

MORE AUDIENCE THAN EVER!



THE PRESS DEMOCRAT

A PART OF
The New York Times Company



reach
95%

of **Sonoma County** with
one multi-media company!

THE PRESS DEMOCRAT OFFERS A WIDE RANGE OF MEDIA TO REACH ANY REGIONAL AUDIENCE.



7 in 10

Sonoma County Adults
Read The Press Democrat
during an average
seven-day week.



Source: Scarborough San Francisco Study 2008 release 1; Base: Sonoma, Lake & Mendocino Counties, Adults 18+

WIDER RANGE. GREATER IMPACT. THROUGHOUT THE NORTH BAY.

	Weekday	7-Day
Professional/Managerial	47%	82%
Sales	56%	82%
White collar	50%	82%
\$75k+ household income	51%	78%
College graduate+	67%	86%
Age 35+	60%	81%



Source: Scarborough San Francisco Study 2008 release 1; Base: Sonoma County, Adults 18+

Nothing comes close to The Press Democrat's **reach** and **influence** in the Bay Area.

COUNTY		Weekday Reach
Sonoma	Press Democrat	48%
Santa Clara	San Jose Mercury News	41%
Marin	Independent Journal	41%
San Francisco	SF Chronicle	39%
San Mateo	SF Chronicle	35%
Contra Costa	Contra Costa Times	36%
Napa	Napa Register	34%
Mendocino	Press Democrat	25%
Solano	Vacaville Reporter	22%
Alameda	SF Chronicle	16%
Lake	Press Democrat	9%

Source: Scarborough San Francisco Study 2008 release 1; Base: Sonoma, Lake & Mendocino Counties, Adults 18+

meet

OUR READERS

Older, wiser, wealthier & aware.



INFLUENTIAL. AFFLUENT. EDUCATED. ACTIVE. **AUDIENCE.**

	SONOMA COUNTY RESIDENTS	PRESS DEMOCRAT READERS		SONOMA COUNTY RESIDENTS	PRESS DEMOCRAT READERS
AGE			EDUCATION		
18-34	31%	27%	High School grad	20%	20%
35-49	29%	31%	Some college	35%	33%
50-64	26%	28%	College/ post-grad	36%	39%
65+	14%	15%			
GENDER			CHILDREN AT HOME		
Men	50%	48%	Yes	34%	30%
Women	50%	52%	No	63%	68%
INCOME			MARITAL STATUS		
Less than \$50K	35%	31%	Single	16%	10%
\$50-\$100K	43%	47%	Married/Partnered Relationship	67%	71%
\$100K+	22%	22%	Widowed/Separated/Divorced	14%	16%

*Source: American Opinion Research. †Source: American Opinion Research 2008; Base: Sonoma County; PD average 7-day readership, Adults 18+