

2012 The Market

O B S E R V E R P U B L I S H I N G C O M P A N Y

- The *Observer-Reporter* reaches more than **75,000** readers each Sunday.⁴
- Pennsylvania has a higher percentage of daily and Sunday newspaper readers than the national average – more than 15% higher.³
- The *Observer-Reporter* reaches over 32,000 homes Monday through Saturday and over 35,000 homes on an average Sunday.¹



- Annual spending potential on clothing and accessories is **\$403,961,500**.²
- Yearly spending potential on food and drink is **\$1,197,231,850**.²
- Annual spending potential on furniture and home furnishings is **\$55,075,900**.²
- The *Observer-Reporter* reaches six in 10 adults on an average weekday. That's more than double our nearest competitor!³

- Pennsylvania consumers use newspapers as their primary advertising source for home purchases, local entertainment, jobs, furniture, electronics, groceries, major appliances, vehicles, and home improvement.³
- *The Almanac* is distributed free each week via carriers to all local homeowners in designated zip codes reaching **more than 97,000** readers every Wednesday!⁴
- *The Almanac* has the strongest penetration of any weekly newspaper in south-western Pennsylvania, reaching six in 10 adults in its market.³



- Among weekly newspapers, *The Almanac* is the primary source of local advertising information.³
- *The Almanac* was voted the #1 non-daily newspaper of the year in Pennsylvania by the Pennsylvania Newspaper Association.

Observer-Reporter.com

Observer-Reporter Online Readers

- *Observer-Reporter* website users have a median income of \$65,993.⁴
- *Observer-Reporter.com* has more than 3 million page views per month and more than 180,000 unique visitors per month.⁵



- 84% of our website users are home owners and the median home value is \$163,818.⁴
- 57% of *Observer-Reporter* website users are college educated.⁴

1. Audit Bureau of Circulation, 2010
2. DemographicsNow
3. American Opinion Research
4. Media Audit, Sept.-Oct./March-April, 2011
5. Google Analytics, 2011

