

# Targeted marketing with N&O sections.

## Published every Sunday:

### Arts & Living with Travel\*:

Readers: 646,400  
 Male - 49%      Female - 51%  
 Age 25+ - 86%      HHI \$50,000+ - 61%  
 Own Home - 77%      College educated - 66%

### Channels:

Readers: 479,100  
 Male - 46%      Female - 54%  
 Age 25+ - 83%      HHI \$50,000+ - 55%  
 Own Home - 77%      College educated - 59%

### Triangle & State:

Readers: 688,800  
 Male - 52%      Female - 48%  
 Age 25+ - 86%      HHI \$50,000+ - 55%  
 Own Home - 76%      College educated - 61%

### Classified :

Readers: 508,700  
 Male - 50%      Female - 50%  
 Age 25+ - 84%      HHI \$50,000+ - 55%  
 Own Home - 72%      College educated - 59%

### Comics:

Readers: 557,800  
 Male - 51%      Female - 49%  
 Age 25+ - 85%      HHI \$50,000+ - 55%  
 Own Home - 71%      College educated - 62%

### Main News:

Readers: 821,600  
 Male - 51%      Female - 49%  
 Age 25+ - 86%      HHI \$50,000+ - 56%  
 Own Home - 74%      College educated - 63%

### Sports:

Readers: 502,100  
 Male - 60%      Female - 40%  
 Age 25+ - 83%      HHI \$50,000+ - 58%  
 Own Home - 74%      College educated - 64%

### Work & Money:

Readers: 557,200  
 Male - 49%      Female - 51%  
 Age 25+ - 84%      HHI \$50,000+ - 61%  
 Own Home - 76%      College educated - 66%

## Published weekly:

### Auto (Friday & Saturday):

Readers (net of 2 days): 298,500  
 Male - 64%      Female - 36%  
 Age 25+ - 87%      HHI \$50,000+ - 57%  
 Own Home - 76%      College educated - 61%

### Carolina Outdoors (Thursday):

Readers: 321,600  
 Male - 61%      Female - 39%  
 Age 25+ - 82%      HHI \$50,000+ - 49%  
 Own Home - 70%      College educated - 53%

### Commercial Real Estate (Thursday):

Readers: 353,400  
 Male - 50%      Female - 50%  
 Age 25+ - 85%      HHI \$50,000+ - 55%  
 Own Home - 73%      College educated - 64%

### Home & Garden (Saturday) :

Readers: 493,700  
 Male - 46%      Female - 54%  
 Age 25+ - 87%      HHI \$50,000+ - 57%  
 Own Home - 75%      College educated - 64%

### Real Estate (Saturday):

Readers: 283,600  
 Male - 53%      Female - 47%  
 Age 25+ - 87%      HHI \$50,000+ - 62%  
 Own Home - 76%      College educated - 65%

### Weekend (Friday – zoning available)\*\*:

Readers: 484,400  
 Male - 50%      Female - 50%  
 Age 25+ - 86%      HHI \$50,000+ - 56%  
 Own Home - 75%      College educated - 63%

## Published every weekday:

### Classified:

Readers: 321,800  
 Male - 53%      Female - 47%  
 Age 25+ - 83%      HHI \$50,000+ - 42%  
 Own Home - 65%      College educated - 48%

### Life, etc.: Readers: 515,400

Male - 49%      Female - 51%  
 Age 25+ - 89%      HHI \$50,000+ - 57%  
 Own Home - 77%      College educated - 63%

### Main News:

Readers: 643,900  
 Male - 51%      Female - 49%  
 Age 25+ - 88%      HHI \$50,000+ - 54%  
 Own Home - 75%      College educated - 62%

### Sports:

Readers: 416,900  
 Male - 64%      Female - 36%  
 Age 25+ - 88%      HHI \$50,000+ - 59%  
 Own Home - 77%      College educated - 62%

### Triangle & Co.\*\*\*:

Readers: 570,300  
 Male - 51%      Female - 49%  
 Age 25+ - 87%      HHI \$50,000+ - 59%  
 Own Home - 77%      College educated - 64%

\* Represents readers of Arts & Living and former Travel section.

\*\* Represents readers of former What's Up section.

\*\*\* Represents readers of former City & State and Business sections.

Note: Readership is adults who read at least 1 issue of daily section in the past week; 1+ issues of weekly or Sunday section in the past month.

Source: Scarborough Research, 2008 Custom Recontact Study, Raleigh-Durham DMA