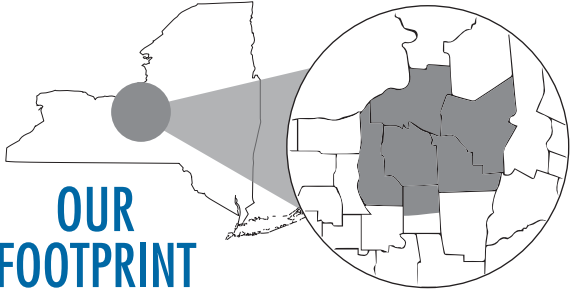




**15%\***  
 of *Syracuse New Times*  
 readers are going to  
 spend money on  
**Childcare** this year

**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.



**OUR  
 FOOTPRINT**  
 in Central New York

- 81,000** People that read the *Syracuse New Times*
- x .15** % Purchasing childcare
- 12,150** Purchasers of your specialty
- x \$4,044** Average amount spent nationally by one person\*
- \$49,134,600\*** Potential spending from your area

More than **\$49 Million** will  
 be spent on childcare  
 by our readers in  
 the next 12 months.

**Capture your share!**

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

