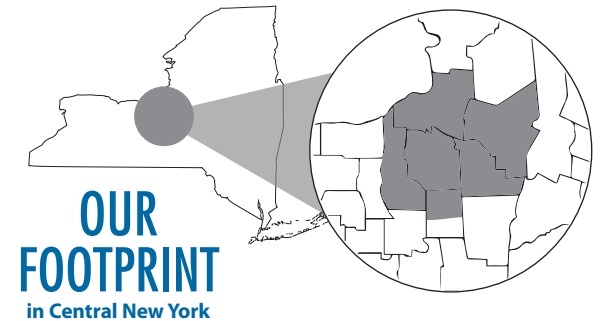


For more than **47 years** we have excelled at bringing new customers to businesses with more than 81,000 readers each week.

**51%\***

of *Syracuse New Times* readers are going to spend money on **Home Improvement, Heating/Air Conditioning & Supplies** this year

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



**81,000** People that read the *Syracuse New Times*  
**x .51** % Purchasing home improvement, heating/  
air conditioning & supplies

**41,310** Purchasers of your specialty

**x \$2,044** Average amount spent nationally by one person\*

**\$84,437,640\*** Potential spending from your area

More than **\$84 Million** will be spent on home improvement, heating/air conditioning and supplies by our readers in the next 12 months.

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

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