

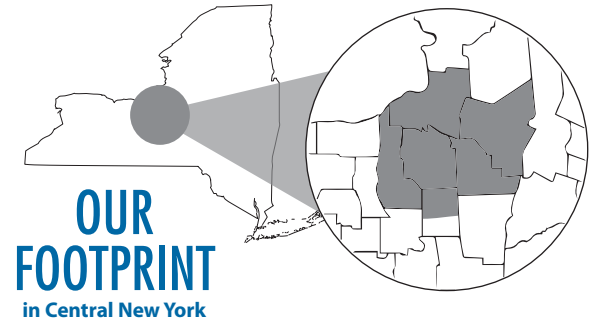


58%*

of *Syracuse New Times* readers are going to spend money on **Men's and Women's Apparel** this year

81,000*
educated & affluent weekly readers

For more than **47 years** we have excelled at bringing new customers to businesses with more than 81,000 readers each week.



- 81,000** Households that read the *Syracuse New Times*
- x .58** % Purchasing men's and women's apparel
- 46,980** Purchasers of your specialty
- x \$2,613** Average amount spent nationally by one person*
- \$122,758,740*** Potential spending from your area

More than **\$122 Million** will be spent on men's and women's apparel by our readers in the next 12 months.

Capture your share!

Call 315-422-7011 | syracusenewtimes.com

*Figures compiled by Circulation Verification Council, an independent third party audit company.

