

juicy!

A Guide to Movie
Entertainment
in Orlando
Presented by:

**Orlando
Sentinel**

Orlando Juices Up!

See What's Taking the
Town to New Heights!

Webster Defines:

Metro Orlando
Engaged Moviegoers



Get Wired!

Where Does Orlando
Get Its Internet Fix?

Juicy Quiz:

What's Your Genre?

PLUS!

Get the Latest Scoop on
the Orlando Box Office!

6'5"

6'0"

5'5"

5'0"

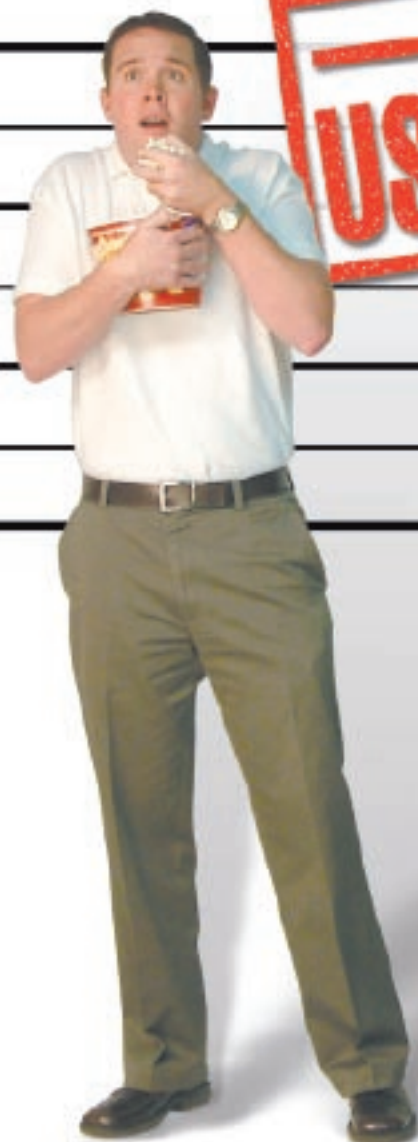
4'5"

4'0"

3'5"

3'0"

THE USUAL READERS



OS CALENDAR READER
MOVIE WATCHER
04171977



OS CALENDAR READER
BACKYARD TOURIST
09211972



OS CALENDAR READER
AUDIOPHILE
06322004



6'5"

6'0"

5'5"

5'0"

4'5"

4'0"

3'5"

3'0"

The Usual Reader Found Guilty

on the following counts:
Owning various electronic gadgets; possession of broadband internet connection; frequent usage of OS.com*; heightened awareness of OrlandoCityBeat.com powered by Metromix; Aiding in the earning of household income by employment in a white collar occupation; Being found under the influence of news and ads while planning leisure time.



Just the Facts:

48% of MSA adults use Calendar to look up movie listings.

44% of MSA adults 35-54 read Calendar.†

One in 3 MSA adults 18-34 read Calendar.†

*ORLANDOSENTINEL.COM. †READ PAST 6 MONTHS.
SOURCE: BELDEN 2005 ORLANDO STRATEGIC STUDY/PMA ADULTS

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orlando

5 Orlando Juices Up!

See what's taking the town to new heights!

7 Webster Defines:

All about Metro Orlando Engaged Movie Goers.

12 At The Box Office

Orlando Box Office has increased steadily since 2001!

13 Orlando is Wired!

Find out where Orlando gets its internet fix.

14 Lineage Matters

Top 5 Reasons to Bulk Up!

15 Theater Locator

Who's who and where to find them.

17 Rates & Packages

Increase your reach/frequency and reduce your CPM!



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letter from the editor

Hello Friends,

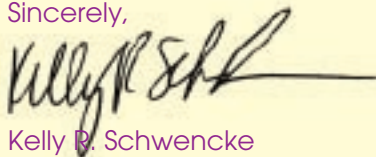
In this year's issue, you'll read plenty of **Juicy** details about Orlando's thriving city! When we sat down to brainstorm this issue, we couldn't help but think of the inside story you've never been told: Who exactly is this Movie Buff and what motivates them to see it on the big screen in Orlando? Our cover story talks about this fascinating group of people and what they mean for Orlando's lucrative Box Office.

In years past we were the first to tell you that Orlando was one of the top growing cities, and now on page 5 we're excited to unveil the construction plans well under way. And you won't have to look elsewhere to find the juice on Orlando's internet junkies either. We've broken it down for you on page 7 to reveal exactly where they get their fix.

Not to worry, you can still catch up on your favorites like Box Office Dollars, Lineage Reports and Product Information in the pages of this **Juicy** issue. But don't forget to take the quiz – you don't want to be the only one in Orange County who doesn't know their genre!

As always, we appreciate you taking the time to thumb through this issue. We value your business, and we ask that you look to Orlando as a place of potential growth of your box office dollars.

Sincerely,



Kelly B. Schwencke
Multimedia Consultant



show us your 'O' face

Last fall, OrlandoCityBeat.com (OCB for short) went under the knife of one of the nation's leading electronic surgeons, Metromix.com. The result? A younger, hotter look! OCB's new look has skyrocketed its popularity putting it on the Celebrity O-list! Last month the site turned heads as dot-commers checked out more than 317,600 page views.

OCB users* are Influentials!

- ☆ They're young, highly educated and more likely to hold white-collar positions!
- ☆ They've got cash!
- ☆ 62% more likely than average adults to make more than 75K a year!
- ☆ They've got digital toys!
- ☆ They're more likely than average to own a PDA, MP3 player, a game system, a DVR, a cell phone and a high speed internet connection!

*ACCESSED OCB PAST 30 DAYS. SOURCE: 2005 BELDEN STUDY

ORLANDOCITYBEAT.
powered by  **metromix.com**

orlando juices up!

See what's taking the town to new heights!

What you see is what you get...well, pretty soon at least! Take a look at Orlando's soon-to-be cityscape pictured here. Construction has broken ground and for some Orlando old-timers it's a far cry from the small town it once was. As for the new wave of Metro Orlando adults? Let's just say the city kind of grows on you!



1 Orlando Palace Towers

34-floor apartment tower and 37-floor condo tower, with retail and restaurants.

Construction starts:
1st quarter 2006.



2 Camden Orange Court

4-story apartment complex, 30,000 to 50,000 square feet of office space, 7,200 square feet of retail.

Construction starts:
Not available.



3 Presidential Tower

41-story condominium tower, 714-space garage.

Construction starts:
1st quarter 2006.



4 55 West

32-story tower with 405 condos and 75,000 square feet of retail and restaurant space, fronted by a public courtyard and food court called the Esplanade.

Under construction;
completion early 2008.



5 The Vue at Lake Eola

35-story building with 384 condos and 6,000 square feet of retail.

Under construction;
completion 1st quarter 2007.



6 Dynatech Centre

31-story tower with apartments, offices, retail, restaurant space and a rooftop pool deck.

Construction starts:
1st quarter 2006.

In 2006:

- 2** New movie theaters will be built
- 351** Stories added to Orlando's skyline with the construction on 12 new high rise projects
- 23,000** New Hispanic residents will move to Metro Orlando
- 31,716** New homes expected to be built

- 45,000** New students will enroll at the University of Central Florida, the nation's 8th largest university
- 50,500** New jobs posted in the Metro Orlando area
- 76,900** New residents will move to Metro Orlando
- \$34,381,536,000** will be spent in retail sales in Metro Orlando

In Orlando:

- 39** Is the median age of an Orlando Adult
- 44** % of the population between 0-34 (39% are between 34-64 and the rest are 64+)
- 49,106** Dollars made on average per household*
- 40** % of the Orlando MSA read the paper daily
- 59** % of the Orlando MSA read the paper on Sunday

SOURCE: ORLANDO SENTINEL MARKET RESEARCH & DATABASE MARKETING DIVISION.

*EFFECTIVE BUYING INCOME. SOURCE: DEMOGRAPHICS USA 2005; SCARBOROUGH 2005, RELEASE 2.



7 Premiere Trade Plaza
13-story office tower, 17-story office tower, 27-story condo tower called the Solaire, retail space and a 12-screen movie theater.
Under construction, completion 4th quarter 2006.



8 Tradition Towers
Twin 37-story towers housing 1.4 million square feet of condos, offices, restaurant & retail space. Towers will be connected by a 2-story 'sky-bridge' housing the University Club.
Construction starts: 1st quarter 2006.



9 Capital Plaza III
3 mixed-use buildings: 120 condo units, 175,000 square feet of office space and a 130-room hotel.
Construction starts: N/A



10 Paramount on Lake Eola
16-story, mixed-use residential tower, including a Publix grocery.
Construction starts: 1st quarter 2006.



11 The Monarch
23-floor tower with 180 residential units, 3,600 square feet of retail space.
Construction starts: 2nd quarter 2006.



12 Thornton Commons
16- and 20-story buildings with 510 condos and 37,000 square feet of retail space.
Construction starts: 3rd quarter 2006.

Age Of Metro Orlando



webster defines:

metro orlando engaged moviegoer

Main Entry: met•ro or•lan•do
en•gaged mov•ie•go•er

Pronunciation: 'me-(")trO, or-'lan-(")dO,in-'gAj,
'mü-vE-"gO(-&)r

Function: noun

- : An adult 18 or older living in the MSA who has seen at least 3 movies in the theater over the past 3 months
- : Nearly one in four Metro Orlando adults; over 305,000 people
- : film fanatic; movie buff

73% of Metro Orlando Engaged Moviegoers saw at least one movie in the past month.

If every member of this audience sees a movie this month, they will be responsible for more than **1.96 million** dollars in Box Office Revenue. (average annual admission price \$6.41 in 2005)

SOURCE: SCARBOROUGH 2005, RELEASE 2



Lindsay Lohan

12%

14%

18-24



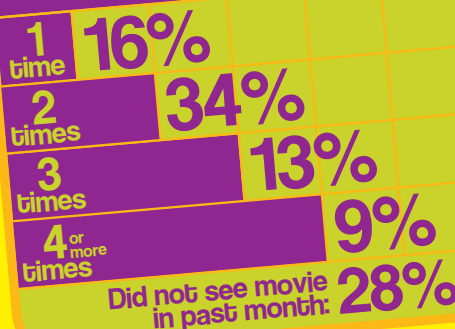
Eva Longoria

18%

26%

24-34

Average Monthly Movie Viewing



Engaged Moviegoer



Johnny Depp

21%

22%

34-44



Kevin Costner

49%

38%

45 +

Just
Like
Us!

MSA Adult

Moviegoer

Olympic Speed Skater Apolo Anton Ohno sees a new movie within the first two weeks!



When Do They See a New Movie?

21% Opening Day/Weekend

48% Within First Two Weeks
(Not Opening Weekend)

29% After Two Weeks

2% Unknown

*THIS STATEMENT CANNOT BE VERIFIED. WE JUST LIKE APOLO.

SOURCE: SCARBOROUGH 2005, RELEASE 2

Orlando Sentinel

Orlando Sentinel Readership & OS.com Usage of Engaged Moviegoers

Read Orlando Sentinel Daily

Metro
Orlando Adults

40%

Engaged
Moviegoers

42%

Read Orlando Sentinel Sunday

59%

60%

Accessed OS.com in past 30 days

19%

27%

In the past week, 71% of Metro Orlando moviegoers read the Orlando Sentinel or accessed OrlandoSentinel.com

SOURCE: SCARBOROUGH 2005, RELEASE 2

Media Sources the Metro Orlando Adult Uses When Deciding What Movie to See:

According to the NRG study, 31% of moviegoers plan their movie decisions the day they attend the movie. By advertising in the Orlando Sentinel and on OS.com, you have the potential to influence **over half** of Metro Orlando adults' movie making decisions.

Daily or Sunday Newspapers

35%

TV

24%

Internet Web Sites

19%

Weekly Community Newspaper

5%

Radio

3%

None/Don't Use Media

13%

SOURCE: ORLANDO MSA STUDY 2005

What's Your Genre?

It's been a long day but you can't wait to relax in front of the TV. When you get home, you:

- A) Flip on Soprano's. There's something strangely funny about that family.
- B) Immediately tune in to CNN Headline News. You can't get enough of real life drama.
- C) Throw on your team jersey and gear up for coverage of the NFL Draft.
- D) Doze off smiling at those 'Stupid Human Tricks' on David Letterman.

You're fielding questions at a press conference because you just won the lottery. The reporter asks what you're going to do with your winnings. You say:

- A) "I'm installing a brand new customized home entertainment theater!"
- B) "Oh, I've already got plans to invest the money into my stock portfolio."
- C) "I think a little whitewater

rafting and downhill skiing are in order!"

- D) "I'm going to Disney World!"

In your dreams, what kind of car are you driving?

- A) Toyota Scion. It's practical, fun, and customizable.
- B) Lexus S-class. Nothing but the best in leather seats, satellite radio and GPS tracking for you.
- C) Jeep Wrangler. Who are you kidding?!?! You ARE the GPS tracker.
- D) Ford Freestar. Minivans are wa-ay cooler than they used to be!

It's dinnertime and you're pondering what to cook. What do you decide?

- A) Take your pick. Domino's or Papa John's.
- B) A fine dining experience at that chic new restaurant you've read about.
- C) You throw a couple steaks

and some shrimp on the barbie.

- D) TV Dinner, just like mom used to make.

When you pick up the newspaper, what section(s) do you turn to first?

- A) Classified. Where else can you find a car, a job, and a date all in the same place?
- B) Main news, most likely followed by all other sections in a methodical manner.
- C) You don't have time to read Sports cover to cover, so you finish the articles online during a conference call.
- D) Lifestyle and comics. You like to keep things light.

What's your dream job?

- A) An entertainment reporter. Look out Billy Bush and Heather O'Dell!
- B) U.S. Ambassador to Italy.
- C) FBI Agent. You practice

saying "Stick 'em Up!" in the mirror.

- D) Soccer Mom (or Dad). Orange slices and sunscreen are already cooling on ice.

You're walking down a busy street listening to your iPod. What's playing?

- A) "Shot through the Heart" by Jon Bon Jovi – karaoke style so you can sing along.
- B) "See Line Woman" by Nina Simone, you respect a woman on a mission. If it's secret, even better!
- C) Techno and more techno. You can't get enough of the driving beats that make you move your feet!
- D) American Idol Soundtrack, Season 1.

Count the number of A's, B's, C's and D's you answered and use the key below to determine your movie genre.

comedy!

If you selected mostly A's:

You love COMEDY! For you, life isn't about who wins, it's about who has the most fun. And you do! People like you because you're approachable and easy to relate to. You work hard and are entitled to a few laughs.

Comedy in Orlando ranks #1 in Box Office Revenue.

drama!

If you selected mostly B's:

You love DRAMA! You are distinguished, well-read, and informed. The newspaper hits your door every day and you love the film reviews as much as you love the movies themselves.

Drama in Orlando ranks #2 in Box Office Revenue.

action!

If you selected mostly C's:

Lights. Camera. ACTION! You are an adrenaline junkie! Life doesn't move fast enough, so you speed it up yourself. People like being around you because you're fun and adventurous. Never a dull moment!

Action in Orlando ranks #3 in Box Office Revenue.

animation!

If you selected mostly D's:

You love ANIMATION! Okay, so maybe a piano won't fall out of the sky, but you do get a kick out of the silly antics of those kooky characters. And your family loves them too. People love your energy and youthfulness!

Animation in Orlando ranks #4 in Box Office Revenue.

VOTE FOR EL SENTINEL

All of your wildest dreams will come true.

★ Orlando is within the top 3 **FASTEST GROWING HISPANIC MARKETS**

★ Currently Orlando is home to **435,000 HISPANIC ADULTS**. By the end of the decade, that number is expected to grow by **30%**

★ **64%** of Hispanic adults in the Orlando DMA have seen a movie in the past 3 months

★ **21%** of all Metro Orlando moviegoers are Hispanic

★ Readers of El Sentinel are young and family oriented. **SIX IN 10** are married and **59%** have children under 18 in the household

★ **EL SENTINEL** is the only audited Hispanic paper in Orlando and covers local, national and international news. Other features include sports, lifestyle, food, events, and Classified.



Orlando Box Office

Has Increased Steadily Since 2001

- Orlando's overall box office has increased consistently over time. Many markets dipped from 2004-05 and national box office was down -8%.
- The number of films released in Orlando increased from 213 in 2001 to 330 in 2005.

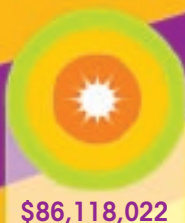


2001



Harry Potter and the Sorcerer's Stone

TOP GROSSING FILM IN ORLANDO 2001



2002



Spider-Man

TOP GROSSING FILM IN ORLANDO 2002

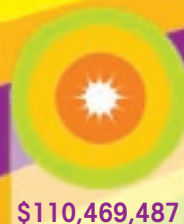


2003



Finding Nemo

TOP GROSSING FILM IN ORLANDO 2003

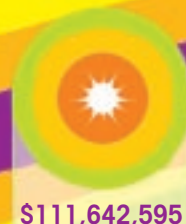


2004



Spider-Man 2

TOP GROSSING FILM IN ORLANDO 2004



2005



Star Wars Episode III: Revenge of the Sith

TOP GROSSING FILM IN ORLANDO 2005

Orlando is Wired!

Where does Orlando get their fix?

In the past month, it was reported that more than one in four Metro Orlando internet users (277,000) hit up OrlandoSentinel.com. But they aren't just checking in, they are committed! Last month, the average OrlandoSentinel.com user spent more than 15 minutes on the site. Engaged moviegoers are no different, as more than 25% of them accessed OrlandoSentinel.com last month.

Like frequent moviegoers, OrlandoSentinel.com users are younger and more affluent than the average Metro Orlando adult. Take a look at the chart below.

Metro Orlando Moviegoer*:	Median Age	Median Household Income
OS.com User:	40	\$54,000
	38	\$58,800

*AN ADULT WHO HAS SEEN A MOVIE IN THE PAST 30 DAYS.
SOURCE: 2005 SCARBOROUGH REPORT RELEASE 2.



Did You Know?

Internet users admit to feeling frustrated, bored, and experiencing symptoms of withdrawal when deprived of the Internet. And when asked to choose only one type of media they would take to live on a deserted island, 65% of U.S. adults chose the Internet.

Orlando is 2nd highest market for people who listened to online audio in the past week



Orlando is 5th highest market for people who use the internet to pay bills



Orlando is 8th highest market for people who made an internet purchase in the past year



Orlando is 8th highest market for people who spend on average 20 or more hours on the internet per week



SOURCES: NIELSEN/NETRATINGS, "INTEGRATED INTERACTIVE MARKETING: QUANTIFYING THE EVOLUTION OF ONLINE ENGAGEMENT", APRIL 2005; SAGE METRICS MARCH 2005.

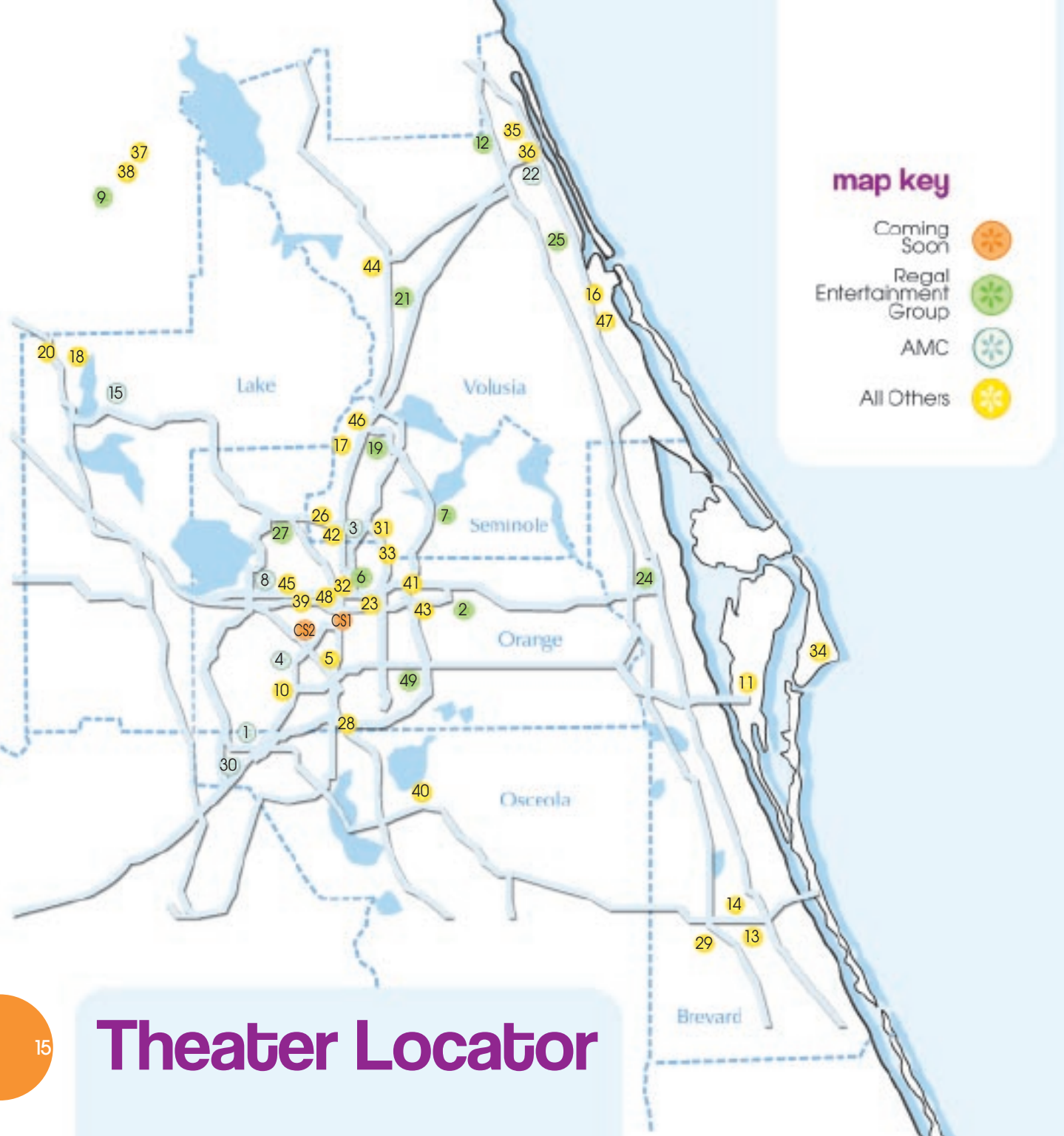
Studio lineage

Top 5 Reasons to Bulk Up Your Lineage:

5. By applying frequency, you'll be able to bring your message home!
4. If you're not advertising as much as your competition, who is more likely to reach your movie goer?
3. Orlando Box Office dollars have increased steadily despite the decrease at the national box office.
2. Orlando Sentinel Readership is at an all time high. By adding niche pubs like Varsity, OCB and El Sentinel, you can further increase your market penetration.
1. Orlando Sentinel offers up to 40% discounts on larger ads and a 50% discount on all movie ads running past week 4.

	2006		2005	
	2006 YTD	# films YTD*	2005 Lineage	# films
Warner Brothers	665	3/7 **	3,253	19
Fox	823	7/9	3,046	17
Universal	1,224	4/9	2,836	20
Buena Vista	832	5/9	2,733	16
Sony	734	7/11	2,143	22
Paramount	243	2/3	1,993	13
DreamWorks	222	1/2	1,177	6
New Line Cinemas	335	2/4	959	8
Lionsgate	265	4/4	913	16
Miramax	16	1/1	884	12
Focus Features	399	2/3	805	11
Fox Searchlight	313	2/6	705	6
Warner Independent Pictures	101	0/3	660	4
Sony Pictures Classics	297	4/7	470	17
The Weinstein Company	444	3/9	107	2
Paramount Classics	11	2/1	74	13

*AS OF 4/30/06.
 **FILMS LISTED AS "NEW RELEASES / TOTAL NUMBER ADVERTISED"
 SOURCE: ORLANDO SENTINEL ADVERTISING DEPARTMENT



Theater Locator

- | | | | |
|--|--|--|---|
| ① AMC Pleasure Island
(24) \$13,570,072 | 13 Cinema World
(16) \$3,116,207 | 26 Carmike Cinemas University
(8) \$853,670 | 38 Ocala Drive-In
(1) \$69,099 |
| ② Regal Waterford Lakes
(20) \$8,226,416 | 14 Rave Avenue
(16) \$3,060,360 | 27 Regal Wekiva Riverwalk
(8) \$823,216 | 39 Dr. Phillips Cinedome
(1) \$17,108 |
| ③ AMC Altamonte Mall
(18) \$7,678,040 | 15 AMC Lake Square
(12) \$3,059,107 | 28 Touchstar Cinemas Southchase
(7) \$717,856 | 40 St. Cloud Twin
(2) N/A* |
| ④ AMC Universal Cineplex
(20) \$6,745,975 | 16 Oaks Stadium
(10) \$2,771,767 | 29 Nova Cinemas at Palm Bay
(10) \$618,005 | 41 Touchstar Colonial Promenade
(6) N/A* |
| ⑤ Cinemark at Festival Bay
(20) \$5,832,881 | 17 Amstar Stadium Theatre
(12) \$2,046,664 | 30 AMC Celebration Twin
(2) \$481,428 | 42 Touchstar Altamonte
(8) N/A* |
| ⑥ Regal Winter Park Village
(20) \$5,774,701 | 18 Old Mill Playhouse
(8) \$1,983,357 | 31 Enzian Cinema
(1) \$413,238 | 43 Touchstar Sand Lake
(7) N/A* |
| ⑦ Regal Oviedo Market Place
(22) \$5,486,588 | 19 Regal Seminole Towne Center
(10) \$1,473,131 | 32 Winter Park Theatres
(11) \$345,353 | 44 TMI Victoria Square
(6) N/A* |
| ⑧ AMC West Oaks Mall
(14) \$5,192,270 | 20 Rialto Villages Town Square
(8) \$1,348,709 | 33 Aloma Cinema Draffhouse
(2) \$301,146 | 45 West Orange
(5) N/A* |
| ⑨ Regal Hollywood Stadium
(16) \$4,718,267 | 21 Regal Center Marketplace
(8) \$1,285,427 | 34 Satellite Beach Cinemas
(4) \$279,503 | 46 Sunstar Theatres Lake Mary
(8) N/A* |
| ⑩ Muvico at Pointe Orlando
(21) \$4,317,709 | 22 AMC Volusia Square
(8) \$1,264,893 | 35 Picture Show
(3) \$251,316 | 47 TMI Beacon Theatre
(12) N/A* |
| ⑪ Cobb Theaters Merritt Square
(16) \$3,905,229 | 23 Premiere Cinemas
(14) \$1,194,638 | 36 N&S Daytona Beach
(6) \$187,134 | 48 Picture Show
(6) N/A* |
| ⑫ Regal Ormond Beach
(12) \$3,223,619 | 24 Regal Searstown Mall
(10) \$1,037,534 | 37 Belleview Cinemas
(2) \$148,153 | 49 Regal Cinemas The Loop
(16) N/A* |

coming soon

- CS1 Amstar Stadium Theater
(12) Downtown
- CS2 Phoenix Theaters
(12) Metrowest

theater key

Theater Name
(number of screens)
2005 Gross Revenue

rates

Studio Rates*:

\$115 Daily; \$1372 color
\$159 Sunday; \$1600 color

Timeclock Banner Ads / Out of Section Discount:

Banner Size: Friday 5c x 2";
all other days 6c x 2"

\$85 Daily
\$111 Sunday

Island Ad Includes a Tile Online

Size: Friday 2.5c x 4";
all other days 4c x 4"
M-W: \$144.40
Th & Sat: \$122.40
Fri & Sun: \$155.05

Stair Step / Shape-Based ads:

\$143.75 Daily
\$198.75 Sunday

El Sentinel: \$21 pci

Varsity: \$20 pci

OCB Street Edition: \$11 pci

Customized online packages
available for OrlandoSentinel.com
and OrlandoCityBeat.com

Discounts:

50% off ads running 2 weeks
prior to release date
50% off ads running week 5
and longer
25% off ads 21" or more and
run 3 times within a week
40% off ads 21" or more and
run 5 times within a week
\$68 pci for a full page ad
in Friday's Calendar

*ALL RATES NET. ALL RATES EXCEPT
COLOR ARE PER COLUMN INCH.

packages

Increase your reach/frequency and reduce your CPM!

If you could find a way to cost
effectively reach more people,
more frequently, would you
do it? Of course you would!
We'd like to show you how.

	<u>Schedule A</u>	<u>Schedule B</u>
Reach within the MSA	949,600 (67%)	1,046,390 (73%)
Average Frequency	2.1	3.0
GRPs	139	222
Gross Impressions	1,981,15	3,163,844
CPM	\$3.09	\$2.46

With Schedule B you will:

- Increase your reach by 6%
- Increase your Frequency to 3
- Reduce CPM!

Just how did we do it?
By including multimedia
products, you can further
extend your message!

Schedule A

21" - Friday Calendar
21" - Saturday Good Living
21" - Sunday Good Living

Schedule B

1/4 pg - Thursday Varsity
21" - Friday Calendar
21" - Saturday Good Living
21" - Saturday El Sentinel
21" - Sunday Good Living
100,000 Impressions online



THE TEENAGE MARKET **BRING IT ON!**



More than 10,000 copies of Varsity The Weekly are brought on campus to over 50 area high schools 38 weeks out of the year. The section covers high school sports highlights, stats, and an in-depth look at some of Central Florida's rising stars. Varsity is read by student athletes, their friends, family, and fans alike, which comprise of more than 283,000* Adults!

*READ REGULARLY/OCCASIONALLY. SOURCE: BELDEN 2005 STRATEGIC STUDY
SOURCE: BELDEN RESEARCH CONDUCTED FOR THE NAA TEENSEEK PROJECT; NAA
NATIONAL RESEARCH GROUP

juicy!

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Something to Cheer About!

- Teens see almost 3 movies per month.
- 76% of 18-24 year olds and 73% of 12-17 year olds use newspapers when making plans to see a movie.



GOOD LIVING

Earlier this year, the popular Life and Times section (read by 789,600 Metro Orlando adults*) underwent an Extreme Makeover, changing its name to Good Living. What's so good about that? Each day of the week, the section focuses on a different topic. It also features Arts and Entertainment news including the Movie Timeclock, as well as crossword puzzles, advice columns, and the weekday comics and Sudoku.

Sunday: People and Places

Monday: How We Connect

Tuesday: Health and Fitness

Wednesday: Cooking and Eating

Thursday: From the Heart

Friday: Style and Trends

Saturday: Weekend Leisure

Reader Profile:

- Likely to be Internet users and have high-tech toys (DVDs, cell phones, digital cable, TiVo and PDAs).
- Over four in 10 readers are aged 35-54 and have college degrees.
- Almost five in 10 are in white-collar occupations.
- Upscale readers with a median household income of \$56,000.
- 75% live in single-family houses.

*READ REGULARLY/OCCASIONALLY. SOURCE: BELDEN 2004 STRATEGIC STUDY