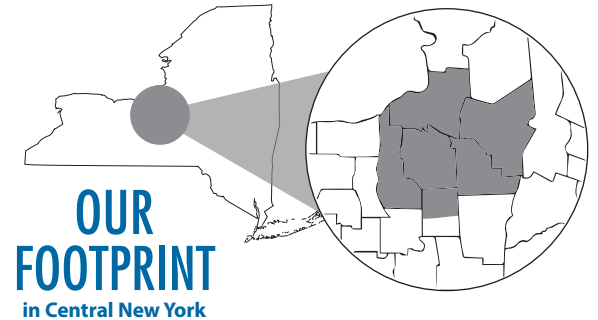


For more than **47 years** we have excelled at bringing new customers to businesses with more than 81,000 readers each week.

26%*

of *Syracuse New Times* readers are going to spend money on **Athletic & Sports Equipment** this year

81,000*
educated & affluent
weekly readers



81,000 People that read the *Syracuse New Times*
x .26 % Purchasing athletic and sports equipment
21,060 Purchasers of your specialty
x \$916 Average amount spent nationally by one person*
\$19,290,960* Potential spending from your area

More than **\$19 Million** will be spent on athletic and sports equipment by our readers in the next 12 months.

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

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