

March 10, 2017
Syracuse New Times
Bill Brod, Publisher
1415 West Genesee Street
Syracuse, NY 13204

Bill,

Below is the information you requested regarding median and average household income data for readers of Syracuse New Times, and the market demographics for the circulation area you serve.

Based on your 2016 audit your Syracuse New Times' median reader household income is \$71,459 and your average reader household income is \$82,556.

For your circulation area our ESI software shows the overall median household income is \$54,505 and the average household income is \$71,237.

Feel free to call or email anytime with any additional questions.

Sincerely,



Tim A. Bingaman
CEO