

FOR IMMEDIATE RELEASE

January 23, 2006

Tribune Newspapers Select USA WEEKEND Magazine for Youthful Appeal
Newsday, The Hartford Courant carry magazine beginning 2006

MCLEAN, VA – Connecticut's largest daily newspaper, *The Hartford Courant*, will carry USA WEEKEND Magazine in its Sunday edition, beginning Feb. 5. The move follows Long Island *Newsday's* decision to carry USA WEEKEND in its Sunday edition, beginning Jan. 1.

The Sunday circulations of Long Island *Newsday* (505,000) and *The Hartford Courant* (265,249) together add 770,249 to USA WEEKEND's nationwide circulation, which now stands at 23.3 million spread across 600 newspapers.

The youthful appeal of the magazine is a major reason that the newspapers, both owned by Tribune, decided to carry USA WEEKEND. *Hartford Courant* Publisher Jack Davis says, "USA WEEKEND Magazine's exciting cover stories and relevant features each week can help us reach and retain younger newspaper readers."

Since its launch in 1985, USA WEEKEND has targeted readers in the hard-to-reach 25-to-44 year old demographic. Cover stories in 2005 featured celebrities such as Jake Gyllenhaal, Orlando Bloom, Lindsay Lohan, Outkast and Coldplay. USA WEEKEND also successfully develops alliances with youth-oriented pop-culture events such as the *Billboard* Music Awards and products like Nike Air Jordans.

"Partnering with USA WEEKEND for its annual Songwriting Contest for Teens is the perfect fit for *Billboard*," says Tamara Conniff, co-executive editor of *Billboard* magazine, USA WEEKEND's 2006 contest co-sponsor. "This contest attracts exactly the smart, young audience we desire, and it allows us to get tens of thousands of teens and parents excited about our *Billboard* Music Awards."

A Nike representative cited a similar reason for the company's sponsorship of an Air Jordan giveaway contest in the Feb. 20, 2005, issue of USA WEEKEND Magazine. "USA WEEKEND, with its appeal to such a huge young audience, offered the perfect partnership for us to introduce the 20th edition of our Air Jordan shoe," says Theresa Tran, director of communications for Jordan, a division of Nike Inc. "Through an exclusive giveaway contest, more than 29,750 of the magazine's readers swiftly responded, reinforcing our perception of the publication's appeal to the hip, active consumer who is our most desired customer."

Over the last 10 years, USA WEEKEND has grown 19.2%, from 19.5 in circulation to its current 23.3 million.

“The Hartford Courant and Newsday are two of the nation’s premier newspapers, and we are extremely pleased to become part of their Sunday packages,” says Marcia Bullard, President and CEO of USA WEEKEND. “Both newspapers offer readers the highest-quality journalism. Our magazine’s timely entertainment and lifestyle content speak directly to their target readers.”

###

USA WEEKEND Magazine is a national weekly magazine distributed to approximately 600 newspapers in the United States. Awarded for its journalism and design, USA WEEKEND focuses on social issues, entertainment, health, personal finance and travel. The magazine provides Newspaper in Education classroom guides to partner newspapers. usaweekend.com provides enhanced content and interactive magazine features. USA WEEKEND is a Gannett Co. Inc. publication.

For more information: Devon White
USA WEEKEND Magazine
7950 Jones Branch Dr.
McLean, VA 22107
703.854.3921