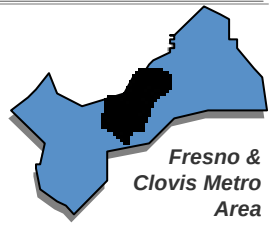
Reach More Adults In These Diverse Market Areas With The Bee-Family of Products!

PMA
Primary Metro Area

Adult Population: 458,391

Average Daily
214,087 (47%)

Average Sunday
269,212 (59%)



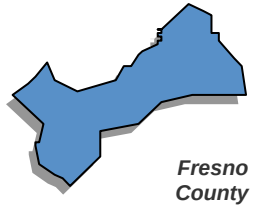
***Bee-Family of Products 345,894 (76%)**

MSA
Metropolitan Statistical Area

Adult Population: 632,292

Average Daily
268,090 (42%)

Average Sunday
342,634 (54%)



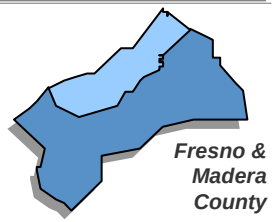
***Bee-Family of Products 438,793 (69%)**

FMC
Fresno/Madera County

Adult Population: 738,794

Average Daily
299,403 (41%)

Average Sunday
383,174 (52%)



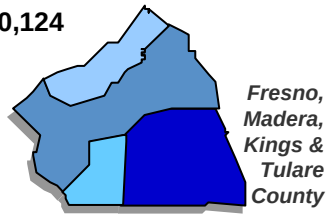
***Bee-Family of Products 493,993 (67%)**

RTA
Retail Trade Area

Adult Population: 1,140,124

Average Daily
361,552 (32%)

Average Sunday
469,937 (41%)



***Bee-Family of Products 637,748 (56%)**

Source: Scarborough Aug '06 - Jul '07
Created by Marketing Research

The Fresno Bee
FresnoBee.com

* The Bee-Family of Products include:
The Fresno Bee: daily cume & Sunday average,
1 average issue of Vida en el Valle and
FresnoBee.com visitors, past 7 days.