

NASHVILLE SCENE



132,100 READERS EACH WEEK

Although we're proud of the fact that we're the largest circulating weekly newspaper in Middle Tennessee, we're quick to say that readership, not circulation, drives advertiser results. With an average audited circulation of 51,231 (Audit Bureau of Circulations, for the 6 months ended Dec 31, 2006) and 3.5 readers per copy, the *Scene* reaches 132,100 readers each week.

READERSHIP DRIVES RESULTS

- Over 98% of the *Scenes* distributed are picked up every week, most before the start of the weekend when people spend their discretionary dollars. Your potential customers are reading the *Scene* before they spend their weekend disposable income.
- Unlike mailed or home-delivered papers that come to your home unrequested, *Scene* readers actively make the choice to pick up the paper. That choice translates into readership of the paper and your ad. Our circulation strategy, called controlled circulation, is to drop off papers in bulk to high traffic sites and businesses, beginning on Wednesday and redelivering to the most popular sites on Thursday and Friday.
- The *Scene's* method of distribution insures that your advertising reaches active consumers, something that can't be said about direct mail advertising or our home-delivered competition.

HOW do we know SO MUCH about our readers?

We keep a close eye on our readers because our advertisers deserve to know who they're reaching. Our market surveys are provided by a Houston company, International Demographics. Its semi-annual Media Audit is a syndicated qualitative audience survey measuring 10 different types of local market media covering the eight-county Metropolitan Statistical Area (MSA). In addition to media exposure information, The Media Audit illustrates an extensive array of demographic, socioeconomic and consumer shopping information.

LOOKING FOR MORE OPTIONS?

Ask us about advertising in:

- Nashvillescene.com
- *Nfocus*
- NfocusMagazine.com
- Special Sections

258,200*SAVVY SHOPPERS

Nashville Scene readers know what they want and depend on the *Scene* to tell them where to get it. So if you're looking to reach active Nashville area residents with money to burn, look no further than the *Scene*.

Scene readers are heavy spenders – on clothes, cars, electronics, household goods, travel and financial services. *Scene* readers spend more because they're more likely to be college-educated, employed in professional/technical/managerial positions, more likely to live in dual-income households, and are in their acquiring years. They have more earning power and discretionary income than the average Nashvillian, and here's proof:

PLAN TO SPEND**

	NUMBER OF READERS	TARGET%	INDEX
New Car/Van/Truck/SUV	22,800	34.3%	140
Home Purchase	40,600	19.7%	142
Major Household Appliance	43,400	35.8%	146
Computer Equipment	65,400	31.7%	129
College Level Courses	41,800	26.1%	106
New Furniture	65,900	35.5%	144
Glasses/Contact Lens	99,800	28.5%	116

*4 issue cumulative readership **Planned expenditures based on 12-month period with the exception of home buying, which is based on a 24-month period.

HEAVY/FREQUENT BUYERS/USERS

OVER 4 WEEK PERIOD	NUMBER OF READERS	TARGET%	INDEX
Buy/Rent Movie/VCR Tapes/DVD's	128,600	28.1%	114
Bought CD's/DVD's	66,700	29.2%	119
Attended Movie Theater	109,000	32.2%	131
Men's Clothing	117,000	26.3%	107
Sporting Goods Stores	88,700	31.8%	129
Jewelry Stores	33,400	29.8%	121
Lottery Tickets	71,600	27.4%	112
Drive 350+ Miles/week	49,000	24.6%	100

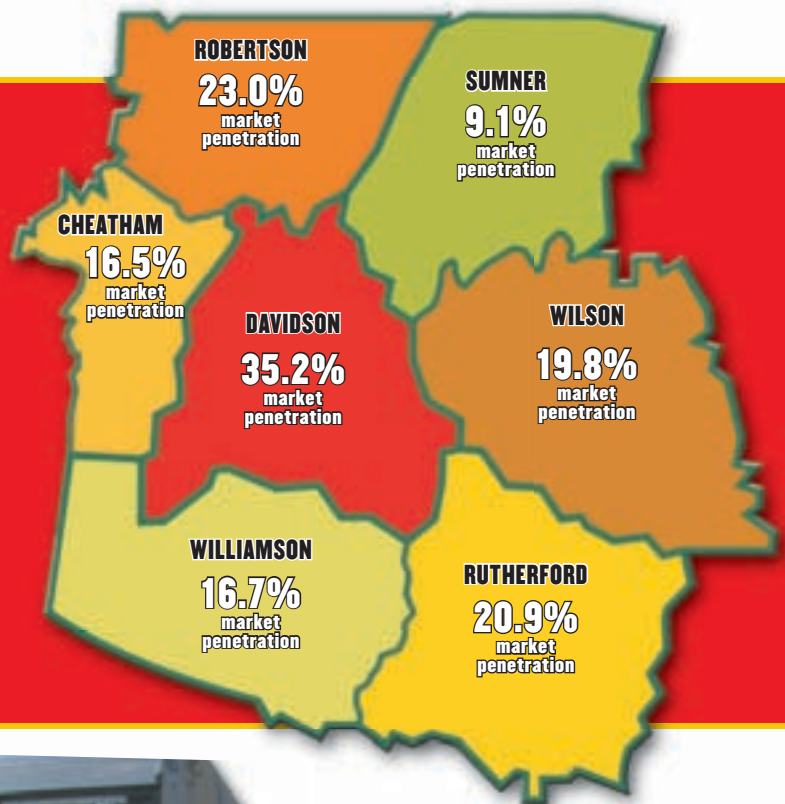
OVER 2 WEEK PERIOD	NUMBER OF READERS	TARGET%	INDEX
4+ Evening/Sit-Down Restaurant	68,500	33.8%	137
Drank Wine 3+ days	35,900	34.4%	140

PAST YEAR	NUMBER OF READERS	TARGET%	INDEX
Participated in Lawn/Gardening	177,700	25.7%	104
Exercised at Health Club	82,900	28.8%	117
Attended Country Music Concert	55,100	40.4%	164
Opera/Symphony/Theater	118,200	41.1%	167
Attended Bars/Night Clubs	76,900	38.1%	155
Attended Rock/Pop Concert	74,600	53.1%	216
Visited Gambling Casino	47,400	36.5%	149

*Media Audit Mar-April 2007

WHERE DO SCENE READERS LIVE?

South Central Zip Codes	29,100/16.4% of market
(Including Brentwood, Franklin, Nolensville, 37204, 37211, and 37220)	
Southeast Zip Codes	42,800/26.0% of market
(Including Hermitage, Antioch, Mt. Juliet, Lavergne, 37210, 37213, 37214, and 37217)	
Southwest Zip Codes	49,500/54.3% of market
(Including Fairview, Kingston Springs, Pegram, 37203, 37205, 37212, 37215, 37219, and 37221)	
Northeast Zip Codes	47,300/31.8% of market
(Including Goodlettsville, Hendersonville, Madison, Old Hickory, Whites Creek, 37206, 37207, and 37216)	
Northwest Zip Codes	23,900/41.5% of market
(Including Ashland City, Joelton, Metro Center, 37208, 37209, and 37218)	



NASHVILLE SCENE

AUDIENCE PROFILE

GENDER:

Male	44.7%
Female	55.3%

AGE:

18-24	8.4%
25-34	21.2%
35-44	25.1%
45-54	25.0%
55-59	9.6%

EDUCATION:

Advanced Degree	24.1%
College Graduate	32.9%
Some College	23.3%
High School Graduate	9.8%
High School or Less	2.0%

INCOME:

\$50K+	57.0%
\$75K+	35.1%
\$100K+	21.2%
\$150K+	8.8%



EDITOR'S NOTE

There's a reason our readers are so committed to what they find in our pages. It's because, unlike any other media outlet in Nashville, they will find point of view, stylistic freedom and fearlessness—together acting as the cornerstone for what we do editorially at the *Scene*.

When a politician misplaces his or her backbone, we say so. When a band drives listeners screaming from a club, we say that too. And when justice is not being served, we're on that like a cheap suit. We also celebrate the various successes of Nashville's cultural milieu, calling on our rich stable of writers—the best in the city—to keep readers informed about the arts, clubs, music, books and other happenings, all of which we take great pains both to thoroughly list each week and to write about with intellectual rigor.

We prefer a compelling narrative to a he-said-she-said story that fails to enlighten. We don't aim to be "objective," as point of view is our stock in trade. But we do put a premium on fairness and balance. Alternative weeklies like the *Scene* are meant to be just that—outlets where discerning readers can get information about arts, entertainment, issues and politics that cuts through the rhetoric and gets to the truth, and that is unafraid to offend brittle sensibilities.

We hope that if you're ever indignant about something in our pages that you eagerly await our next issue so that you can either feel redeemed—or get disgusted all over again.

Liz Garrigan, Editor
Nashville Scene

BY ADVERTISING IN THE SCENE.. YOU REACH PEOPLE WHO ARE INVOLVED AND INFLUENTIAL

Influence Purchase	Number of Readers	Target%	Index
Office Supplies	75,300	33.4%	136
Office Equipment	63,100	31.5%	128
Business Banking Decisions	37,400	37.1%	151
Voters	202,800	32.1%	130





VS. OTHER PRINT MEDIA

ADULTS 18+

MEDIA	CUME PERSONS	CUME RATING
Tennessean Weekday Section 1	365,700	34.8%
Nashville Scene	258,200	24.6%
City Paper	252,900	24.1%
Tennessean Weekday Life/Fashion	178,200	17.0%
All the Rage	92,100	8.8%
Nashville Lifestyles	81,100	7.7%
Nashville Business Journal	71,800	6.8%
Green Hills News	51,700	4.9%

ANNUAL HOUSEHOLD INCOME \$100,000+

MEDIA	CUME PERSONS	CUME RATING
Tennessean Weekday Section 1	71,500	41.4%
Nashville Scene	53,800	31.2%
City Paper	46,700	27.1%
Tennessean Weekday Life/Fashion	34,900	20.2%
Nashville Business Journal	28,100	16.3%
All the Rage	18,100	10.5%
Nashville Lifestyles	16,200	9.4%
Green Hills News	11,400	6.6%

VISITED BARS/NIGHT CLUBS PAST 4 WKS

MEDIA	CUME PERSONS	CUME RATING
Nashville Scene	76,900	38.1%
Tennessean Weekday Section 1	61,000	30.3%
City Paper	60,500	30.0%
All The Rage	36,400	18.1%
Tennessean Weekday Movie/Ent	24,400	12.1%
Nashville Business Journal	23,100	11.5%
Nashville Lifestyles	19,000	9.4%
Green Hills News	12,200	6.1%

ATTENDED LAST 12 MOS. ROCK/POP MUSIC CONCERT

MEDIA	CUME PERSONS	CUME RATING
Nashville Scene	74,600	53.1%
Tennessean Weekday Section 1	65,500	46.6%
City Paper	44,900	31.9%
Tennessean Weekday Life/Fashion	36,500	26.0%
All the Rage	30,900	22.0%
Nashville Lifestyles	21,000	14.9%
Nashville Business Journal	12,700	9.0%
Green Hills News	11,500	8.2%

PLAN TO BUY NEW FURNITURE DURING NEXT 12 MOS.

MEDIA	CUME PERSONS	CUME RATING
Tennessean Weekday Section 1	78,600	42.3%
Nashville Scene	65,900	35.5%
Tennessean Weekday Life/Fashion	48,100	25.9%
City Paper	46,400	25.0%
All the Rage	30,200	16.3%
Nashville Lifestyles	23,200	12.5%
Green Hills News	17,200	9.3%
Nashville Business Journal	14,300	7.7%

PLAN TO BUY NEW CAR/VAN/TRUCK/SUV

MEDIA	CUME PERSONS	CUME RATING
Tennessean Weekday Section 1	24,600	37.0%
Nashville Scene	22,800	34.3%
City Paper	18,400	27.7%
Nashville Business Journal	9,400	14.2%
Nashville Lifestyles	7,000	10.5%
All the Rage	4,800	7.2%
Tennessean Weekday Auto Class	3,000	4.5%
Green Hills News	3,000	4.5%

ADULTS 25-54

MEDIA	CUME PERSONS	CUME RATING
Tennessean Weekday Section 1	182,400	29.5%
Nashville Scene	161,000	26.0%
City Paper	130,500	21.1%
Tennessean Weekday Life/Fashion	94,500	15.3%
All the Rage	58,300	9.4%
Nashville Business Journal	41,700	6.7%
Nashville Lifestyles	40,600	6.6%
Green Hills News	19,300	3.1%

EDUCATION - COLLEGE GRAD (ONE DEGREE)

MEDIA	CUME PERSONS	CUME RATING
Tennessean Weekday Section 1	110,000	41.8%
Nashville Scene	93,100	35.5%
City Paper	76,900	29.2%
Tennessean Weekday Life/Fashion	45,600	17.3%
All the Rage	36,200	13.7%
Nashville Business Journal	30,000	11.4%
Nashville Lifestyles	20,300	7.7%
Green Hills News	16,100	6.1%

BUSINESS OWNER/PARTNER/CORPORATE OFFICER

MEDIA	CUME PERSONS	CUME RATING
Tennessean Weekday Section 1	29,800	43.1%
Nashville Scene	27,500	39.7%
Tennessean Weekday Business Section	20,400	29.5%
City Paper	17,700	25.6%
Nashville Business Journal	12,900	18.6%
All the Rage	10,700	15.5%
Nashville Lifestyles	7,200	10.4%
Green Hills News	5,400	7.8%

ATTENDED LAST 12 MOS. OPERA/SYMPHONY/THEATER

MEDIA	CUME PERSONS	CUME RATING
Tennessean Weekday Section 1	136,000	47.3%
Nashville Scene	118,200	41.1%
City Paper	93,100	32.3%
Tennessean Weekday Life/Fashion	81,000	28.1%
Nashville Business Journal	43,200	15.0%
Nashville Lifestyles	36,600	12.7%
Green Hills News	34,400	12.0%
Nashville LifestylesAll the Rage	33,500	11.6%

PLAN TO BUY A HOME DURING NEXT 2 YEARS

MEDIA	CUME PERSONS	CUME RATING
Nashville Scene	40,600	34.9%
City Paper	36,500	31.4%
Tennessean Weekday Section 1	25,600	22.0%
All the Rage	23,600	20.3%
Tennessean Weekday Life/Fashion	15,300	13.2%
Nashville Business Journal	11,600	10.0%
Nashville Lifestyles	8,600	7.4%
Green Hills News	700	0.6%

2 WEEKS EVENING MEAL SIT-DOWN RESTAURANT 4+ TIMES

MEDIA	CUME PERSONS	CUME RATING
Tennessean Weekday Section 1	69,000	39.3%
Nashville Scene	59,300	33.8%
City Paper	30,900	17.6%
All the Rage	24,700	14.1%
Nashville Business Journal	22,300	12.7%
Nashville Lifestyles	13,900	7.9%
Tennessean Weekday Movie/Ent	13,700	7.8%
Green Hills News	7,600	4.3%



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