

the Stranger

SPORTS ENTHUSIASTS

- ▶ 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

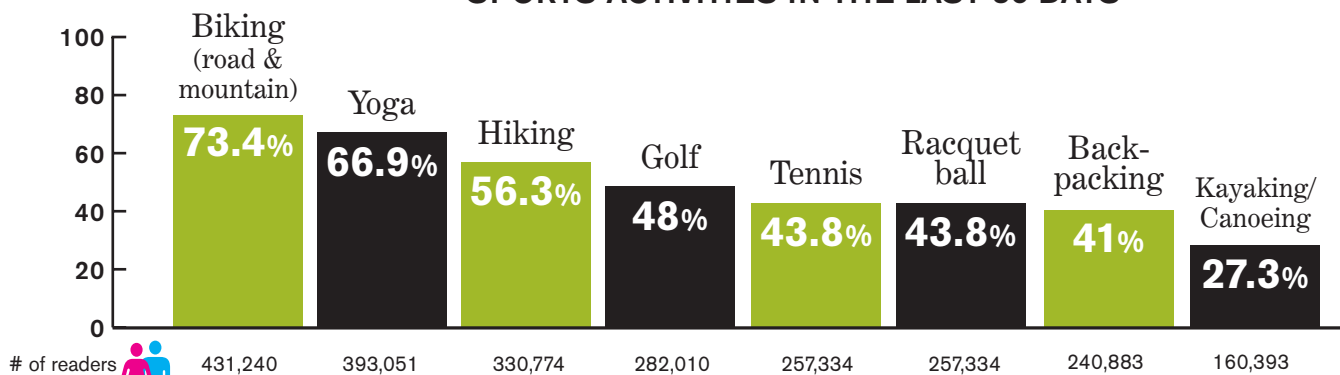
SPORTS SPECTATORS (LAST 30 DAYS)

- ▶ Attended a spectator sporting event: **49.1%** 288,472 readers
- ▶ Attended a major-league sporting event: **45.9%** 269,672
- ▶ Attended an extreme sporting event: **33.3%** 195,644

GYM STATS

- ▶ Joined a gym in the last 12 months: **14.9%** 87,540 readers
- ▶ Currently owns a health club membership: **40.2%** 236,183
- ▶ Plans on joining a gym in the next 60 days: **6.2%** 36,426
- ▶ Went to the gym in the last 12 months: **53.6%** 314,911
- ▶ Plans on going to the gym in the next 60 days: **46.4%** 272,609

SPORTS ACTIVITIES IN THE LAST 30 DAYS



SOURCE: 2011 GfK MRI Voice Media Network Study