



Cut the cable and tune in to a receptive audience.

Cable TV's top prime-time program reaches less than 10% of 18-49-year-olds than a single weekday *Star-Telegram* ad. And there are plenty more eye-opening facts where that came from:

- Typical area households receive over 100 cable or satellite channels, creating a fragmented audience. Meanwhile, the *Star-Telegram* stands tall as the dominant daily newspaper in Tarrant County.
- The print and online *Star-Telegram* reaches 78% of adults each month.
- DFW ranks second among top 25 TV markets with 38% satellite penetration.
- Since satellite programming excludes local cable spots, reported cable ratings may be inflated by as much as twice the actual number.
- DFW also ranks second in DVR penetration among the top 50 markets—and the number of commercial-skipping DVR users continues to climb.

Which is why, if you want to connect with a bigger audience, it's time to change the channel.

Star-Telegram

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