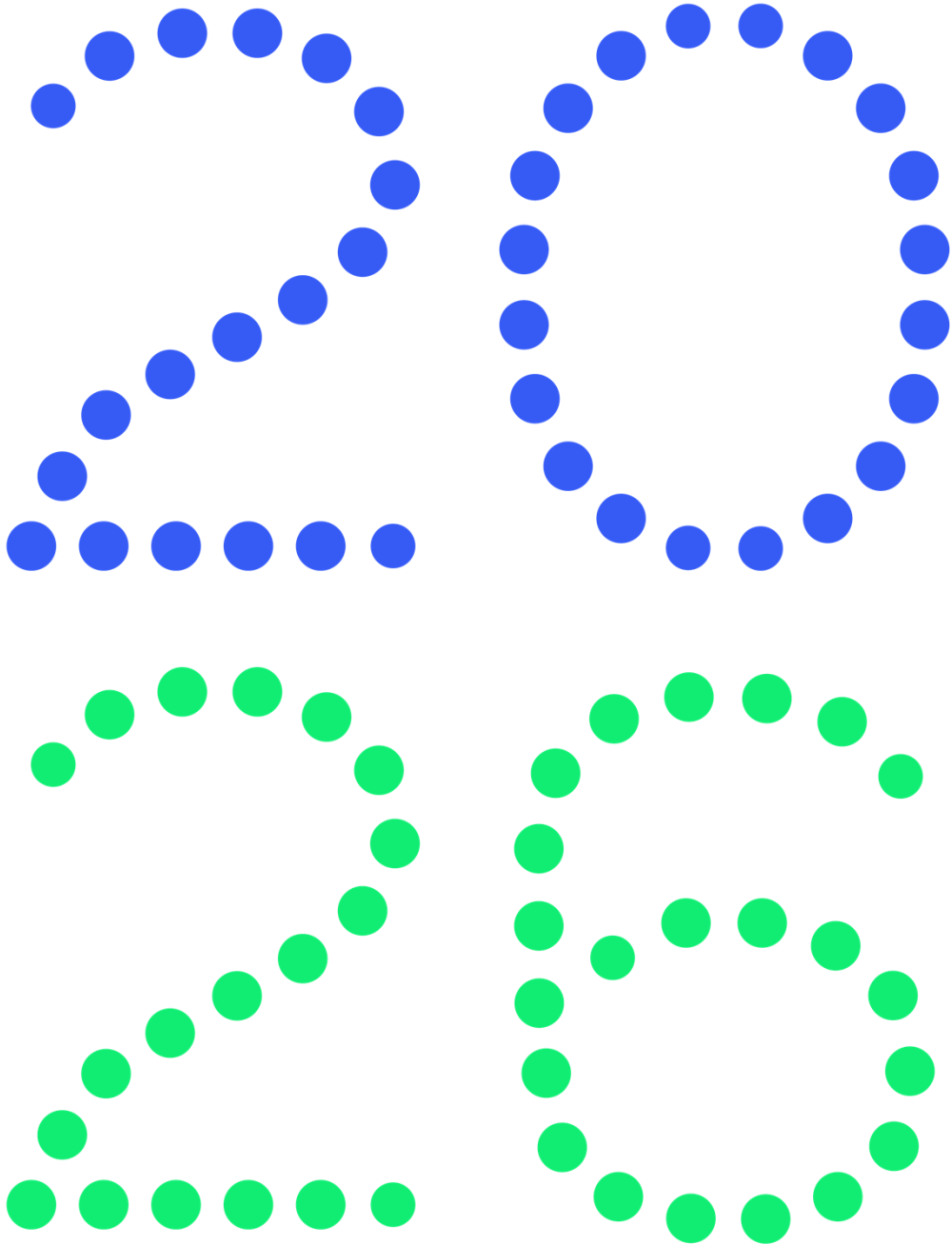




## About USA TODAY Co.

[USA TODAY Co., Inc.](#) is a diversified media company with expansive reach at the national and local level dedicated to empowering and enriching communities. We seek to inspire, inform, and connect audiences as a sustainable, growth focused media and digital marketing solutions company. Through our trusted brands, including the USA TODAY NETWORK, comprised of the national publication, [USA TODAY](#), and local media organizations, including our network of local properties, in the United States, and [Newsquest](#), a wholly-owned subsidiary operating in the United Kingdom, we provide essential journalism, local content, and digital experiences to audiences and businesses. We deliver high-quality, trusted content with a commitment to balanced, unbiased journalism, where and when consumers want to engage. Our digital marketing solutions brand, [LocaliQ](#), supports small and medium-sized businesses with innovative digital marketing products and solutions.



USA TODAY NETWORK, part of USA TODAY Co., Inc. (NYSE: TDAY), is the leading news media publisher in the U.S. in terms of circulation and has the largest digital audience in the News and Information category, excluding news aggregators, based on the December 2024 Comscore Media Metrix® Desktop + Mobile. Our Domestic USA TODAY Media segment is comprised of USA TODAY, daily and weekly content brands in more than 200 local U.S. markets across 43 states and our community events business, USA TODAY NETWORK Ventures. With deep roots in local communities spanning the U.S., we engage approximately 140 million monthly unique visitors, on average, through a diverse portfolio of multi-platform content offerings and experiences. For more information, visit [usatodayco.com](https://usatodayco.com).



Since its introduction in 1982, [USA TODAY](#) has been a cornerstone of the national media landscape under its recognizable and respected brand. It also serves as the foundation for our newsroom network which allows for content sharing capabilities across our local and national markets. Through USA TODAY, we deliver high-quality, trusted content with a commitment to balanced, unbiased journalism, where and when consumers want to engage. Across our digital platforms we reach an audience of approximately 73 million average monthly unique visitors (based on December 2024 Comscore Media Metrix®).



LocaliQ is an end-to-end, AI-powered marketing platform used by local businesses across the country to attract, convert and retain customers. A subsidiary of [USA TODAY Co., Inc.](#) (NYSE: TDAY), LocaliQ has the local trust to evolve the way business owners reach the audiences that matter most. LocaliQ's proprietary AI technology leverages data and insights to optimize cross-channel marketing and deliver relevant messages to consumers with a robust suite that incorporates AI lead management and digital agents, marketing automation, omnichannel campaign management, advanced reporting and insight tools. In this digital world, we're on a mission to keep businesses thriving to empower the communities we serve. For more information, visit [www.localiq.com](https://www.localiq.com).



[USA TODAY NETWORK Ventures](#), our events and promotions business, diversifies the Company's media offerings by connecting communities through impactful experiences. In 2024, USA TODAY NETWORK Ventures hosted a variety of in-person and virtual events, attracting over 430 thousand attendees. Our portfolio includes home and garden shows, food and wine festivals, high school sports recognition programs, including the USA TODAY High School Sports Awards, and major events such as the Hot Chocolate 15K/5K, RAGBRAI, and Detroit Free Press Marathon.



Newsquest is comprised of over 210 digital news and media brands across our portfolio, including over 150 daily and weekly newspapers and over 60 magazines as of December 31, 2024. In the U.K., Newsquest had a digital audience in 2024 of approximately 53 million average monthly unique visitors\* with a total average print readership of approximately 4.0 million every week. In addition to local news brands, Newsquest owns the digital businesses jobs and Homes, Exchange & Mart, and a specialist magazine business.

\*2024 Comscore Inc., US Multi-Platform, Desktop 2+ and Total Mobile 18+, December 2023-December 2024

\*\*Newsquest used Adobe Analytics to identify unique visitors between January 2024 and December 2024

## USA TODAY Network Fast Facts\*



**~540 digital news and media brands**, including USA TODAY and our local property networks in the U.S. and U.K.



**~3,500** journalists



**~2.1 million** digital-only paid subscriptions



Operate in **43 states**



Combined average daily print readership of **~2.6 million** on Sunday and **~2.3 million** daily Monday through Saturday



Publications in **~220** local U.S. markets



**~193 million** average monthly unique visitors\*\*



Winner of **96 Pulitzer Prizes**

The USA TODAY Network touches the lives of 1 in 2 adults in the U.S. and is the leading news media publisher in the U.S. in terms of circulation.\*\*\*



**~14.3 thousand** average monthly digital marking solutions (DMS) core platform customers\*



**VENTURES**

USA TODAY NETWORK

Events with over **430 thousand** in attendance in 2024\*



**+210** digital news and media brands with **~53 million** average monthly unique visitors\*\*\*\*

\*As of December 2024.

\*\*193 million average monthly unique visitors in Full Year 2024 with approximately 140 million average monthly unique visitors coming from our U.S. media network, which includes USA TODAY (based on 2024 Comscore Media Metrix®) and approximately 53 million average monthly unique visitors resulting from our U.K. digital properties (based on Adobe Analytics).

\*\*\*2024 Comscore Inc., US Multi-Platform, Desktop 2+ and Total Mobile 18+, December 2023-December 2024.

\*\*\*\*Newsquest used Adobe Analytics to identify unique visitors between January 2024 and December 2024.

## Our Values

### Obsess over Customers

Be devoted to customers and commit to building relationships and experiences that deliver value. Earn the honor of being their preferred choice.

### Make an Impact

Produce impactful work that is personal, intentional, essential and drives real change in the organization, industry, for people we serve and the world. Meaningful work inspires action.

### Progress with Curiosity and Purpose

Relentlessly pursue new ways to evolve how we deliver on our commitments. Challenge things that don't align and seek out solutions with insatiable curiosity. Inquisitive learning and agility advance our growth.

### Cultivate Community

Create places people belong by facilitating vital connections that engage people in the place we live, work, and play. When we support each other, we all thrive.

### Act with Integrity

No matter who is watching, act with integrity, honesty, and the highest moral standards. Communicate and set expectations with candor and transparency. Doing so builds trusting relationships.

### Embrace Diversity

All voices were meant to be heard. Seek opportunities for mutual learning and understanding. Embracing diverse opinions, backgrounds, and perspectives enables us to meet our fullest potential.

## Executive Leadership



**Mike Reed**  
Chief Executive  
Officer



**Lark-Marie Antón**  
Chief Communications  
& Brand Officer



**Henry Faure Walker**  
Newsquest CEO



**Polly Grunfeld Sack**  
Chief Legal Counsel



**Trisha Gosser**  
Chief Financial Officer



**Samantha Howland**  
Chief People Officer



**Kristin Roberts**  
President  
*USA TODAY Media*



**Jason Taylor**  
Chief Revenue  
Officer



**Joe Miranda**  
Chief Technology  
and Data Officer

## Board of Directors



**Mike Reed**  
Chairman



**Kevin Sheehan**  
Lead Director



**Maha Al-Emam**



**Theodore Janulis**



**John Jeffry Louis**



**Amy Reinhard**



**Debra Sandler**



**Laurence Tarica**



**Barbara Wall**

