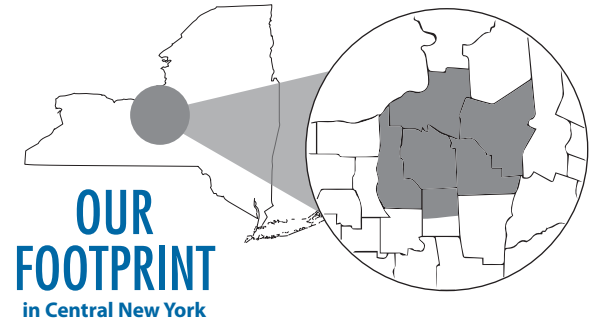


**11%\***  
 of *Syracuse New Times* readers  
 are going to spend money  
 on **Antiques & Auction  
 Services** this year

**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** People that read the *Syracuse New Times*
- x .11** % Purchasing antiques and auction services
- 8,910** Purchasers of your specialty
- x \$1,399** Average amount spent nationally by one person\*
- \$12,465,090\*** Potential spending from your area

More than **\$12 Million** will be  
 spent on antiques and auction  
 services by our readers  
 in the next 12 months.

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

