

2004 Media Kit



The Empire City Times

Delivering quality since 1901

The Empire City Times is the only daily newspaper serving the entire metropolitan area of Empire City. Since its launch back in 1901, the *Times* has remained Empire City's most trusted news source. For advertisers, it presents an unparalleled opportunity. The *Times* consistently ranks among the nation's largest newspapers in terms of weekday and weekend penetration. From the writing to the photography to the graphic design, the Empire City Times strives to bring the best possible product to Empire City doorsteps.

The Times is the most widely read publication in Empire City, and has won more professional journalism awards than any other paper in the region.

Daily circulation	=	121,191
Daily Readership	=	295,345
Sunday circulation	=	204,345
Total Readership	=	492,176

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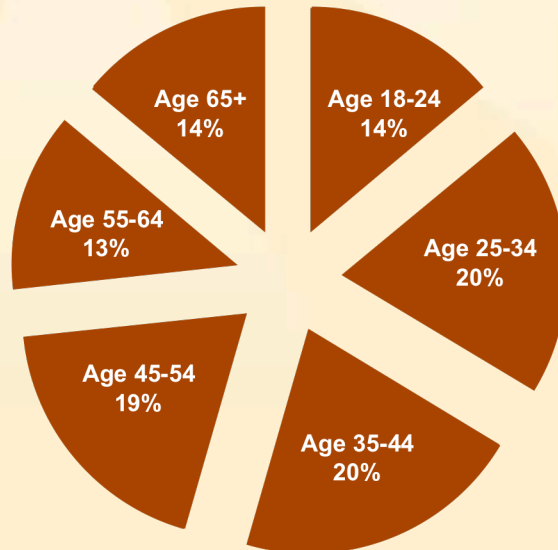


Demographic Category	# in market
Gender	
Male	49%
Female	51%
Age	
18-24	14%
25-34	20%
35-44	20%
45-54	19%
55-64	13%
65+	14%
Marital Status	
Married	55%
Wid./Div./Sep.	18%
Single	27%
Household	
1-2 adults in household	46%
3-4 adults in household	40%
5+ adults in household	14%
Children in home	41%
Employment	
Employed	70%
Retired	12%
Homemaker	9%
Student	2%
Other	7%
Occupation	
Professional / Manager	30%
Technology / Sales	19%
Service worker	9%
Blue collar	22%
Other	20%
Household Income (\$)	
Less than \$20k	9%
\$20k - \$39.9k	25%
\$40k - \$74.9k	33%
\$75k - \$99.9k	15%
\$100k+	18%

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Percentage of readership age



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Rate Card	Monday Tuesday Wednesday	Thursday Friday Saturday	Sunday/ Thanksgiving
	Single Day Rate	Single Day Rate	Single Day Rate
Business Card 4 column/inches (2 column X 2 in)	\$452	\$488	\$744
1/16 Page 8 column/inches (2 columns X 4 in)	\$904	\$976	\$1,488
1/8 Page 15 column/inches (3 columns X 5 in)	\$1,695	\$1,830	\$2,790
1/4 Page 31.5 column/inches (3 columns X 10.5 in)	\$3,559.50	\$3,843	\$5,859
1/2 Page 63 column/inches (6 columns X 10.5 in)	\$7,119	\$7,686	\$11,718
Full Page 126 column/inches (6 columns X 21 in)	\$14,238	\$15,372	\$23,436

Open = Open rate
Special = Special Section