

AUDIENCE PROFILE

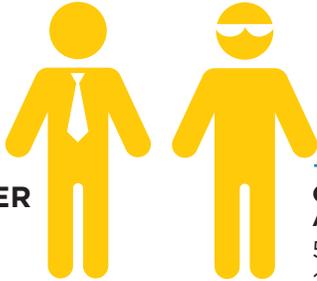
ACTIVE COMMUNITY MEMBERS WHO ARE INTERESTED IN YOUR MESSAGE

AGE

76%
AGE 25-54

19%
55 AND OLDER

42 IS THE
MEDIAN AGE



COUNTY
AVERAGE
56% age 25-54
29% over 55

EDUCATION



76% COLLEGE
EDUCATED

10% HAVE
POST GRADUATE
DEGREES

COUNTY AVERAGE
49% college educated

INCOME



\$92,850
MEDIAN
HOUSEHOLD
INCOME

44% OVER
\$100K

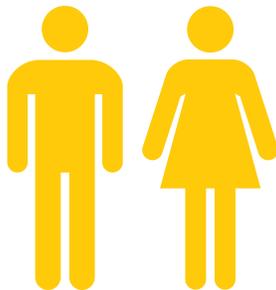
COUNTY
AVERAGE
\$66,500
median
household
income

GENDER

46%
MEN

54%
WOMEN

COUNTY
AVERAGE
51% men
49% women



PLAN TO PURCHASE THIS YEAR

77% OF MONTEREY COUNTY WEEKLY READERS SAY THEY FREQUENTLY PURCHASE PRODUCTS OR SERVICES FROM ADS SEEN IN THE PAPER AND ON THE WEBSITE.

81% DINING AND ENTERTAINMENT

52% FURNITURE OR HOME FURNISHINGS

30% HOME IMPROVEMENTS

10% REAL ESTATE

53% FINANCE AND TAX SERVICES

69% WOMEN'S APPAREL

58% MEN'S APPAREL

29% CHILDREN'S APPAREL

46% HEALTH AND EXERCISE CLASSES

33% VETERINARIAN

32% PET SUPPLIES

25% JEWELRY

16% USED AUTO, TRUCK OR SUV

14% NEW AUTO, TRUCK OR SUV

11% EDUCATION

LARGE AND INFLUENTIAL AUDIENCE



PRINT

21,736 CIRCULATION PER WEEK

2.60 READERS PER COPY

56,514 READERS PER WEEK

DIGITAL

5,640 AVG. WEEKLY E-EDITION READERS

35,800 AVG. DAILY NEWSLETTER SUBSCRIBERS

246,000 AVG. MONTHLY WEBSITE VISITORS