

# The Seattle Times

**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	3,628,760	534,968	15	983,512	27	2,593,734	498,914	19	875,646	34
Men	1,794,640	302,779	17	500,346	28	1,284,754	276,783	22	445,631	35
Women	1,834,120	232,189	13	483,166	26	1,308,980	222,131	17	430,015	33
18-24 Years of Age	415,161	46,321	11	84,988	21	302,778	42,579	14	62,247	21
25-34	652,140	57,100	9	95,980	15	455,855	55,147	12	90,756	20
35-44	702,776	84,335	12	170,459	24	532,676	77,228	15	156,302	29
45-54	726,051	140,801	19	217,532	30	534,405	135,306	25	208,634	39
55-64	562,930	102,119	18	214,518	38	397,536	97,282	25	182,421	46
65+	569,702	104,292	18	200,035	35	370,484	91,372	25	175,286	47
College Graduate+	1,082,778	241,713	22	419,353	39	836,896	222,392	27	358,928	43
Any College+	2,363,322	428,438	18	772,823	33	1,736,341	395,657	23	674,972	39
Prof'l/Mgmt/Busn & Finc'l Operations	1,003,912	199,015	20	340,403	34	794,882	186,809	24	306,442	39
Mgmt/Busn & Finc'l Operations	429,396	81,228	19	134,370	31	351,380	75,293	21	127,314	36
White collar	1,505,975	302,339	20	493,820	33	1,189,498	283,946	24	452,818	38
Employed	2,389,230	369,387	16	655,067	27	1,764,067	346,600	20	580,659	33
Married	2,145,355	335,180	16	646,758	30	1,527,551	313,123	21	562,284	37
1+ Children in HH	1,482,704	175,236	12	305,935	21	1,041,241	166,449	16	277,370	27
White	3,184,490	444,686	14	849,755	27	2,208,109	408,632	19	746,553	34
Black/African American	162,295	21,876	14	42,012	26	136,535	21,876	16	40,533	30
Hispanic	303,142	12,005	4	25,906	9	196,449	11,694	6	24,597	13
HHI \$75,000+	1,607,368	273,195	17	522,520	33	1,238,027	258,479	21	472,306	38
HHI \$50,000+	2,295,649	383,250	17	702,625	31	1,731,547	359,039	21	639,092	37
HHI \$35,000+	2,932,546	465,504	16	859,009	29	2,153,818	433,190	20	780,482	36
Own Home	2,647,720	415,790	16	794,626	30	1,893,166	391,197	21	716,226	38
<b>New Cars Owned/Leased</b>										
Owens/Leased 1+ Domestic Vehicle	2,372,322	301,205	13	568,368	24	1,619,019	277,218	17	511,439	32
Own/lease 1+ Foreign Vehicles	2,348,727	386,398	17	669,663	29	1,683,233	366,799	22	596,291	35
HH Owns 2+ Vehicles	2,575,476	383,718	15	669,149	26	1,767,006	352,931	20	596,730	34
HH Own any Vehicle Bght New or Leased	2,001,461	333,490	17	616,249	31	1,471,930	305,001	21	546,658	37
HH Plans to Buy Veh New/leased Next Yr.	246,457	36,667	15	70,168	29	207,116	36,667	18	70,168	34
<b>Business Decision Maker For:</b>										
Computer Hardware/Software	421,609	66,981	16	127,277	30	284,630	63,542	22	104,311	37
Information Technology (Network/Internet)	252,149	42,198	17	86,699	34	175,963	40,695	23	67,177	38
Communication Equipment	85,554	12,347	14	14,975	18	43,497	12,347	28	14,975	34
Communication Services	81,952	17,867	22	21,081	26	57,517	16,909	29	19,553	34
Overnight Delivery Services	196,145	27,362	14	59,342	30	123,556	27,362	22	38,016	31
Business Travel or Convention	211,201	50,599	24	78,500	37	175,295	48,552	28	70,416	40
Office Equipment (Photocopier, Fax, Etc.)	156,481	17,639	11	43,854	28	85,161	15,744	19	22,314	26



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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	1,473,246	256,605	17	486,668	33	1,107,792	244,180	22	434,711	39
Account With Broker	536,632	117,980	22	208,898	39	419,324	110,710	26	183,130	44
Own Mutual Funds	1,361,159	241,596	18	457,218	34	1,005,658	226,873	23	404,183	40
Used Any Amex Card-3 Months	782,998	118,729	15	239,232	31	518,471	105,497	20	201,167	39
Used Any Visa Card-3 Months	2,276,347	393,513	17	700,770	31	1,685,382	369,057	22	618,984	37
<b>Domestic Travel</b>										
1+ Trips	1,435,330	226,070	16	397,214	28	1,023,284	214,488	21	354,065	35
1+ Air Trips	1,926,950	349,664	18	605,103	31	1,503,142	329,572	22	544,105	36
1+ Personal/Vacation Air Trips	1,828,977	331,984	18	571,032	31	1,436,459	312,764	22	516,218	36
1+ Business Air Trips	418,672	64,636	15	122,417	29	270,075	59,652	22	105,084	39
Used Travel Agent	287,438	55,079	19	106,768	37	230,893	51,963	23	99,117	43
Car Rental For Business	439,060	77,955	18	143,930	33	328,439	70,980	22	117,711	36
Car Rental For Personal/Vacation	1,107,043	206,967	19	359,868	33	877,876	196,042	22	323,221	37
Hotel/Motels-For Business	749,526	143,686	19	242,017	32	554,967	134,176	24	207,549	37
Hotel/Motels-For Personal/Vacation	2,073,864	338,050	16	597,360	29	1,483,152	312,226	21	540,206	36
<b>Foreign Travel</b>										
1+ Foreign Trips	2,136,582	353,012	17	654,123	31	1,555,091	331,645	21	573,006	37
1+ Cruise	438,387	71,353	16	131,317	30	341,916	67,254	20	121,674	36
<b>Domestic Destinations</b>										
Las Vegas	407,067	80,204	20	122,214	30	306,529	73,556	24	108,516	35
San Francisco	317,680	68,616	22	114,762	36	246,120	66,117	27	97,321	40
Florida	148,984	32,890	22	54,032	36	115,097	30,899	27	49,753	43
<b>Foreign Destinations</b>										
Canada	1,402,000	221,014	16	432,449	31	977,108	204,860	21	363,778	37
Mexico	553,049	86,997	16	170,960	31	439,377	81,050	18	157,021	36
Hawaii	533,890	101,467	19	189,829	36	418,675	95,863	23	170,668	41
Europe	509,202	105,749	21	198,639	39	414,371	102,140	25	170,943	41
Caribbean/Bahamas	217,289	40,806	19	68,991	32	145,875	39,410	27	54,600	37
<b>Technology</b>										
Own Cellular Phone	2,832,049	422,536	15	776,417	27	2,049,453	399,042	20	706,151	35
Own PC	2,946,191	465,423	16	858,274	29	2,138,029	431,665	20	760,229	36
Bought Hardware/Software	1,735,888	288,408	17	523,907	30	1,251,963	269,741	22	453,649	36
Have Online Service	2,911,226	454,481	16	829,062	29	2,121,554	420,873	20	733,209	35
Shop Online	2,462,510	383,199	16	714,602	29	1,810,736	351,967	19	628,619	35
Purchase Online	2,393,925	369,498	15	694,595	29	1,752,066	338,266	19	609,797	35