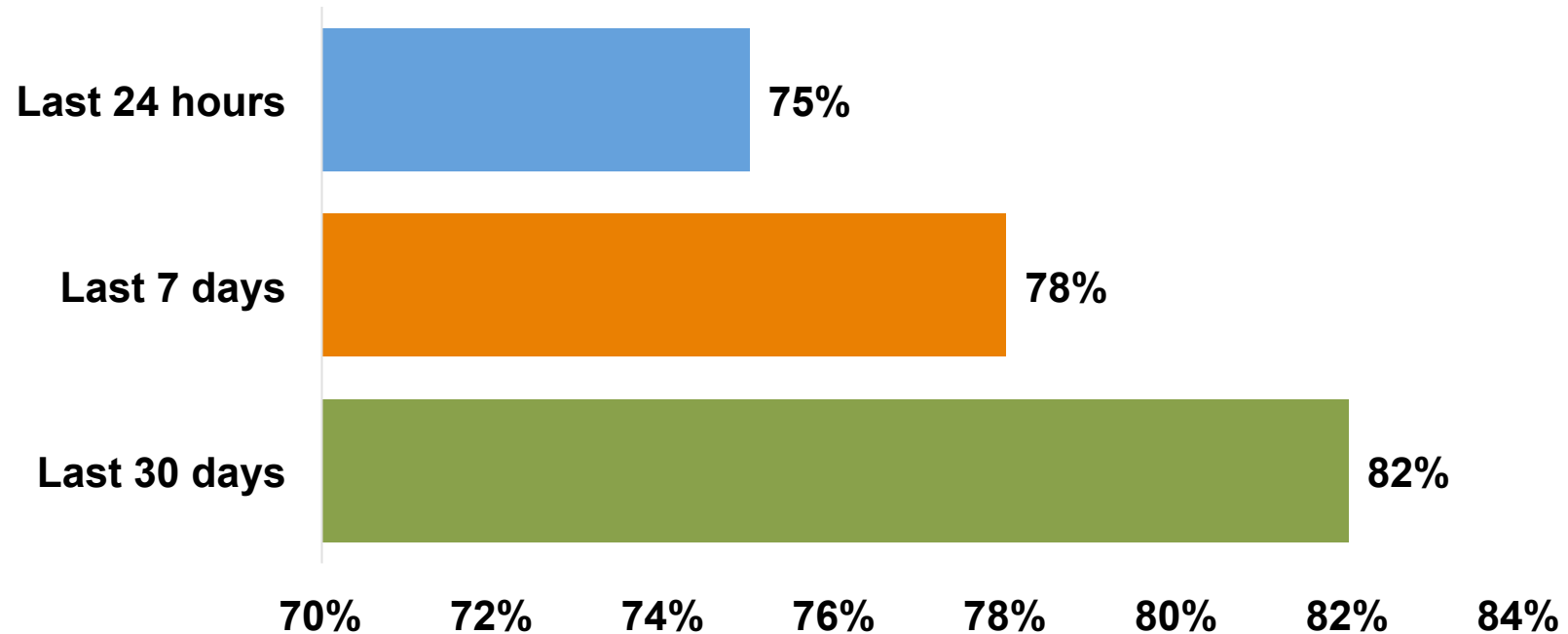


Mississippi Print & Website Net Penetration

Mississippi Statewide Market Research



Summary:

- The research facts prove “Mississippi newspapers are **not** dead”.
- Mississippi newspapers and websites reach 75% of households every day.
- In the last week eight out of ten households are reached by Mississippi newspapers and their websites.

-SOURCE: PULSE RESEARCH, 2016