

The CitizensVoice.com Internet Advertising Traffic you WANT to be caught in!



Our Web Site at www.citizensvoice.com is the number one resource in the region for **local news, breaking news, sports, and entertainment** information. It offers the largest searchable regional and national classified database online making it the **premier local destination for job seekers, online shoppers, and car and home buyers.**

Who is reading www.citizensvoice.com?

Over **10,000** unique users log on EVERY DAY
That's over **763,000** page views a month!

Internet Newspaper readers are...

Affluent: Mean income is \$70,000 per year
Educated: 54% have one or more college degrees
Young: 67% are in the 35-44 age bracket
Homeowners: 80% own a home
Parents: 64% have children

Online readers HAVE and SPEND disposable income!

69% are online daily during work
84% have recently shopped online
41.3% plan to buy a computer in the next year
62.8% have purchased a tape or CD in the past month
73.9% have purchased clothing in the last month
83.3% own and use a cellular phone

Online newspaper users are brand loyal;

They come back often to their local newspaper Web Site and go very deep into the content. This brand loyalty can transfer to YOUR brand if you advertise wisely. Because of the medium's credibility, online newspaper users have said that they are more likely to contact the advertisers that appear in newspaper sites than those that appear even in other news sites. Plus, online newspaper advertising can be more targeted to your desired consumer than most other advertising formats.

Sources: MORI Research, "Power Users 2004"; The Media Audit- January, February 2004; Pulse Research Study- July, August 2006