

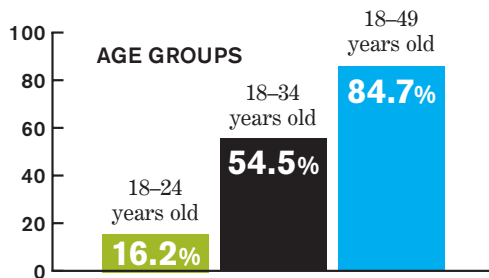
the Stranger

READERSHIP PROFILE

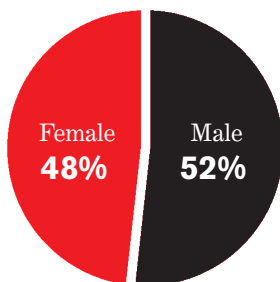
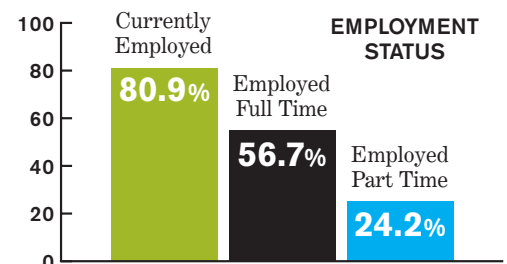
- ▶ In the last three months, our readers have called or visited businesses **3.7 times** because they saw them advertised in *The Stranger*.
- ▶ In a typical month, **60%** of our readers pick up *The Stranger* each week (4 times a month).
- ▶ **69%** of our readers prefer to spend money with local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

Circulation **81,600**
 Print Readership.....**587,520**
 Unique Online Visitors Per Month..... **ONE MILLION**
 Distribution Spots.....**2,100**

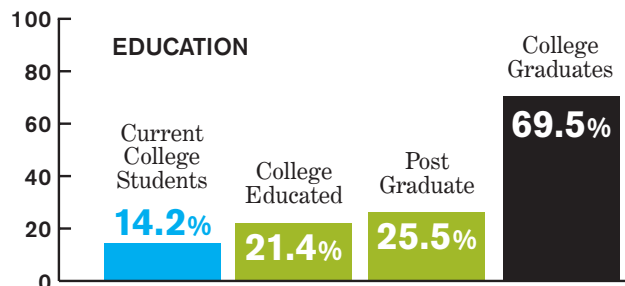
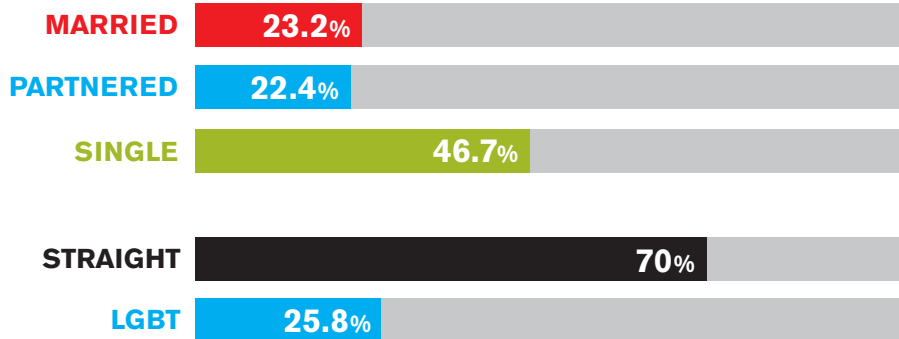
**MEDIAN
AGE:
35**



**AVERAGE
HOUSEHOLD
INCOME:
\$68,673**



GENDER



SOURCE: 2011 GfK MRI Voice Media Network Study