

# 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%

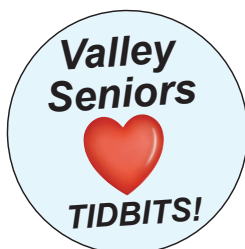
86.1% are likely to clip and use store coupons

29% Have annual household incomes of \$150,000 and up:

- 15.3% \$100,000 - \$149,000
- 15.1% \$150,000 - \$199,000
- 13.9% \$200,000 and up

47.3% do not subscribe to or read the Desert Sun

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



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



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



**70,000+ Readers Weekly/ 280,000+ Monthly**

Published and distributed by AdVenture Media, Inc.



@TidbitsNewspapr

P.O. Box 4308 Palm Springs, CA 92263-4308

email: [valleybits@msn.com](mailto:valleybits@msn.com)

Phone: 760-320-0997 Fax: 760-320-1630

[www.TidbitsPalmSprings.com](http://www.TidbitsPalmSprings.com)



@TidbitsPS