

# FSI MARKET REACH

## NDX Source Market Coverage

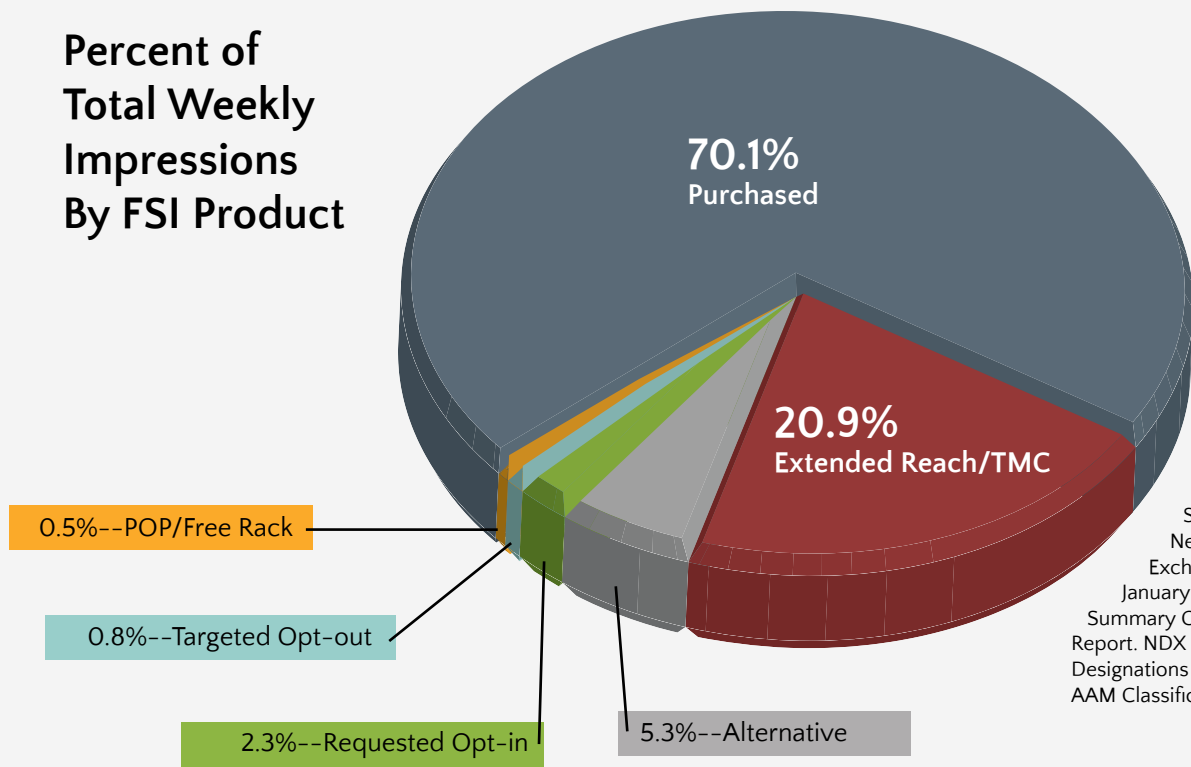
**325 MILLION GROSS**  
Impressions Per Week

**5,146**  
Publications

**32,772**  
(80% of US) Zip Codes

**210 DMAs**

Percent of  
Total Weekly  
Impressions  
By FSI Product



Source:  
Newspaper Data  
Exchange (NDX),  
January 2014 Product  
Summary Classification  
Report. NDX Product  
Designations Paired to  
AAM Classifications