

2011 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 **72,500** readers each Sunday.¹
- Pennsylvania has a higher percentage of daily and Sunday newspaper readers than the national average – more than 15% higher.³
- From Monday through Saturday, more than **439,900** people read the *Observer-Reporter*.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
- Almost three in four adults read the *Observer-Reporter* during an average week, and almost 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* circulation is **49,305** and is distributed free each week via carriers to all local homeowners in designated zip codes. That is **more than 123,000** readers every Wednesday!⁵
- *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



Observer-Reporter Online Readers

- *Observer-Reporter* website users have a median income of \$58,724.⁴
- *Observer-Reporter.com* has more than 3 million page views per month and more than 180,000 unique visitors per month.⁶



- 90% of our website users are home owners and the median home value is \$158,673.⁴
- 89.9% of *Observer-Reporter* website users have annual salaries from \$35,000 to \$150,000+.⁴

1. Audit Bureau of Circulation, 2006
2. DemographicsNow
3. American Opinion Research
4. Media Audit, Mar.-Apr. 2010
5. Certified Audit of Circulation, March 2008
6. Google Analytics, 2010

