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81,000 People that read the *Syracuse New Times*

x.52 % Purchasing vacations and travels

42,120 Purchasers of your specialty

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\$126,191,520* Potential spending from your area

More than \$126 Million will be spent on vacations and travel by our readers in the next 12 months.

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

