

AUDIENCE PROFILE

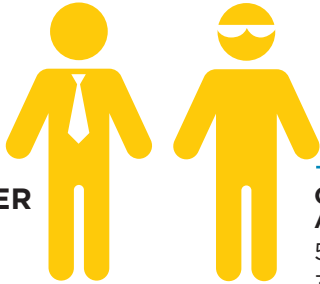
ACTIVE COMMUNITY MEMBERS WHO ARE INTERESTED IN YOUR MESSAGE

AGE

76%
AGE 25-54

19%
55 AND OLDER

42 IS THE
MEDIAN AGE



COUNTY
AVERAGE
56% age 25-54
30% over 55

PLAN TO PURCHASE THIS YEAR

78.9% OF MONTEREY COUNTY WEEKLY READERS SAY THEY FREQUENTLY PURCHASE PRODUCTS OR SERVICES FROM ADS SEEN IN THE PAPER AND ON THE WEBSITE.

90% DINING AND ENTERTAINMENT

17% NEW AUTO, TRUCK OR SUV

18% USED AUTO, TRUCK OR SUV

57% FURNITURE OR HOME FURNISHINGS

30% HOME IMPROVEMENTS

9% REAL ESTATE

71% WOMEN'S APPAREL

65% MEN'S APPAREL

30% CHILDREN'S APPAREL

29% PET SUPPLIES

28% VETERINARIAN

23% FINANCIAL SERVICES, INVESTMENTS

23% JEWELRY

14% ANTIQUES OR AUCTIONS

15% EDUCATION

EDUCATION



68% COLLEGE
EDUCATED

10% HAVE
POST GRADUATE
DEGREES

COUNTY AVERAGE
49% college educated

INCOME



\$90,500
MEDIAN
HOUSEHOLD
INCOME

43% OVER
\$100K

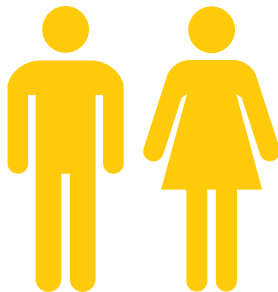
COUNTY
AVERAGE
\$66,500
median
household
income

GENDER

49%
MEN

51%
WOMEN

COUNTY
AVERAGE
51% men
49% women



LARGE AND INFLUENTIAL AUDIENCE

PRINT

33,942 CIRCULATION PER WEEK

2.65 READERS PER COPY

89,946 READERS PER WEEK

DIGITAL

186,917 MONTHLY WEBSITE VISITS

468,573 MONTHLY WEBSITE PAGE VIEWS

33,037 E-NEWSLETTER SUBSCRIBERS

