

FACT:

Tidbits is your direct line to our Snowbird Visitors!

Reach this important audience segment with your advertising message

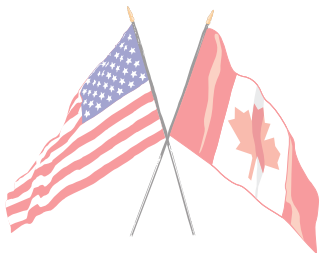


An important fact to know:

Not only does our annual "Snowbird" population love the spectacular scenery and idyllic winter weather of our beautiful Coachella Valley, but they also love *Tidbits!*

These survey findings reveal interesting and compelling facts about this loyal and upscale segment of the *Tidbits* reader audience:

24.3% of regular weekly *TIDBITS*® readers are half-time or seasonal Coachella Valley visitors*



57% are Female
43% are Male
78% are U.S. Residents
21% are Canadian
18% are age 55 - 64
74% are age 65 +

52.5% Have annual household incomes of **\$100,000 and up:**

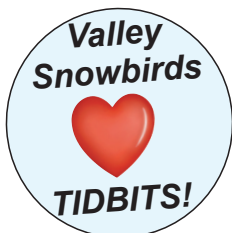
- **25.4%** \$65,000 - \$99,000
- **18.5%** \$100,000 - \$149,000
- **14.6%** \$150,000 - \$199,000
- **19.4%** \$200,000 and up

54.% do not subscribe to or read the Desert Sun

97.6% 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

Don't miss the opportunity to target your advertising to this seasonal, motivated & upscale audience.



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