



#Ginormous!

More than a half million social media followers



If you could deliver a message to an audience of 1.4 million...*



...what would you say?

With more than a half million followers through the most popular social media channels, the reach of the Omaha World-Herald is exponentially much, much larger and growing daily as articles, stories and photos are shared, retweeted, liked or simply read.

Our largest social media audiences by the numbers



Top 3 Facebook Accounts

- Omaha World-Herald
- Big Red Today
- The Bottom Line

110,744 followers



Top 10 Twitter Accounts

384,629 followers



Instagram

4,384 followers

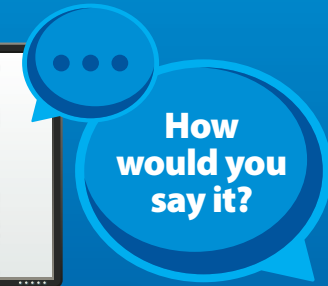
Omaha World-Herald Twitter Accounts

- OWH..... 131,000
- Big Red Today..... 33,400
- NE Prepzone..... 23,600
- NEBHS Recruiting.....8,729
- The Bottom Line.....4,800
- Opinion.....1,889
- Money.....2,956
- Photographers.....4,043
- Cops/Reporters.....8,310
- Go Magazine.....1,800
- Livewell Nebraska.....2,486
- Momaha.....3,833
- College World Series.....2,144
- Creighton Blue Jays.....4,394
- Sports.....14,500

Individual Twitter Accounts

- Tom Shatel..... 34,400
- Sam McKewon..... 29,100
- Dirk Chatelain..... 27,000
- Mike'l Severe..... 20,100
- Stu Pospisil.....7,091
- Rich Kaipust.....9,009
- Lee Barfknecht.....12,300
- Jeff Koterba.....14,400
- Jon Nyatawa.....15,500
- Mike Sautter.....14,200

77% of our social media audience is found on Twitter



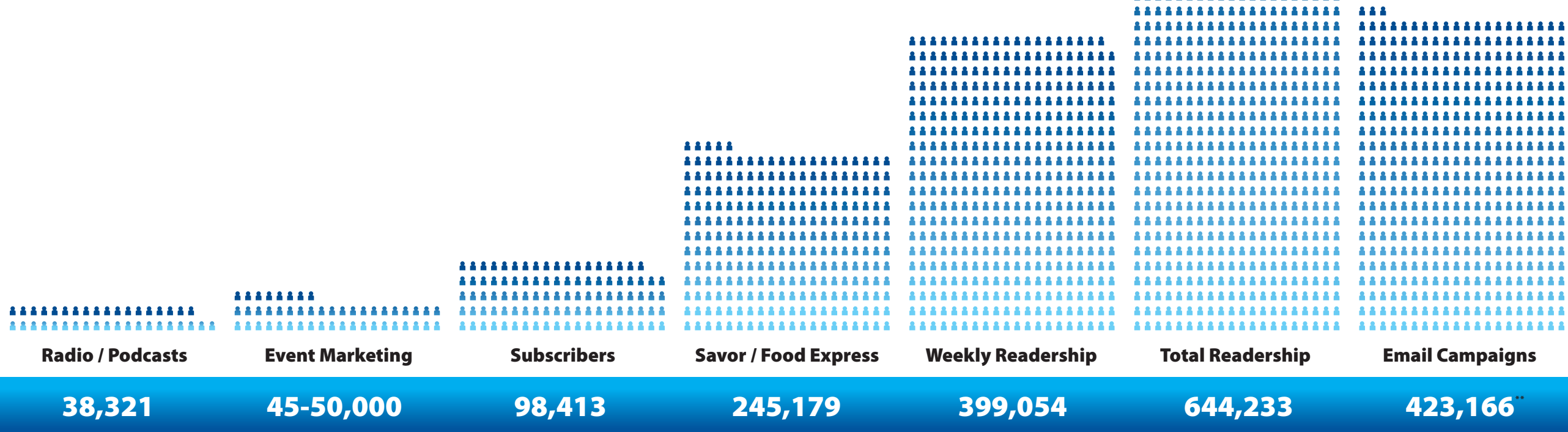
Omaha World-Herald
Omaha.com

A Berkshire Hathaway Company

On any given day, The World-Herald can deliver content...



... to an engaged audience of 1.4 million through home delivery, our website, social media followers, email recipients and other channels.



In 2013, the Omaha World-Herald launched **The Bottom Line** (TBL). This radio program and podcast highlights local sports topics and community affairs with many conversations stemming from the award-winning content and journalists of The World-Herald. TBL is **broadcast locally** on KXSP, AM 590 and across Nebraska on the Flood Digital Television Network. In five short years the program boasts **more than 38,000** listeners and followers.

Each year The World-Herald organizes and promotes key events that average between **45,000 and 50,000 attendees**. The largest and most popular include the following:

- *Idea Show (Wedding)*
- *Bridal University*
- *Midlands International Auto Show*
- *MOBA Omaha Home Show*
- *Smart Energy Talks*
- *One Day University*
- *Big Red Today Breakfast*
- *Midwest Spelling Bee*

Print advertising is considered the **most trustworthy and believable** media for both consumers and retailers. A simple scan of newspaper inserts can save a person hours of time on the Internet looking for the same merchandise. Plus, The World-Herald maintains a **strong delivery base** and circulation distribution in **67 counties** in eastern Nebraska and western Iowa. Readers of The World-Herald are well-educated, more **affluent** and more than **80% own their own home**.

For non-subscribers our "bag of savings," now called **SAVOR**, has some exciting new changes. Formerly Food Express, readers can now **expect to see more** recipes, entertaining ideas and fun contests! This free publication is so popular, it is **actually requested** because of the advertised grocery savings inside.

Based on data from an independent market study, readership of the Omaha World-Herald is just shy of **400,000** individuals every week. That is strong – **really strong**. In fact, that is **almost half** the number of residents in the Omaha metropolitan area.

Total readership between an average newspaper (Omaha World-Herald) and our non-subscriber product (SAVOR) accounts for a reach of **almost 650,000** individuals.

The Omaha World-Herald maintains **17 email** distribution lists ranging from daily headlines and breaking news to sports, lifestyles and deep-discounted advertised sales. The frequency of the email distribution is **based on the content and interest** of the audience. Some are daily while others are weekly.

68% of the readers on Omaha.com view the content from a mobile device.

(Mobile devices include phones, tablets and apps.)



Omaha.com

The methods for targeting have never been more precise, and the results have never been more assessable or measurable.

Omaha.com can attain more than 18.5 million pageviews in one month.

Desktop users consist of 31% of our readership. Mobile users make up 54%. App users consist of the remaining 15%. Therefore, more than 68% of our traffic is from mobile devices.

Monthly Traffic Averages

Pageviews 17.3 million
 Unique Visitors 3 million
 Gallery Views 2.5 million

Desktop Monthly Averages

Pageviews 6.3 million
 Unique Visitors 942,669
 Pageviews per Session 3.14

Mobile Monthly Averages

Pageviews 8.3 million
 Unique Visitors 1.6 million
 Pageviews per Session 3.14

App Monthly Averages

Pageviews 2.6 million
 Unique Visitors 460,330
 Time on App/Session 3:57



*A sum of 2017 averages including Omaha World-Herald subscribers, daily unique visitors to Omaha.com, households of our non-subscriber product, radio listener audience, podcast downloads, email deployment recipients, and social media platform followers. **A culmination of our top ten email distribution lists.