






Market study conducted from  
November through December 2008  
Numbers reflect responses from  
undergraduate students at KU









97.5%



# Readership

## GENERAL INFORMATION

- 20,400 readers per issue
- 81% of students read The Kansan at least once a week
- 3.6 average issues read per week
- 1.7 average readers per individual paper

## STUDENT READERSHIP (read the following at least once per week)

- 81% of students read *The University Daily Kansan*
- 44.2% of students read *Lawrence Journal World*
- 30.2% of students read *Kansas City Star*
- 28.4% of students read *New York Times*

## FREQUENTLY READ SECTIONS

- 81.9% read The front page
- 81.2% read Campus news
- 67.6% read The Free for All section
- 60.6% read News about events in Lawrence
- 52.6% read Editorials and opinion columns
- 48.8% read The Jayplay
- 45.3% read Sports news

## MOST READ DAYS

- 1 Monday
- 2 Thursday
- 3 Friday

## QUALITY OF INFORMATION

97.5% of students rate their news as satisfactory





GENERAL INFORMATION

**\$4.2 million** average disposable income for students per month

**\$456,801** average amount students spend eating out per week

**2.7** average number of times students eat out per week

**41%** of students visit an off-campus restaurant weekly

DELIVERY

**7,533** Order pizza 1 to 2 times per week

**3,704** Order sandwich/deli 1 to 2 times per week

**3,475** Order Chinese food 1 to 2 times per week

POPULAR LOCATIONS

**52%** of students visit Downtown Lawrence at least once per week

**51.6%** of students travel to Kansas City for shopping/entertainment at least once per month

**27%** of students go to Oak Park mall at least once per month

MONTHLY STUDENT SPENDING

**\$797,000** Car maintenance (67.2%)

**\$555,000** Textbook/school supplies (63%)

**\$535,000** Clothing, not including shoes (72.2%)

**\$511,000** Cell phone services (48.6%)

**\$224,000** Shoes (46%)

**\$209,800** Alcoholic beverages (35%)

**\$179,000** Prescription Medicine (40.7%)

**\$176,000** Hair styling (47.2%)

**\$157,000** Books (51.7%)

**\$148,000** Music/DVDs (46.6%)

**\$111,000** Rent movies/video games (50%)

**\$78,000** Cards/Flowers (40.4%)



4.2m



Spending Habits



# KANSAN .COM

Kansan.com is the online component of The Kansan’s daily print edition. Kansan.com is updated throughout the day with late-breaking news, exclusive online content, opinion commentary, photo galleries and same day game coverage. Online advertising rates can be found at [www.kansan.com/inventory](http://www.kansan.com/inventory). Advertisements are sized 300x250 pixels and allow trackable click-through to your website.

## KEY NUMBERS

**1.2 million** average number of page views per semester


**342,000** average number of unique visitors per semester

**103,000** average number of unique visitors per month


## Daily Online Features

**Weather Forecast**


Today

 65°

Tomorrow


 51°

Friday


 54°

Extended forecast


**Videos**



**Art exhibit raises nuclear awarness**  
Apr. 7th, 2009



**Class of 2009 decides on senior gift**  
Apr. 7th, 2009



**Businesses pitch in to help local charities**  
Apr. 7th, 2009

More videos

**News**

**AP News**

**Businesses pitch in to help local charities**  
A new program allows local businesses to donate portions of their revenue to local charities.

**Presidential candidate's laptop seized**  
Tutu Lee's apartment was also searched by police in response to posted Youtube video.

## COMMON WEB TERMS

### banner ad

An online advertisement on a Web page, it links to another Web site or Web page.

### click—through

The result of a user selecting an advertisement on a Web page.

### link

Text or images on a Web page that a user can click on in order to access or connect to another document. Links are most commonly thought of as the technology that connects two Web pages or Web sites.

### page view:

A request to load a single page of an Internet site. A page request results from a web user clicking on a link on another HTML page pointing to the page in question.

### unique visitor:

The number of unique computers used to access Kansan.com. The measurement indicates the closest correlation to actual individual visitors available.



- FREQUENTLY VIEWED  
ONLINE SECTIONS
- 1

Home page
- 2

Sports news
- 3

The Free for All section
- 4

News about events in Lawrence
- 5

Editorials and opinion columns





# THE UNIVERSITY DAILY KANSAN

With more than 200 students employed throughout the year, *The University Daily Kansan* is an independent, student-run, non-profit organization. The Kansan is the student body's number one source of information for campus and local news and sports.

## CIRCULATION AND DISTRIBUTION

The Kansan distributes 12,000 newspapers daily Monday through Friday. The Kansan is available at more than 95 locations throughout the Lawrence, Edwards, and Medical School campuses, at student housing, and at various off-campus locations students frequently visit. The Kansan is free for students.

## RUN OF PRESS DEADLINES (4 P.M.)

Publication Day	Deadline
Monday	Thursday
Tuesday	Friday
Wednesday	Monday
Thursday	Tuesday
Friday	Wednesday

