

The City Paper

NASHVILLE NEWS, ENTERTAINMENT, ARTS AND SPORTS

WEEKEND Edition

READERSHIP*

OUR READERS ARE ACTIVE & AFFLUENT

- 53,600** Have Annual Household Income of \$100k+
- 81,500** Plan to Remodel their Home in Next 12 months
- 45,500** Plan to Buy a Home in the Next Two Years
- 32,700** Are Frequent Wine Drinkers – Consuming Three Times in a Two-Week Period
- 40,400** Frequent Restaurants for Dinner More than Four Times in a Two-Week Period
- 71,300** Visit Bars or Nightclubs
- 79,500** Attended Three or More College or Professional Sporting Events in the Past Year
- 47,500** Attended a Country Music Concert in the Past Year
- 61,600** Attended a Rock/Pop Music Concert in the Past Year
- 76,900** Attended the Opera, Symphony or Theatre in the Past Year



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

DISTRIBUTION

The City Paper Weekend Edition has a circulation of 48,000 available through 2,000 distribution points where readers earn and spend money in Davidson and Williamson counties. *The City Paper's* non-sectionalized format is designed for a quick read with news updated daily on nashvillecitypaper.com.

Distribution of *The City Paper* is audited by VAC and consumers pick up 95% of the press run. Because those consumers make an active choice to pick up the paper, advertisers are assured their ad is being seen. Valuable edited content ensures pickup and readership, which distinguishes *The City Paper* from other free publications.

IN THE WEEKEND EDITION

City Picks - Powered by Now Playing Nashville (Events Calendar)

City News - Coverage of State/Local Government, Education, Courts and Social Issues

City Voices - Editorials, Letters to the Editor, Local and National Pundits

City Homes - Real Estate, Home, Garden and Design

City Life - Includes City Beats (Entertainment), City Spice (Food/Dining and Wine), City Arts, The Style Arbiter (Fashion) and City Faces (Social/ Party Pics)

Sports - The City's Best Coverage of the Titans, Predators, College and Prep Sports

Etcetera - Sudoku, Crossword, Scrabble and Ask Amy