

275,264 PRINT READERS
50% MEN
50% WOMEN



Reach this influential and savvy consumer by calling your Southcomm rep or 615-843-7880 today.

TheCityPaper

210 12th Ave. S. Suite 100, Nashville, TN 37203
www.nashvillecitypaper.com

*Media Audit Spring 2011, Copyright International Demographics, Houston TX

23.5% 18-34
27.7% 35-44
19.5% 45-54
18.2% 55-64

- Average Income: \$67,179
- 37,871 readers earn over \$150,000 - 41% of the entire market! 49% are financial optimists.
- Over 31% of the market's business owners read City Paper. One out of three influences the purchase of office equipment/services.
- 51.5% are married, and 41.5% have children at home.
- One out of three City Paper readers enjoys 4+ dinners out every two weeks - more than the other lifestyle and entertainment publications in Nashville!
- 81% are homeowners, with an average home value of \$260,851, comprising over 44% of area homes valued at half-million dollars and up.
- 55% of the high-end rental market, \$50,000+, is dependent on the City Paper audience.
- 36.5% of the remodeling market is attributed to City Paper with over 34% of the new furniture buyers.
- 84% buy "green".
- City Paper readers drive over 555,000 of the vehicles on the road, owning 48% of the luxury car market and 36% of the planned vehicle purchases over \$30,000.

YET... 50.1% ARE NOT EXPOSED TO WEEKDAY NEWSPAPERS, AND 51.3% REPORT ZERO TO LIGHT TELEVISION EXPOSURE.