

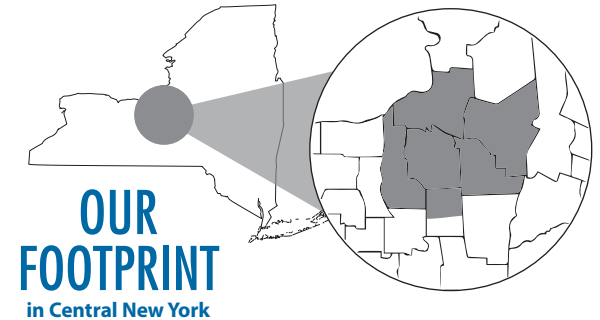


\$3 Million

will be spent on
Weight Loss
by our readers in the
next 12 months.

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.



81,000 People that read the *Syracuse New Times*
x .09 % Purchasing weight loss services and products
7,290 Purchasers of your specialty
x \$445 Average amount spent nationally by one person*
\$3,244,050* Potential spending from your area

9% of *Syracuse New Times*
readers are going to
spend money on
weight loss this year.*

Capture your share!

Call 315-422-7011 | syracusenewtimes.com

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

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NEWTIMES