

FACT:

Five out of six *Tidbits* readers are Valley Seniors age 55+

More than half (61.9%) are age 65+

All are home or condo owners who said they plan to purchase advertised items in the next year.



These seniors are leisure-loving, motivated buyers, and they have the finances to live their lifestyle!

Here's a closer look at this lucrative audience segment:

Age	% of Total Reader Audience		
55 - 64	(20.0%)	Men: 42.1%	Women: 57.9%
65 +	(61.9%)	Men: 46.3%	Women: 53.7%

86.1% are likely to clip and use store coupons

29% Have annual household incomes of \$100,000 and up:

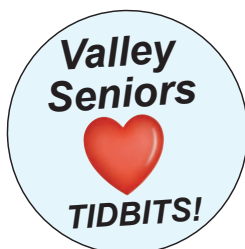
- 15.3% \$75,000 - \$99,000
- 15.1% \$100,000 - \$149,000
- 13.9% \$150,000 and up

47.3% do not read the Desert Sun 93.2% do not read the Press Enterprise

97.3% SAID THEY NOTICE AND READ THE ADVERTISING IN *TIDBITS*

* Data based on 914 survey responses of Coachella Valley *Tidbits* readers, tabulated by JNS Marketing Group

Be sure they see YOUR ad in their weekly copy of *TIDBITS*!



The Valley's best loved and most widely read weekly paper



65,000+ Readers Weekly/ 260,000+ Monthly

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