

the Stranger

BENEFITS OF FREQUENCY

- ▶ 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

1. CONSISTENCY YIELDS THE GREATEST RESULTS

Consistent advertising yields greater results than sporadic advertising. A small ad run frequently leads to greater market exposure than a large ad run randomly.

2. YOUR COMPETITION ISN'T QUITTING

At any given time, there are only so many people in your target market who are ready to buy. You've got to fight for your share of their dollars... or lose their business to your competitors.

3. KEEP YOUR OLD CUSTOMERS SOLD ON YOU

While advertising can certainly bring you new customers, repeat business is important. Reminding customers, new and old, on a regular basis that you are out there keeps you in the forefront of their minds.

4. YOUR BUSINESS IS OPEN 52 WEEKS A YEAR

Through slower periods of business, as well as peak season, you can count on *The Stranger* to reach your potential customers every day, every week, every month. Consistent advertising can help you increase your market share all year long.

5. TAKE ADVANTAGE OF TOURISM DOLLARS

Seattle attracts millions per year in tourism dollars. By advertising each week, you are reaching all of the tourists who pick up *The Stranger* to use as a city resource guide.

6. TELL YOUR STORY

Consistent advertising lets you tell your story the way you want to. You can tell both current and potential customers what you have to offer, where you've come from, and where you're going.

7. GET GREATER DISCOUNTS

The Stranger offers clients the greatest discounts based on frequency. By running on a consistent basis, you can take advantage of our best discounts and receive the greatest return on your advertising investment.