



CLASSIFIEDS

THE BEST RATES • THE BEST SERVICE IN TOWN!
REACH MORE THAN 65,000 READERS EACH WEEK

CIRCULATION AND READERSHIP

23,000 copies distributed in the greater Santa Fe area each Wednesday at more than 320 locations.

Carefully monitored circulation reaches more than 60,000 readers each week in print and an additional 5,000 readers on the web, totalling 65,000 readers each week.

THE REPORTER'S OBVIOUS ADVANTAGES:

Proven results

Our customers get great results. Talk to SFR advertisers who run consistent schedules and they'll tell you the same thing: advertising in the Reporter works—usually better than the more expensive daily. 60% of our readers use the goods or services advertised in SFR at least 3 times a month!

More readers than the daily

In greater Santa Fe—the key trading area for city merchants—the Reporter prints and distributes more papers than the daily sells and delivers, even on Sunday. As a free weekly with a low return rate, SFR reaches more Santa Fe-area readers than the daily.

A better return for your investment

With the most readers in the city different, and the lowest CPM (cost per thousand readers), SFR gives you more bang for your advertising buck than any other publication in town.

THE REPORTER'S ADVANTAGE OVER OTHER MEDIA

SFR actively engages hard-to-reach Santa Feans

- More than half the Reporter's readers do not read the daily newspaper on a regular basis.

READER CHARACTERISTICS

While the Reporter reaches a fairly broad audience, our readers tend to be active and well-educated with higher-than-average disposable incomes:

Average household income: **\$52,781**

Average age: **46**

65% are between 25 and 54 years old

91% have attended college

70% have graduated from college

12% are students

75% are actively employed

52% are professionals, managers or educators

54% are homeowners

25% are business owners

33% are married

65% are single

Sources: 2001 Santa Fe Reporter Reader Survey conducted by Verified Audit Circulation, VAC also audits publications for Knight-Ridder, Hearst, Times Mirror and other national newspaper groups.

FREQUENCY DISCOUNTS*:

| | |
|-------------|-----|
| 6–12 weeks | 5% |
| 13–25 weeks | 10% |
| 26–51 weeks | 15% |
| 52 + weeks | 20% |

*Frequency discounts apply to all rates except Community Announcements, Helping Hands and Liner Specials.

THE SANTA FE REPORTER CLASSIFIEDS

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Payment in advance is required for all advertisers until an approved credit application is on file. We accept cash, checks, Visa, MC and Amex. All ads are subject to 7.625% sales tax unless otherwise noted. The publisher reserves the right to raise rates with 30 days notice.