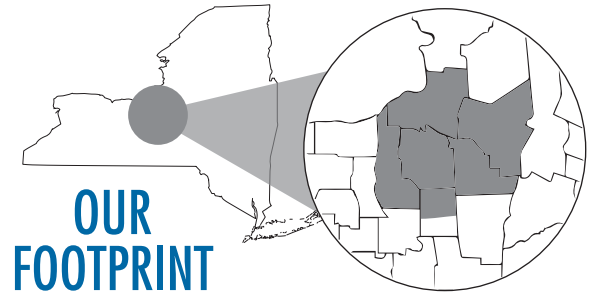




77%*
of *Syracuse New Times*
readers are going to
spend money on
Dining & Entertainment
this year

81,000*
educated & affluent
weekly readers

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



**OUR
FOOTPRINT**
in Central New York

- 81,000** People that read the *Syracuse New Times*
- x .77** % Purchasing dining and entertainment
- 62,370** Purchasers of your specialty
- x \$3,994** Average amount spent nationally by one person*
- \$249,105,780*** Potential spending from your area

More than **\$249 Million**
will be spent on dining and
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*Figures compiled by Circulation Verification Council, an independent third party audit company.

