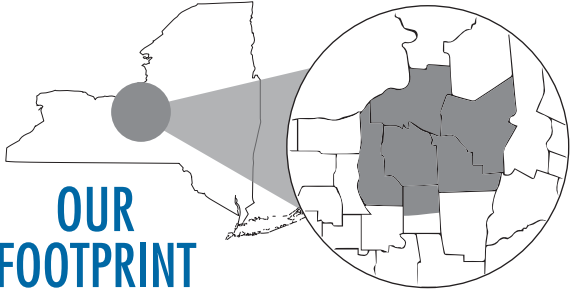




**9%\***  
of *Syracuse New Times*  
readers are going to spend  
money on **Motorcycles,  
Snowmobiles & ATV's**  
this year

**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 .09** % Purchasing motorcycles, snowmobiles & atv's
- 7,290** Purchasers of your specialty
- x \$10,005** Average amount spent nationally by one person\*
- \$72,936,450\*** Potential spending from your area

More than **\$72 Million**  
will be spent on motorcycles,  
snowmobiles and atv's 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.

