

FACT:

One of every six *Tidbits* readers is a potential Patio Furniture customer.

All are home, condo or RV owners who said they plan to make patio furniture purchases in the next year.

In a recent comprehensive study of Coachella Valley *Tidbits* readers*, **15.6%** specifically stated they intend to make patio furniture purchases within the next 12 months.

These patio furniture customers will want to see your ad in *Tidbits*.



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



40.4% Male • 59.6% Female

35.4% Have annual household incomes of \$150,000 and up:

- **17.0%** \$99,000 - \$149,000
- **17.0%** \$150,000 - \$199,000
- **18.4%** \$200,000 and up

54.7% do not read the Desert Sun

98.6% 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

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



"The Neatest Little Paper Ever Read!"®

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

Published and distributed by
AdVenture Media, Inc.

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

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

email: valleybits@msn.com

www.TidbitsPalmSprings.com