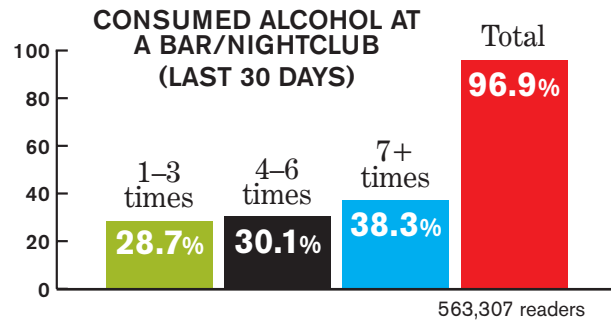
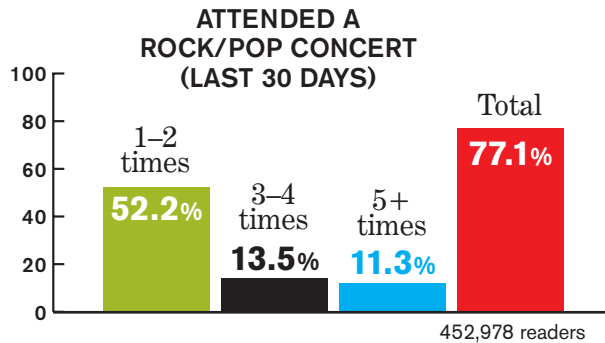


# the Stranger

## CLUBGOERS & MUSIC FANS

- ▶ 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**



### COMEDY CLUB (LAST 30 DAYS)



### COUNTRY MUSIC EVENT (LAST 30 DAYS)



### CASINO/GAMBLING (LAST 30 DAYS)



- ▶ **41.8%** of our readers bought CDs in the last 6 months.  
AVERAGE NUMBER OF CDs PURCHASED: **10.1**
- ▶ **52.3%** of our readers downloaded individual songs in the last 6 months.  
AVERAGE NUMBER OF DOWNLOADED SONGS: **45.2**
- ▶ **40.7%** of our readers downloaded albums in the last 6 months.  
AVERAGE NUMBER OF DOWNLOADED ALBUMS: **10.7**

SOURCE: 2011 GfK MRI Voice Media Network Study