

FACT:

One of every two *Tidbits* readers is a Coachella Valley pet owner.

This 47% reader segment stated they plan to make pet-related purchases within the next 12 months.

These animal lovers will be looking for YOUR advertised pet products and services in *Tidbits*.



Here is a closer look at this target audience segment:*

% of Pet Owner Readers:	26.5% Have annual household incomes of \$100,000 and up:
Men: 39.4 %	• 25.8% \$50,000 - \$74,000
Women: 60.6%	• 15.6% \$75,000 - \$99,000
84.3% are likely to clip and use pet-related coupons	• 14.9% \$100,000 - \$149,000
	• 11.6% \$150,000 and up

52.7% do not read the Desert Sun 94.4% do not read the Press Enterprise
97.1% 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

REACH THEM ALL in the Coachella Valley's best loved and most widely read weekly publication



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

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

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P.O. Box 4308 Palm Springs, CA 92263-4308 Phone: **760-320-0997** Fax: 760-320-1630

email: valleybits@msn.com

www.TidbitsPalmSprings.com