
- Local advertising attracts higher income readers
- Increases branding impact by reinforcing existing marketing efforts
- Consumer search habits can be easily tracked & measured