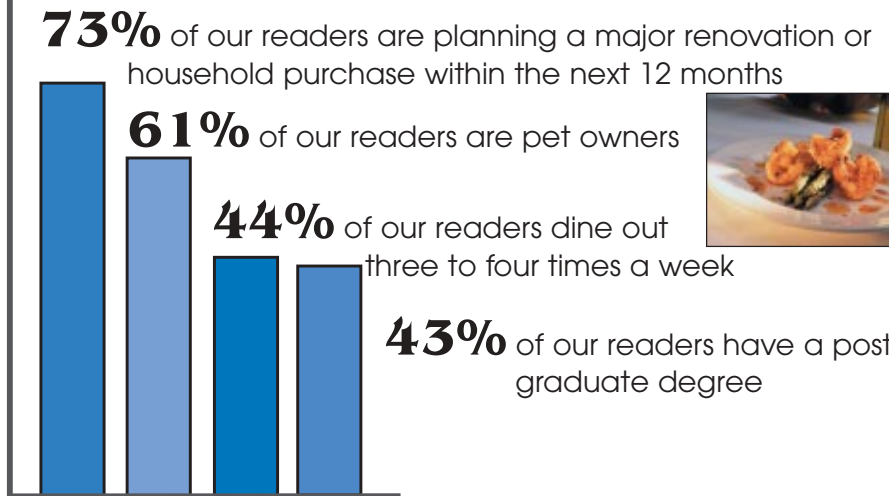


State College Magazine reaches affluent, educated readers who are key decision makers in their homes, businesses, and the community. Aside from spending time with their families, our readers enjoy cooking and eating out, reading, gardening, playing tennis, golfing and hiking among other activities. They are also avid art supporters, enjoying musical and theatre performances on a regular basis. **Our readers have discretionary income to purchase the products and services that meet their active and upscale lifestyles.**

A typical reader of State College Magazine is*:

- Married
- Professional
- College educated
- 35 to 54 years of age
- Homeowner
- \$75,000+ income
- Resident of Centre County more than 10 years



Reading Habits

According to a comprehensive study conducted by the Magazine Publishers of America together with Media Marketing Assessment (MMA):

- Magazines enhance return on marketing investment—among media, magazines were approximately 40% more effective than TV, and 60% more effective than radio.
- Increased spending in magazines increases TV advertising effectiveness—MMA reports that for those brands with a higher percent of spending allocated to magazines, TV advertising is more effective.
- More magazines in the media mix increases advertising return on investment—the results of the study demonstrate that for those brands with higher percent of magazines in the media mix, total media effectiveness was substantially higher. ~ www.magazine.org

Average time spent reading State College Magazine:

between **30** and **60** minutes



83% of our readers share State College Magazine with others

74% of our readers read State College Magazine at home

71% of our readers have read the past **four** issues of State College Magazine

67% of our readers keep State College Magazine for **two weeks or more**

88% of our readers read advertisements in State College Magazine

56% of our readers made purchasing decisions based on advertisements in State College Magazine



*Results from the 2004 State College Magazine readers survey