

NashvilleCityPaper.com

NASHVILLE'S DAILY NEWS, BUSINESS, ENTERTAINMENT AND SPORTS

ONLINE Edition

2008/2009 ONLINE EDITION

READERSHIP*

OUR READERS ARE ACTIVE & AFFLUENT

- 24,700** Have Annual Household Income of \$100k+
- 38,610** Hold Professional or Technical Jobs
- 82,550** Are White-Collar Workers
- 89,700** Have Earned a Single and/or Advanced Degree
- 82,550** Are Homeowners
- 21,970** Frequent Restaurants for Dinner More than Four Times in a Two-Week Period
- 51,900** Traded Stocks, Bonds and Securities

* Media Audit Feb-Mar 2008, Copyright International Demographics, Houston, TX.



PAGE VIEWS/IMPRESSIONS

Delivering over 3.5 million advertising impressions on over 600,000 page views, Nashvillecitypaper.com reaches 130,000 unique visitors each month.

Nashvillecitypaper.com's highly attractive At-Work User is educated, affluent and web-savvy

IN THE ONLINE EDITION

Latest Local News-All the Day's Headlines
City News - Daily Coverage of State/Local Government, Education, Courts and Social Issues
Lifestyles - Entertainment, Arts, Fashion, Food, Dining, People
City Sports - The City's Best Coverage of the Titans, Predators, College and Prep Sports
City Voices - Editorials, Letters to the Editor, Local and National Pundits
Multimedia Journalism - Videos and Photo-journalism Slide Shows

Events Calendar - NowPlayingNashville.com
Dining Compass - Nashville's Premier Online Dining Guide
Nashville City Paper Blogs: Political Animals, Style Arbiter, Nashville Ballerz, Giant Steps (Music)
Promotions and Events
Puzzles and Comics
Free Online Classifieds
Archives

Print Pick-Up Locations
Photo Reprints
Create Your Own Blog
Post Your Own Video and Photos in Member Galleries
Reader Comments and Dialogue
Free Email Subscription of Daily News Headlines
RSS Feeds

WHY ONLINE?

Create brand awareness, improve ROI and increase your customer base. It's a simple truth - in order to reach potential customers, advertisers must go where consumers go and where consumers are going is online. As Internet use has increased so has traffic to Nashvillecitypaper.com. Online advertising is powerful and immediate. The Internet has become an essential component of any ad campaign. We provide you the best opportunity to reach potential customers in our local market by continually updating our site, offering you strong reach and frequency in the Nashville market. So whether your goal is to increase sales, drive traffic or build awareness, *The City Paper* can help you create a multi-media campaign to deliver results.

Nashvillecitypaper.com - the perfect place for your marketing message.