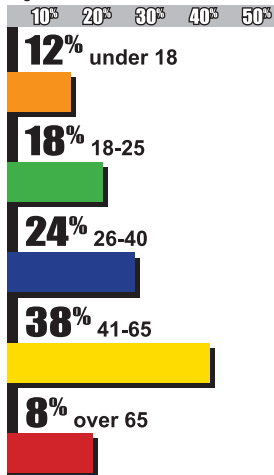
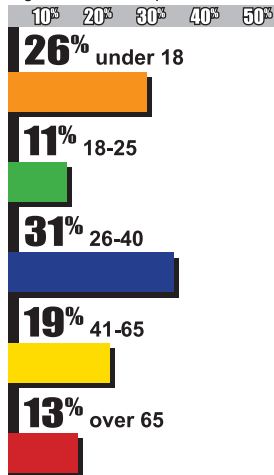


More Reasons You Should Advertise In Tidbits®

Ages of Tidbits® Readers



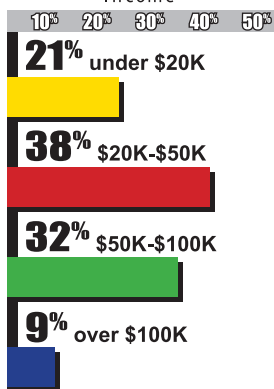
Ages of U.S. Population



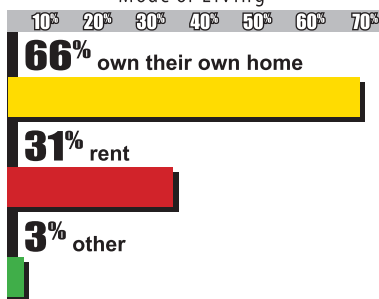
UNIVERSAL APPEAL

The age ranges of Tidbits® readers tracks well with the diversity of our population, with an increase in readership in people over 40.

Income



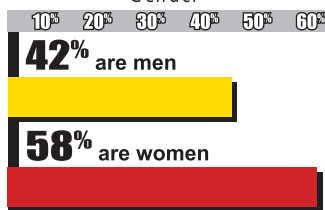
Mode of Living



DO YOU WANT CUSTOMERS THAT SPEND?

Are you looking for customers that have extra money to spend. Our readers are mostly families who live in the community where they spend their money. More of our readers are homeowners, which makes them more likely to be repeat customers!

Gender



SURVEY SAYS...

10s 20s 30s 40s 50s 60s 70s 80s 90s 100s

80% of area households READ TIDBITS® REGULARLY!

41% of area households READ TIDBITS® EVERY WEEK!

81% read the entire paper, for both the entertainment value and THE ADVERTISERS WITHIN!

70% of our readers SHOP WITH OUR ADVERTISERS!

86% take Tidbits® home or to work TO SHARE WITH OTHERS!



Survey results based on a 4 month area study done by Washington State University.