2014 edition

Lufkin/Angelina County marketplace

The Lufkin News

The Market

For more than 125 years the pine forests of East Texas have formed the back drop for the city of Lufkin. These woods have spawned industry, transportation and recreation and made Lufkin a mercantile hub for a 10 county area. With a city population of more than 36,000 and Angelina County's at more than 87,000, the area provides excellent employment, housing, education and health services without sacrificing the quality of life associated with smaller cities.

Lake Sam Rayburn, the largest lake located entirely in Texas, is a short drive away. Lufkin is the gateway to this recreational paradise that attracts more than 2 million visitors every year.

Lufkin is blessed with two exceptional health care facililties. Memorial Health System of East Texas and Woodland Heights Medical Center both provide the latest in treatment and preventative options. Angelina College is one of the state's largest two-year institutions and Stephen F. Austin State University is located 20 miles away in Nacogdoches.

A strong manufacturing base exists in Lufkin, headquarters to oil field equipment supplier Lufkin Industries. Lufkin Industries, a subsidiary of General Electric, is the world's leader in hydraulic lift technology for the oil industry. Georgia Pacific leads the forest products industury and Pilgrim's Pride is a major food producer.

Lufkin is a growing retail community attracting shoppers from the surrounding counties. Its proximity to Houston and its port is a plus, and plans are underway for establishing Interstate Highway 69 through Angelina County. Lufkin and Angelina County are dynamic communities well served by the Lufkin News.

Lufkin and Angelina County Demographic Highlights

Population	2010	2012
Lufkin	35,006	36,009
Angelina County	86,771	87,597
Homes in Angelina County		35,782
Home Ownership		68.6%
Median Household Income	$39,325	
Average Household Income	$55,991	

Retail Sales
2010	$1,014,645,095
2011	$1,098,742,851
2012	$1,222,203,577

Gender
Male	49%
Female	51%

Race
White	60.1%
Black	15.4%
Hispanic	20.5%
Asian/Other	4.0%

Age
Under 5	7.5%
6-18	22.1%
19-64	56.7%
65 and Older	13.7%
Median Age	36.3

Education
High School Graduate	77.8%
College Graduate	26.1%

Employment
Total Work Force	40,059
Employed	37,395
Unemployed	6.7%

Sources: The United States Census Bureau, The Bureau of Labor Statistics, The Texas Comptroller's Office, The Newspaper Association of America

The Lufkin News print and web editions provide advertisers the ability to reach the market effectively and efficiently.

Sunday
Circulation	12,000
Readership	25,000+

Daily
Circulation	10,400
Readership	20,500+

LufkinDailyNews.com
Daily viewers	9,700
Page views	800,000+ per month
Time spent on site	4.5 minutes/average

Mobile
Daily viewers	2,200
Page views	100,000 per month
Print Reach (adults)	**54%**
Web Reach (adults)	**29%**

Combined Reach
Non-duplicated	73%

Audience Reach

Lufkin, Huntington, Hudson, Diboll

Lufkin News (print)

54%
or 33,300 readers

Lufkin News (online)

29%
or 17,883 readers

Lufkin News (combined)

73%
or 45,017 readers

Lufkin News's Charm Magazine

60%
or 37,000 readers

Top TV News "KTRE News"

41%
13,000 viewers @ 6 pm
11,900 viewers @ 10 pm
25,500 duplicated

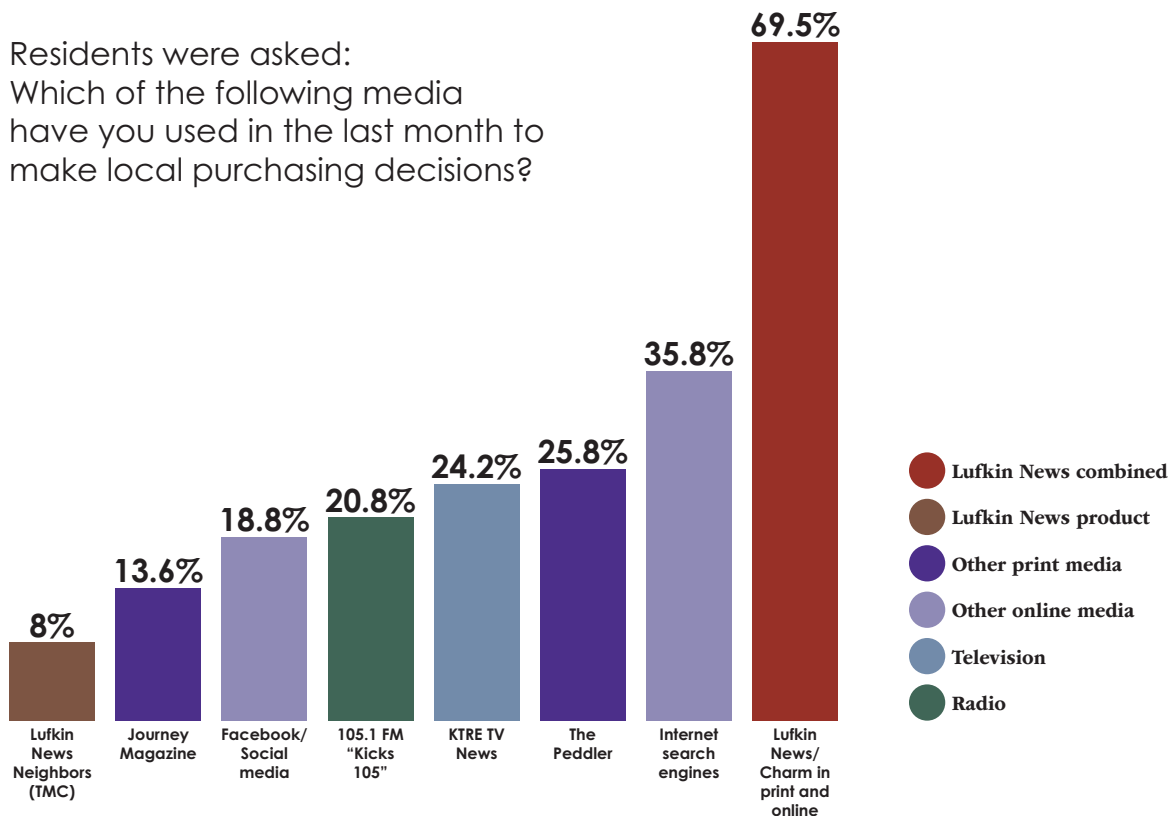**Top Radio KYKS 105.1 "Kicks 105"**

30.5%

Did not listen to radio yesterday

20.9%
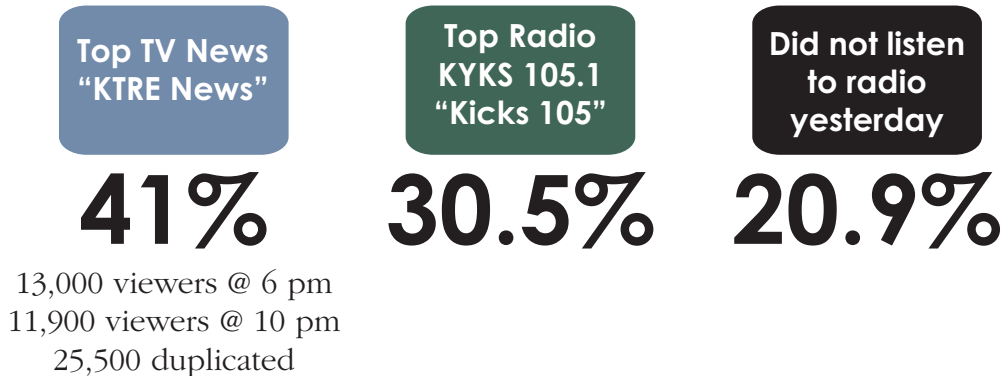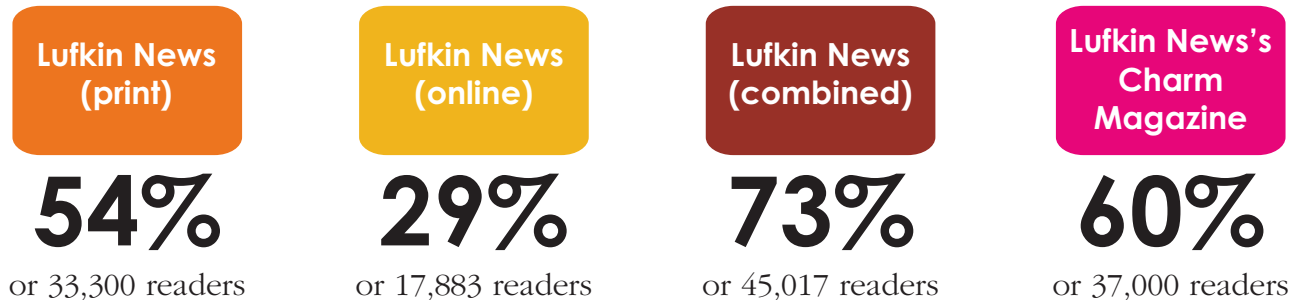
Sources: 2013 Pulse Research Media Consumption Survey;
Nielsen Research, May 2013; U.S. Census Bureau

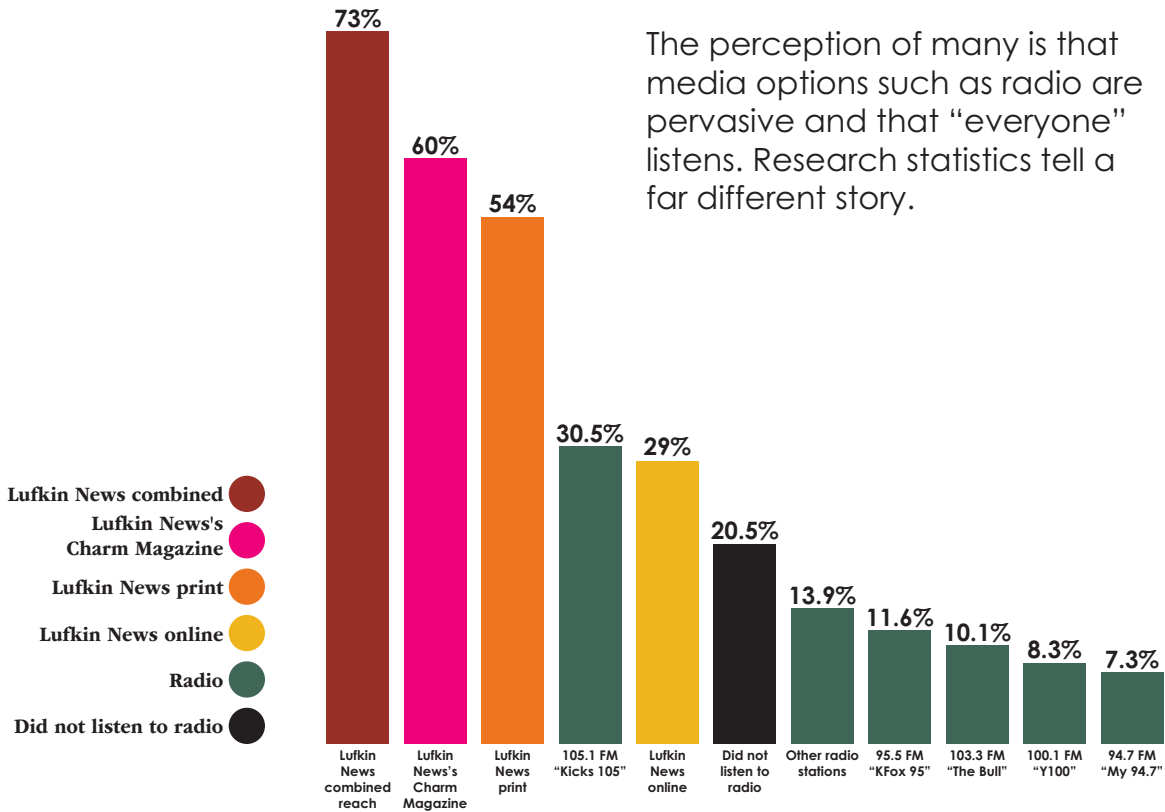## People use The Lufkin News for shopping information

Residents were asked:
Which of the following media
have you used in the last month to
make local purchasing decisions?

Category	Percentage
Lufkin News Neighbors (TMC)	8%
Journey Magazine	13.6%
Facebook/Social media	18.8%
105.1 FM "Kicks 105"	20.8%
KTRE TV News	24.2%
The Peddler	25.8%
Internet search engines	35.8%
Lufkin News/Charm in print and online	69.5%

Legend:
- Lufkin News combined
- Lufkin News product
- Other print media
- Other online media
- Television
- Radio

Sources: 2013 Pulse Research Media Consumption Survey

Reaching a mass audience is important

The perception of many is that media options such as radio are pervasive and that "everyone" listens. Research statistics tell a far different story.

Legend:
- Lufkin News combined
- Lufkin News's Charm Magazine
- Lufkin News print
- Lufkin News online
- Radio
- Did not listen to radio

Category	Value
Lufkin News combined reach	73%
Lufkin News's Charm Magazine	60%
Lufkin News print	54%
105.1 FM "Kicks 105"	30.5%
Lufkin News online	29%
Did not listen to radio	20.5%
Other radio stations	13.9%
95.5 FM "KFox 95"	11.6%
103.3 FM "The Bull"	10.1%
100.1 FM "Y100"	8.3%
94.7 FM "My 94.7"	7.3%

Sources: 2013 Pulse Research Media Consumption Survey

A Super Bowl Audience Every Day

The Lufkin News print and online versions have more audience each Sunday than TV delivers on its biggest day – Super Bowl Sunday.

73% — Lufkin News's reach

48.1% — 2013 Super Bowl's reach

Sources: 2013 Pulse Research Media Consumption Survey; Nielsen 2013 Survey Data