



Great Readership

More than **50%** of The Voice-Tribune's readership is through subscription. The remaining newspapers are sold at targeted retailers and community partners. With more than **100 rack locations**, the Voice covers a diverse and growing number of readers in Louisville and Southern Indiana.

Current circulation/ impressions **35,000** and growing!

- More than **70%** of our targeted demographic attended at least some college and **17.76%** have completed post-graduate study.
- Nearly **40%** of households in our distribution areas have a household income of **\$75,000** or more.
- The average household income is estimated to be **\$83,043** for the current year. The average household income in our distribution areas is projected to change over the next five years, from **\$83,043** to **\$88,703**.
- Over **45%** of our targeted demographic own homes with values over **\$200,000**.
- Average consumer spending per household - **\$51,847**; of which an average of **\$6,968** per household for Sports & Entertainment.

Source: The Nielsen Company 2010

Prepared: December 2010