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CAROL HUDLER

Carol Hudler is President and Publisher of The News-Press and President of the Sun Coast Group for Gannett Company, Inc.'s Newspaper Division. Her duties as Group President involve overseeing Gannett newspapers in Louisiana, Michigan, and Florida. Carol has worked in the media business for 30 years, assuming a variety of management positions at newspaper companies in several different states, including the Kansas City Star, the Orange County Register, the Long Beach Press-Telegram, The Rochester Democrat & Chronicle, and the Saint Paul Pioneer Press. She was named a finalist for the Gannett Company's Manager of the Year in 2004.

Carol was publisher of the Macon (GA) Telegraph for five years before returning to Southwest Florida to become publisher of The News-Press. In the late 80's Carol was The News-Press Advertising Director where she met her husband, Ad, who worked here as a reporter, and gave birth to her daughter Haley—now 16. Carol is the incoming Chair of Lee County's Horizon Council; a board member of the United Way; and donates time to many other local causes. A native Kansan, Carol graduated in 1977 with a degree in Journalism Science from the University of Kansas and was a 1999 graduate of the Stanford Executive Program.



NANCY M. SOLLIDAY

Nancy M. Solliday is the Senior Vice President/Sales and Marketing at The News-Press and oversees Advertising, Circulation and Marketing. She has been with The News-Press since 2006. Prior to coming to Southwest Florida, Nancy was the Senior Vice President/Advertising for the Detroit Newspapers, and the Advertising Director at Florida Today in Melbourne, The Press & Sun-Bulletin, Binghamton, NY and The Observer-Dispatch, Utica, NY. Nancy is a member of the Board of Directors of The Foundation for Lee County Public Schools and The Florida Press Association. Nancy has been recognized six times with a Gannett Presidents Ring (awarded annually to the top 10 executives nationwide).



BARRY BARLOW

Barry Barlow is the Vice President/Advertising at The News-Press and oversees the advertising department. Barlow has served as Advertising Director for another Gannett paper, the Tallahassee Democrat. Last year, Barlow was named one of the top three advertising executives in the Gannett Co. Prior to Tallahassee, he was Retail Advertising Manager for three years, then Classified Advertising Manager for almost two years at Gannett newspaper Florida Today in Melbourne, where he was named one of the top 10 advertising managers in the company four years in a row. Prior to joining Gannett, Barry worked for Media News as Retail Manager for the Easton Publishing Company in Easton, PA.

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What Motivates a Consumer to Buy Furniture?

- 38% are investing in replacement furniture
- 21% are remodeling
- 18% will move to a new primary home
- 10% will add coordinating pieces to existing furniture and décor collections
- 4% are adding furniture where there was none previously

Source: Furniture Today, 2006



Once they've decided to buy... these factors are most important in order of importance:

- **Style**
- **Durability**
- **Comfort**
- **Quality**
- **Price**
- **"Green"**

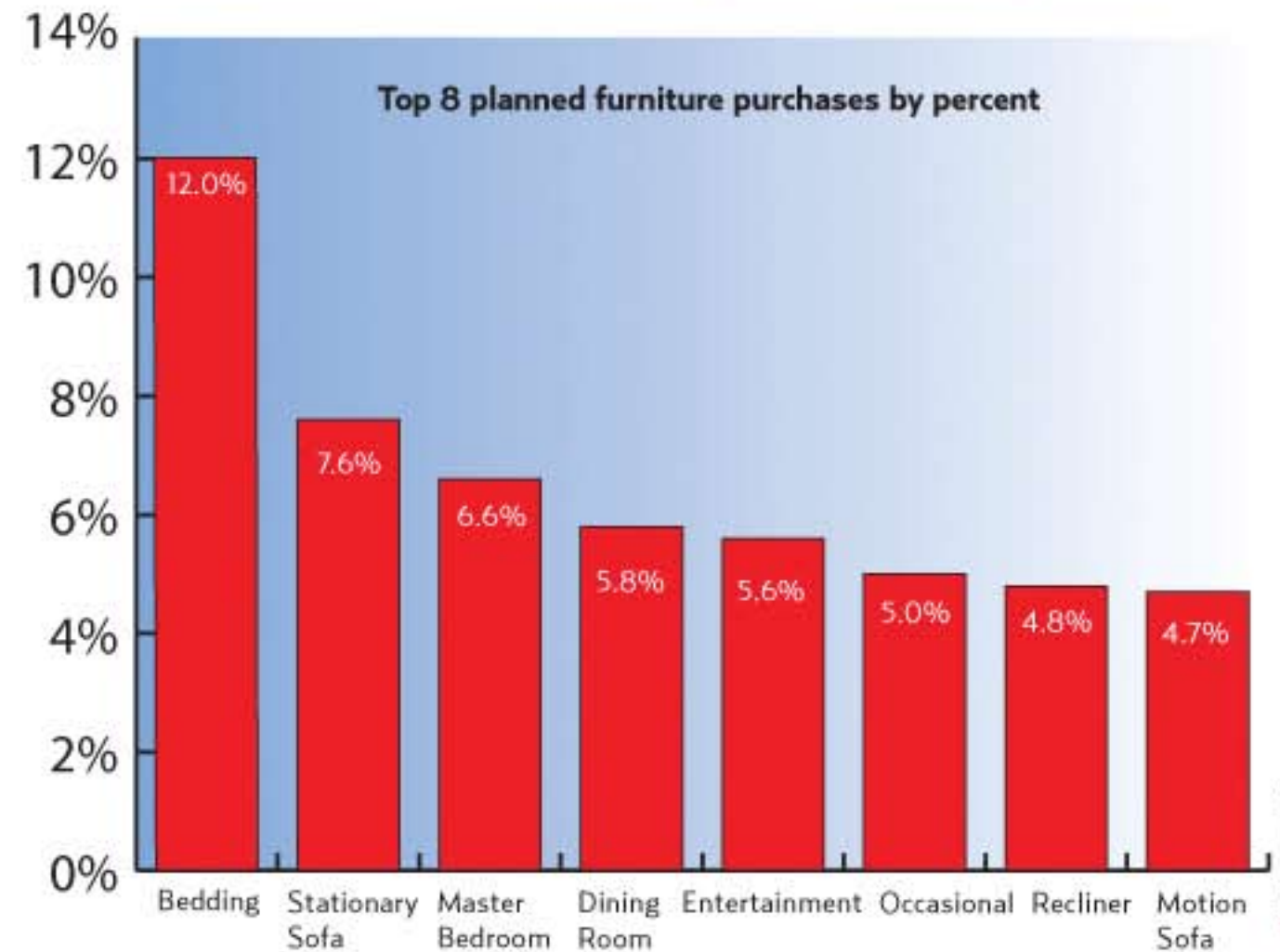
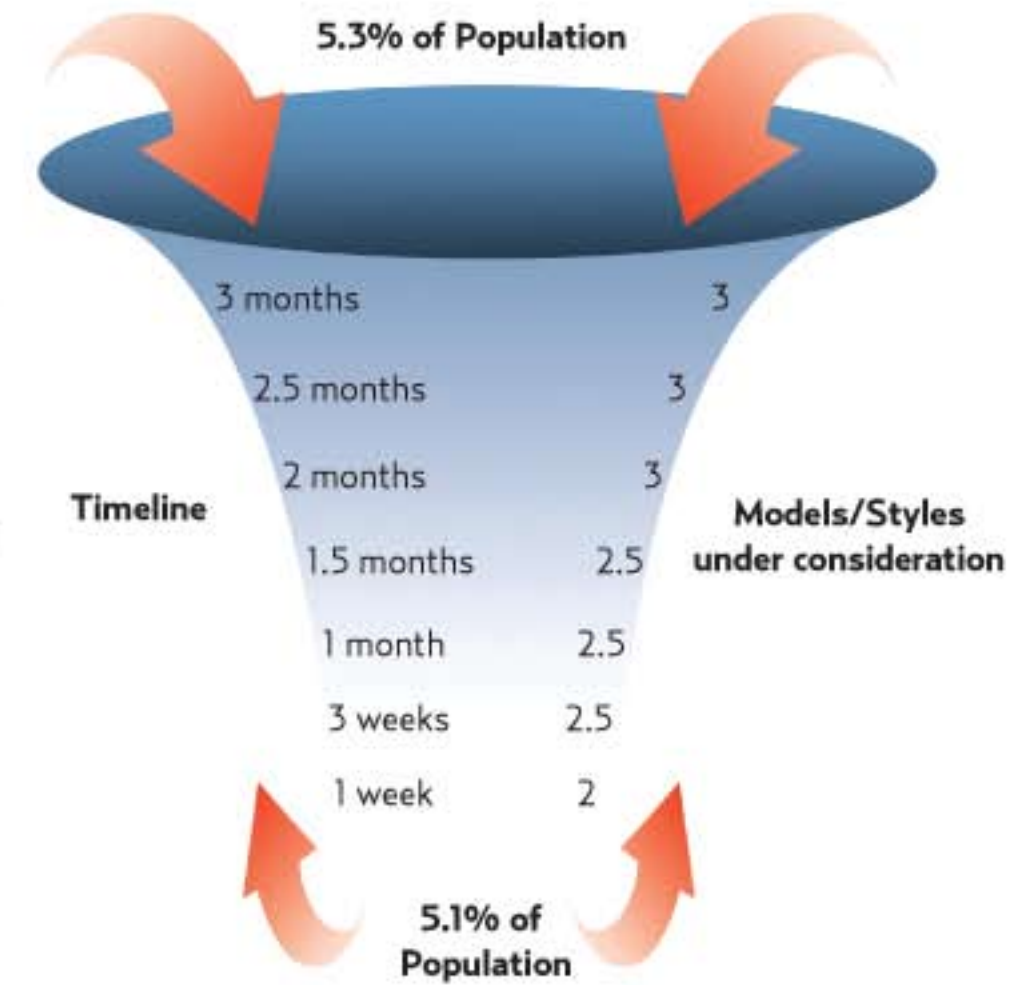
Source: Consumer Buying Trends Survey, Casual Living

The Purchase Funnel Concept explores the fluidity of furniture buyers and their moves into -- and out of -- the purchasing process.

The Purchasing Funnel is not linear -- at any given time buyers are moving into and out of the funnel for a variety of reasons.

According to NAA, 5.3% of the population intend to purchase furniture or home furnishings, while only 5.1% actually complete the purchase.

Source: CNW Research, 2005



Source: Furniture Today/Consumer Buying

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