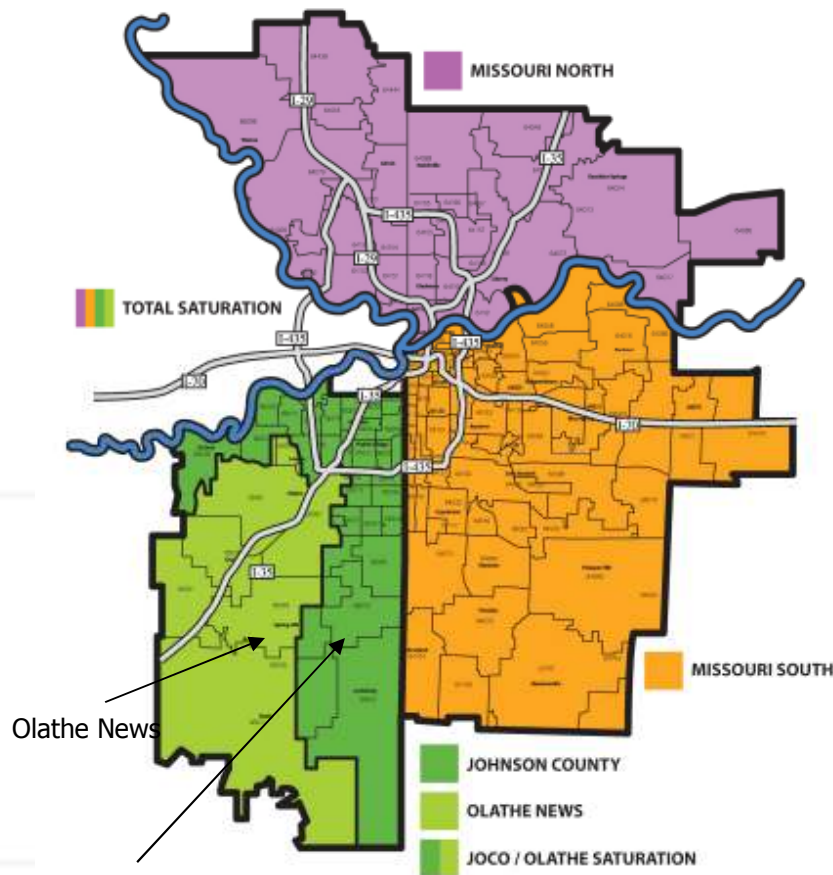


Neighborhood News Distribution by Zone



Joco Neighborhood News (does not include Olathe)

The Neighborhood News is a popular tabloid-sized newspaper insert that provides important information about community news and events, school coverage and shopping to specific zones within the Kansas City area. It is published within The Kansas City Star on Wednesday and Saturday in the Kansas zones and on Wednesday only in the Missouri zones. Ads may be purchased by zone to maximize your message impact to a specific geographic audience.

Geographical Zones	Distribution		KC Star Readers in each of the Geo Zones
	Wednesday	Saturday	
Missouri North	24,329	n.a.	69,300
Missouri South	54,270	n.a.	147,100
"913" (in Johnson County)	60,589	n.a.	146,900 in
Johnson County	n.a.	46,966	Johnson
Olathe News	n.a.	14,544	County
Johnson County saturation	n.a.	61,510	146,900
Source: The Star's Press Run	11/28/12	12/01/12	Scarborough 2012, Release 2

More than **1 MILLION READERS** a week.

