

The Buffalo News
Is The Way To Reach
The Buffalo Market

Newspapers First
THE LEADER IN MAJOR MARKETS



Target Reach And Coverage

	Buffalo DMA					Buffalo Metro				
	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in MSA	Daily 1 Issue	%	Sunday 1 Issue	%
Demos										
Total Adults	1,209,375	527,760	44	739,990	61	881,915	476,725	54	672,060	76
Males	572,725	287,855	50	359,080	63	412,825	253,645	61	324,455	79
Females	636,650	239,905	38	380,910	60	469,090	223,080	48	347,605	74
18-24 Years of Age	145,230	51,170	35	79,320	55	103,240	46,365	45	70,130	68
25-34	192,415	60,025	31	103,155	54	141,965	58,320	41	101,290	71
35-44	236,950	90,675	38	131,590	56	172,880	82,825	48	123,340	71
45-54	226,535	103,495	46	147,925	65	164,710	91,450	56	132,930	81
Age 55-64	164,105	88,890	54	112,380	69	119,735	76,340	64	99,310	83
Age 65+	244,140	133,505	55	165,620	68	179,385	121,425	68	145,060	81
College Graduate +	232,130	110,945	48	155,845	67	184,040	104,215	57	146,485	80
Any College +	683,905	322,640	47	432,810	63	518,985	296,785	57	399,630	77
Professional/Manager	201,625	96,855	48	128,530	64	157,985	86,135	55	121,735	77
Executive/Admin/Managerial	96,280	42,995	45	58,270	61	70,105	37,310	53	54,060	77
White Collar	463,940	209,075	45	287,695	62	352,900	190,570	54	271,795	77
Employed	739,455	321,055	43	445,115	60	544,670	291,320	54	417,805	77
Married	644,655	315,530	49	423,635	66	462,825	280,565	61	379,610	82
1+ Children in HH	442,255	167,275	38	255,175	58	326,630	157,155	48	243,560	75
White	1,075,535	474,790	44	660,440	61	759,420	424,555	56	597,680	79
Black	103,485	42,935	42	62,555	60	98,725	42,935	44	62,555	63
Hispanic	18,910	6,915	37	9,835	52	17,830	6,915	39	9,835	55
HHI \$75,000+	221,935	126,295	57	164,430	74	180,330	116,855	65	156,855	87
HHI \$50,000+	489,345	256,915	53	336,535	69	383,550	235,935	62	318,235	83
HHI \$35,000+	747,695	364,220	49	487,195	65	564,770	331,675	59	455,035	81
Home Owner	842,650	406,645	48	546,610	65	608,515	359,935	59	487,055	80
Automotive Vehicles										
Owned/Leased 1+ Domestic Vehicles	1,013,790	450,345	44	617,710	61	721,090	404,330	56	560,335	78
Owned/Leased 1+ Foreign Vehicles	243,625	120,310	49	161,750	66	201,620	114,790	57	153,690	76
HH Owns 2+ vehicles	686,170	301,180	44	405,415	59	464,515	261,500	56	362,035	78
HH Owns Any Vehicle Bought New or Leased	682,895	338,130	50	447,905	66	499,400	302,180	61	405,910	81
HH Plans to Buy Vehicle New/Leased Next Yr	168,385	87,050	52	118,390	70	137,555	77,910	57	114,735	83
Business Decision Maker For:										
Computer Hardware/Software	76,350	33,205	44	50,670	66	58,310	32,340	56	49,590	85
Information Technology (Network/Internet)	34,600	17,470	51	24,820	72	27,015	16,605	62	24,040	89
Communication Equipment	38,880	12,420	32	20,510	53	24,955	12,135	49	19,925	80
Communication Services	38,065	16,580	44	22,545	59	23,245	15,625	67	20,850	90
Overnight Mail/Delivery System	38,735	16,170	42	24,280	63	30,095	15,305	51	24,280	81
Business Travel Arrangements	43,895	20,180	46	28,460	65	35,625	19,225	54	27,155	76
Office Equipment (Copier/Fax/Etc.)	44,970	20,290	45	27,880	62	32,480	19,115	59	26,780	83

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	Buffalo DMA					Buffalo MSA				
	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in MSA	Daily 1 Issue	%	Sunday 1 Issue	%
Financial										
Own Any Stock	466,725	208,390	45	293,430	63	318,685	182,830	57	261,045	82
Account With Broker	136,465	68,290	50	96,800	71	103,810	62,745	60	88,545	85
Own Mutual Funds	473,795	237,500	50	312,275	66	359,240	218,150	61	292,610	82
Used Any Amex Card-3 Months	67,390	28,775	43	38,370	57	46,490	26,560	57	36,120	78
Used Any Visa Card-3 Months	623,145	292,680	47	394,675	63	443,730	256,010	58	351,000	79
Domestic Travel										
1+ Trips	890,115	397,160	45	556,260	63	644,470	353,925	55	500,930	78
1+ Air Trips	436,440	208,730	48	292,645	67	343,640	196,830	57	267,800	78
1+ Personal/Vacation Air Trips	409,265	193,025	47	273,055	67	318,895	181,990	57	248,600	78
1+ Business Air Trips	109,955	54,705	50	68,385	62	85,990	50,815	59	64,620	75
Used Travel Agent	191,130	98,210	51	133,005	70	146,145	90,795	62	117,835	81
Car Rental For Business	82,125	37,635	46	52,120	64	59,455	34,255	58	48,595	82
Car Rental For Personal/Vacation	285,250	141,930	50	195,965	69	222,990	134,770	60	183,485	82
Hotel/Motels-For Business	182,495	82,055	45	108,780	60	132,450	69,385	52	99,395	75
Hotel/Motels-For Personal/Vacation	662,190	293,115	44	405,010	61	463,980	255,405	55	358,855	77
Foreign Travel										
1+ Foreign Trips	729,790	340,750	47	480,060	66	569,480	314,145	55	443,530	78
1+ Cruise	114,785	50,230	44	85,730	75	81,385	46,635	57	70,660	87
Domestic Destinations										
Las Vegas	81,905	37,560	46	55,270	68	58,805	35,780	61	47,435	81
Orlando	103,990	42,655	41	62,105	60	69,515	37,370	54	53,275	77
New York City	111,835	57,300	51	81,085	73	97,150	55,115	57	78,160	81
Foreign Destinations										
Canada	652,565	306,565	47	432,070	66	513,730	283,265	55	399,855	78
Mexico	54,395	31,025	57	43,200	79	43,775	29,045	66	39,285	90
Hawaii	33,900	11,290	33	22,685	67	20,180	10,685	53	16,575	82
Europe	99,540	40,925	41	51,650	52	72,295	36,390	50	45,805	63
Caribbean/Bahamas	112,635	56,295	50	78,710	70	85,695	48,635	57	71,005	83
Technology										
Own Cellular Phone	636,975	280,265	44	386,845	61	461,630	252,065	55	356,345	77
Own PC	762,455	342,430	45	476,410	63	558,360	305,530	55	437,745	78
Bought Hardware/Software	454,470	211,095	46	290,520	64	337,915	195,440	58	272,840	81
Have On-line Service	702,475	319,675	46	440,895	63	525,020	286,830	55	406,955	78
Shop On-line	525,970	231,525	44	328,000	62	390,320	212,090	54	304,230	78
Purchase On-line	464,745	210,655	45	290,005	62	347,320	192,380	55	269,160	78
Financial Information On-line	164,935	75,100	46	102,400	62	121,370	71,025	59	98,615	81