

the Stranger

TARGETING THE PHYSICALLY FIT AND SPORTS-MINDED ENTHUSIAST

| | |
|-------------------------------|-----------|
| Print Readership..... | 437,200 |
| Online Unique Visitors..... | 865,725 |
| Average Household Income..... | \$.82,174 |

SHOPPING HABITS

Prefer to spend money with local businesses

90%

Prefer to spend money with national chains

5%

Visited/called a business advertised in *The Stranger*

74%

SPORT ACTIVITIES (last 30 days)

| | |
|-------------------------------|-----|
| Exercised in Health Club..... | 45% |
| Yoga/Pilates..... | 65% |
| Bicycling..... | 75% |
| Hiking/Backpacking..... | 61% |
| Snowboarding..... | 33% |
| Skiing..... | 24% |
| Kayaking/Canoeing..... | 48% |
| Tennis/Racquet Ball..... | 42% |
| Bowling..... | 35% |

SPORT CONSUMERS

Frequently Shop for Sporting Goods..... 47%

SPORT SPECTATORS

| | |
|--|-----|
| Attended Pro/Collegiate Sporting Event (3x in last 12 months).... | 46% |
| Regularly View Sports on TV (frequent/heavy usage)..... | 80% |
| Regularly Listen to Sports on the Radio (frequent/heavy usage).... | 45% |

Demographic information provided by Mediamark Research, Inc. (2007 Study)
and The Media Audit (March-May & Sept-Oct 2008).
Online "unique visitors" compiled by Google Stats (November 2008).

1535 11th Ave. 3rd Floor Seattle, WA 98122
TELEPHONE (206) 323-7101 • SALES FAX (206) 325-4865
www.thestranger.com