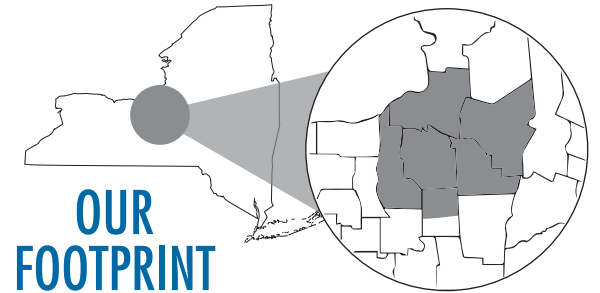




37%*
 of *Syracuse New Times*
 readers are going to spend
 money on **Health Clubs
 & Exercise Classes**
 this year

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 .37 % Purchasing exercise classes/health clubs
29,970 Purchasers of your specialty
x \$512 Average amount spent nationally by one person*
\$15,344,640* Potential spending from your area

More than **\$15 Million** will be
 spent on health clubs & exercise
 classes by our readers in
 the next 12 months.

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

