

FACT:

Tidbits is your direct line to our Snowbird Visitors!

Reach this important audience segment with your advertising message

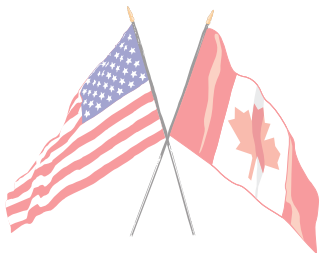


An important fact to know:

Not only does our annual "Snowbird" population love the spectacular scenery and idyllic winter weather of our beautiful Coachella Valley, but they also love *Tidbits!*

These survey findings reveal interesting and compelling facts about this loyal and upscale segment of the *Tidbits* reader audience:

24.3% of regular weekly *TIDBITS*® readers are half-time or seasonal Coachella Valley visitors*



- 57%** are Female
- 43%** are Male
- 78%** are U.S. Residents
- 21%** are Canadian
- 18%** are age 55 - 64
- 74%** are age 65 +

34% Have annual household incomes of \$100,000 and up:

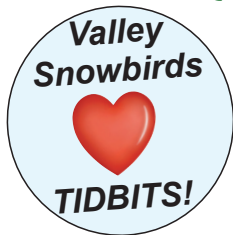
- **25.4%** \$50,000 - \$74,000
- **18.5%** \$75,000 - \$99,000
- **14.6%** \$100,000 - \$149,000
- **19.4%** \$150,000 and up

54.% do not read the Desert Sun 97.1% do not read the Press Enterprise

97.6% SAID THEY NOTICE AND READ THE ADVERTISING IN *TIDBITS*

*Data based on 914 survey responses of Coachella Valley Tidbits readers, tabulated by JNS Marketing Group

Don't miss the opportunity to target your advertising to this seasonal, motivated & upscale audience.



The Valley's best-loved and most widely read weekly publication

70,000+ Total Readers Weekly / 280,000+ Monthly

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