

# the Stranger

## REACHING THE ACTIVE CONSUMER & TRAVELER

- ▶ In the last three months, our readers have called or visited businesses **3.7 times** because they saw them advertised in *The Stranger*.
- ▶ In a typical month, **60%** of our readers pick up *The Stranger* each week (4 times a month).
- ▶ **69%** of our readers prefer to spend money with local businesses.

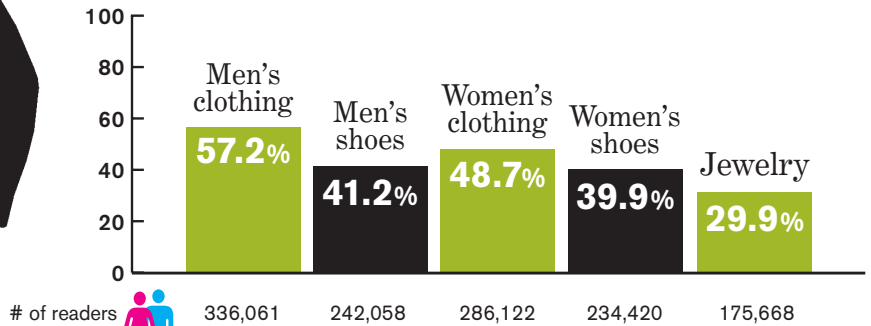
Circulation ..... **81,600**  
 Print Readership..... **587,520**  
 Unique Online Visitors Per Month..... **ONE MILLION**  
 Average Household Income..... **\$68,673**

### U. S. TRAVEL IN THE LAST 12 MONTHS

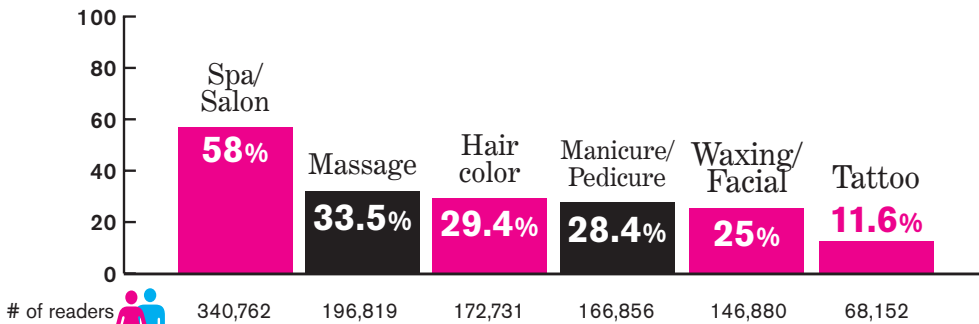
Took a domestic round trip by plane: **77.8%**  
 FOR BUSINESS: **23.5%** 1-2 times: **69.3%** 3+ times: **30.8%**  
 FOR VACATION/PERSONAL/HONEYMOON: **74.7%** 1-2 times: **63.5%** 3+ times: **36.6%**



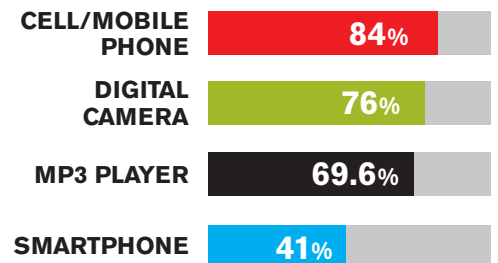
### PERSONAL SHOPPING IN THE LAST 12 MONTHS



### PERSONAL SERVICES IN THE LAST 12 MONTHS



### PERSONAL TECHNOLOGY CURRENTLY OWNS:



SOURCE: 2011 GfK MRI Voice Media Network Study