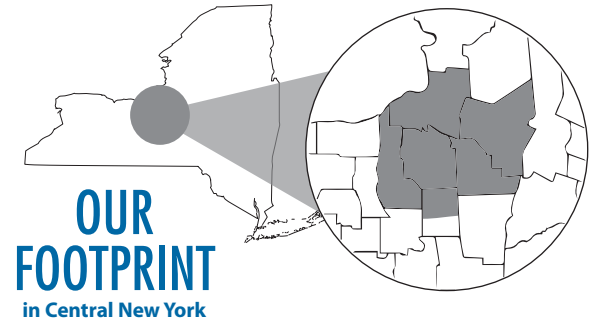


For more than **47 years** we have excelled at bringing new customers to businesses with more than 81,000 readers each week.

**39%\***

of *Syracuse New Times* readers are going to spend money on **Automobile Accessories** this year

**81,000\***  
educated & affluent  
weekly readers



- 81,000** People that read the *Syracuse New Times*
- x .39** % Purchasing automobile accessories
- 31,590** Purchasers of your specialty
- x \$1,996** Average amount spent nationally by one person\*
- \$63,053,690\*** Potential spending from your area

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

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