

The Pittsburgh Gazette

Newspapers First
THE LEADER IN MAJOR MARKETS



Target Reach And Coverage

	DMA			CBSA						
	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in CBSA	Daily 1 Issue	%	Sunday 1 Issue	%
Demos										
Total Adults	2,238,742	493,420	22	754,359	34	1,863,791	482,580	26	717,773	39
Men	1,063,492	262,906	25	365,960	34	879,635	255,026	29	347,470	40
Women	1,175,250	230,514	20	388,399	33	984,156	227,554	23	370,303	38
18-24 Years of Age	255,215	39,565	16	70,307	28	209,260	39,565	19	70,307	34
25-34	332,064	50,822	15	95,147	29	256,317	50,822	20	79,873	31
35-44	361,435	61,594	17	105,940	29	304,796	61,594	20	102,838	34
45-54	438,917	105,623	24	158,594	36	372,535	99,673	27	155,214	42
55-64	359,255	96,414	27	135,651	38	303,162	92,718	31	128,398	42
65+	491,856	139,402	28	188,720	38	417,721	138,208	33	181,143	43
College Graduate+	530,230	171,077	32	242,738	46	463,148	166,046	36	239,407	52
Any College+	1,108,926	297,802	27	450,917	41	947,187	292,771	31	426,258	45
Prof'l/Mgmt/Busn & Finc'l Operations	458,345	127,710	28	180,206	39	386,005	127,037	33	178,902	46
Mgmt/Busn & Finc'l Operations	157,574	37,534	24	58,504	37	137,541	37,534	27	57,873	42
White collar	769,163	192,120	25	287,392	37	646,912	190,343	29	282,989	44
Employed	1,288,355	277,892	22	438,831	34	1,086,946	273,103	25	418,466	39
Married	1,274,097	295,792	23	428,092	34	1,041,982	287,239	28	400,974	39
1+ Children in HH	762,538	146,679	19	218,026	29	641,339	146,006	23	212,176	33
White	2,064,817	449,372	22	682,114	33	1,692,965	438,532	26	645,528	38
Black/African American	121,615	31,447	26	51,641	43	119,493	31,447	26	51,641	43
Hispanic	25,151	6,822	27	4,912	20	23,314	6,822	29	4,912	21
HHI \$75,000+	666,907	165,724	25	258,191	39	572,315	163,426	29	252,386	44
HHI \$50,000+	1,058,417	249,062	24	381,097	36	892,997	242,837	27	370,996	42
HHI \$35,000+	1,597,880	371,812	23	561,061	35	1,339,329	365,587	27	532,034	40
Own Home	1,792,576	414,500	23	624,590	35	1,470,034	406,230	28	599,208	41
New Cars Owned/Leased										
Owens/Leased 1+ Domestic Vehicle	1,698,266	363,705	21	556,593	33	1,380,895	356,245	26	527,934	38
Own/lease 1+ Foreign Vehicles	932,409	215,440	23	311,872	33	772,391	212,469	28	301,978	39
HH Owns 2+ Vehicles	1,362,463	277,656	20	435,496	32	1,096,432	270,207	25	410,113	37
HH Own any Vehicle Bght New or Leased	1,410,532	339,687	24	499,640	35	1,173,593	333,462	28	489,866	42
HH Plans to Buy Veh New/leased Next Yr.	185,533	48,018	26	75,198	41	167,570	48,018	29	75,198	45
Business Decision Maker For:										
Computer Hardware/Software	158,784	38,718	24	46,517	29	128,392	38,718	30	45,886	36
Information Technology (Network/Internet)	86,965	25,865	30	29,767	34	75,105	25,865	34	29,767	40
Communication Equipment	18,874	3,599	19	6,102	32	16,369	3,599	22	6,102	37
Communication Services	31,437	4,533	14	6,648	21	31,437	4,533	14	6,648	21
Overnight Delivery Services	85,834	27,147	32	26,102	30	78,267	27,147	35	26,102	33
Business Travel or Convention	115,774	34,301	30	48,420	42	98,931	34,301	35	47,789	48
Office Equipment (Photocopier, Fax, Etc.)	30,583	7,134	23	7,733	25	25,273	7,134	28	7,733	31



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	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in CBSA	Daily 1 Issue	%	Sunday 1 Issue	%
Financial										
Own Any Stock	662,217	152,711	23	224,690	34	568,362	150,934	27	221,102	39
Account With Broker	210,344	70,874	34	89,285	42	187,220	65,333	35	86,315	46
Own Mutual Funds	754,338	207,051	27	292,757	39	632,994	205,947	33	290,783	46
Used Any Amex Card-3 Months	156,375	40,440	26	64,279	41	142,386	39,756	28	63,595	45
Used Any Visa Card-3 Months	1,193,624	308,661	26	450,077	38	1,024,096	302,436	30	427,992	42
Domestic Travel										
1+ Trips	777,117	179,056	23	262,060	34	680,282	179,056	26	248,559	37
1+ Air Trips	787,922	212,138	27	302,931	38	713,555	210,350	30	300,273	42
1+ Personal/Vacation Air Trips	717,720	191,228	27	276,123	39	646,173	189,440	29	273,465	42
1+ Business Air Trips	256,426	59,598	23	82,772	32	225,913	59,598	26	82,772	37
Used Travel Agent	140,487	35,521	25	56,252	40	129,318	35,521	28	56,252	44
Car Rental For Business	162,043	41,160	25	66,753	41	143,506	41,160	29	66,753	47
Car Rental For Personal/Vacation	428,214	128,331	30	173,654	41	385,915	127,227	33	171,680	45
Hotel/Motels-For Business	437,721	89,611	21	144,076	33	374,518	88,507	24	142,341	38
Hotel/Motels-For Personal/Vacation	1,117,839	280,865	25	407,556	37	966,542	275,313	29	380,877	39
Foreign Travel										
1+ Foreign Trips	627,836	183,327	29	268,603	43	570,302	183,327	32	254,629	45
1+ Cruise	196,237	64,517	33	86,376	44	174,151	64,517	37	86,137	50
Domestic Destinations										
Las Vegas	129,573	27,838	22	41,692	32	119,651	27,838	23	41,692	35
Florida	342,023	104,810	31	129,885	38	306,597	101,136	33	128,781	42
New York City	156,414	37,762	24	52,364	34	147,570	37,762	26	52,364	36
Foreign Destinations										
Canada	294,624	84,218	29	132,676	45	261,389	84,218	32	119,333	46
Mexico	107,162	30,828	29	42,227	39	107,162	30,828	29	42,227	39
Hawaii	61,093	15,077	25	22,193	36	58,943	15,077	26	22,193	38
Europe	127,275	44,699	35	65,212	51	120,266	44,699	37	64,581	54
Caribbean/Bahamas	203,818	71,028	35	88,308	43	184,372	71,028	39	88,308	48
Technology										
Own Cellular Phone	1,625,431	370,744	23	576,306	36	1,369,725	364,519	27	549,035	40
Own PC	1,604,240	363,736	23	551,699	34	1,338,692	357,775	27	523,166	39
Bought Hardware/Software	878,679	216,385	25	308,980	35	741,748	210,424	28	284,846	38
Have Online Service	1,538,284	342,480	22	530,756	35	1,279,907	336,519	26	505,351	40
Shop Online	1,179,909	269,092	23	409,011	35	977,467	263,131	27	384,484	39
Purchase Online	1,103,258	252,889	23	381,446	35	909,731	246,928	27	358,665	39