

# The Phoenix Republic

**Newspapers First**  
THE LEADER IN MAJOR MARKETS



## Target Reach And Coverage

	<u>DMA</u>			<u>CBSA</u>						
	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in CBSA	Daily 1 Issue	%	Sunday 1 Issue	%
<b>Demos</b>										
Total Adults	3,585,801	983,348	27	1,271,593	36	2,998,773	910,906	30	1,175,621	39
Men	1,789,152	515,873	29	609,166	34	1,500,786	472,771	32	559,367	37
Women	1,796,649	467,475	26	662,427	37	1,497,987	438,135	29	616,254	41
18-24 Years of Age	461,654	94,148	20	97,527	21	384,854	86,069	22	97,527	25
25-34	709,234	116,056	16	168,406	24	618,014	110,895	18	163,245	26
35-44	683,942	169,111	25	230,353	34	596,482	153,913	26	214,751	36
45-54	623,387	185,497	30	253,973	41	523,184	176,982	34	235,869	45
55-64	488,496	161,948	33	215,411	44	394,940	151,447	38	204,127	52
65+	619,088	256,588	41	305,923	49	481,299	231,600	48	260,102	54
College Graduate+	822,208	306,763	37	384,553	47	722,273	279,937	39	356,463	49
Any College+	2,039,172	676,474	33	852,379	42	1,739,319	633,302	36	782,667	45
Prof'l/Mgmt/Busn & Finc'l Operations	916,299	282,043	31	365,884	40	807,195	270,743	34	342,617	42
Mgmt/Busn & Finc'l Operations	434,872	132,783	31	170,361	39	382,658	131,544	34	168,484	44
White collar	1,526,923	454,962	30	610,820	40	1,357,174	429,015	32	579,629	43
Employed	2,340,314	613,668	26	812,740	35	2,020,578	582,605	29	773,919	38
Married	2,023,663	598,266	30	779,645	39	1,677,975	554,214	33	710,575	42
1+ Children in HH	1,569,044	361,030	23	455,335	29	1,372,482	331,452	24	432,532	32
White	3,268,408	911,648	28	1,186,405	36	2,736,651	843,971	31	1,094,768	40
Black/African American	129,885	26,745	21	30,889	24	111,951	26,745	24	30,889	28
Hispanic	823,171	199,487	24	217,202	26	745,655	179,072	24	202,366	27
HHI \$75,000+	1,314,177	451,797	34	577,097	44	1,188,651	437,407	37	547,371	46
HHI \$50,000+	2,011,452	630,710	31	826,467	41	1,782,337	603,255	34	785,406	44
HHI \$35,000+	2,714,300	823,317	30	1,074,431	40	2,329,979	770,688	33	1,004,352	43
Own Home	2,620,954	804,520	31	1,065,505	41	2,227,278	752,918	34	986,138	44
<b>New Cars Owned/Leased</b>										
Owens/Leased 1+ Domestic Vehicle	333,774	108,229	32	125,554	38	287,720	87,013	30	110,875	39
Own/lease 1+ Foreign Vehicles	547,014	179,825	33	209,097	38	490,756	172,874	35	206,844	42
HH Owns 2+ Vehicles	2,391,986	673,859	28	849,755	36	1,962,398	615,233	31	780,126	40
HH Own any Vehicle Bght New or Leased	2,218,906	679,912	31	890,550	40	1,901,434	636,993	34	832,570	44
HH Plans to Buy Veh New/leased Next Yr.	425,286	151,087	36	181,709	43	373,090	142,919	38	173,971	47
<b>Business Decision Maker For:</b>										
Computer Hardware/Software	371,515	107,103	29	131,822	36	314,333	105,573	34	130,292	42
Information Technology (Network/Internet)	176,938	47,195	27	48,755	28	144,078	46,491	32	48,051	33
Communication Equipment	143,449	33,211	23	45,167	32	133,654	33,211	25	45,167	34
Communication Services	203,206	52,060	26	64,659	32	161,548	52,060	32	61,876	38
Overnight Delivery Services	208,307	53,583	26	62,936	30	141,970	53,583	38	61,868	44
Business Travel or Convention	165,361	47,928	29	71,670	43	158,498	47,102	30	70,844	45
Office Equipment (Photocopier, Fax, Etc.)	222,977	47,877	22	74,041	33	178,558	47,173	26	73,337	41



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	<u>DMA</u>					<u>CBSA</u>				
	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in CBSA	Daily 1 Issue	%	Sunday 1 Issue	%
<b>Financial</b>										
Own Any Stock	1,022,905	377,870	37	475,453	47	919,854	365,464	40	451,965	49
Account With Broker	374,823	148,698	40	204,324	55	343,237	144,563	42	191,184	56
Own Mutual Funds	1,003,358	334,186	33	437,581	44	866,485	312,763	36	401,476	46
Used Any Amex Card-3 Months	617,657	272,241	44	280,769	46	561,123	251,118	45	268,189	48
Used Any Visa Card-3 Months	2,247,263	648,044	29	853,967	38	1,853,320	600,255	32	786,386	42
<b>Domestic Travel</b>										
1+ Trips	2,931,656	814,694	28	1,047,704	36	2,432,023	755,797	31	964,977	40
1+ Air Trips	1,914,210	576,814	30	731,436	38	1,629,104	550,799	34	687,506	42
1+ Personal/Vacation Air Trips	1,735,658	537,866	31	684,269	39	1,514,811	514,336	34	643,892	43
1+ Business Air Trips	968,675	287,769	30	346,226	36	801,511	266,615	33	317,390	40
Used Travel Agent	245,746	88,359	36	98,294	40	230,421	84,088	37	94,023	41
Car Rental For Business	440,800	130,312	30	169,728	39	374,268	125,158	33	160,174	43
Car Rental For Personal/Vacation	1,215,139	378,515	31	460,488	38	1,025,339	347,059	34	421,360	41
Hotel/Motels-For Business	827,627	243,847	30	285,037	34	670,930	225,138	34	257,535	38
Hotel/Motels-For Personal/Vacation	2,140,167	629,974	29	804,947	38	1,800,329	577,327	32	732,020	41
<b>Foreign Travel</b>										
1+ Foreign Trips	1,648,455	525,910	32	679,039	41	1,444,655	484,302	34	638,992	44
1+ Cruise	519,775	186,250	36	229,284	44	449,823	177,796	40	217,257	48
<b>Domestic Destinations</b>										
Las Vegas	799,266	254,488	32	326,465	41	701,666	238,180	34	296,672	42
Los Angeles	479,895	132,486	28	170,470	36	403,254	126,195	31	162,606	40
San Francisco	239,593	66,174	28	66,495	28	194,800	62,089	32	62,410	32
<b>Foreign Destinations</b>										
Canada	250,638	74,914	30	98,492	39	205,856	71,527	35	88,678	43
Mexico	1,022,965	323,041	32	405,335	40	895,974	287,835	32	374,799	42
Hawaii	404,602	121,984	30	166,506	41	351,613	115,131	33	158,080	45
Europe	369,688	124,552	34	153,966	42	319,647	119,038	37	141,461	44
Caribbean/Bahamas	206,398	79,063	38	91,689	44	191,582	79,063	41	91,689	48
<b>Technology</b>										
Own Cellular Phone	2,565,253	724,936	28	934,299	36	2,142,841	685,456	32	875,908	41
Own PC	2,731,131	767,538	28	993,346	36	2,309,733	713,338	31	917,891	40
Bought Hardware/Software	1,717,169	523,282	31	639,739	37	1,476,813	487,985	33	592,372	40
Have Online Service	2,657,235	748,965	28	1,000,439	38	2,216,875	694,089	31	922,933	42
Shop Online	2,128,965	628,333	30	819,087	39	1,814,334	580,104	32	759,690	42
Purchase Online	2,045,036	596,013	29	782,366	38	1,731,471	547,784	32	722,969	42