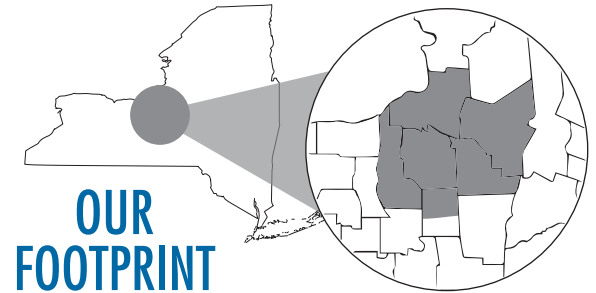


25%*

of *Syracuse New Times* readers are going to spend money on **Children's Apparel** 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 .25** % Purchasing children's apparel
- 20,250** Purchasers of your specialty
- x \$1,239** Average amount spent nationally by one person*
- \$25,089,750*** Potential spending from your area

More than **\$25 Million** will be spent on children's apparel 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.

