

the Stranger

ARTS & ENTERTAINMENT

Print Readership.....	437,200
Online Unique Visitors.....	865,725

PERFORMING ARTS

Theater (last 30 days).....	50%
Attended 1–2 performance.....	41%
Attended 3+ performances.....	9%
Dance Performance (last 30 days).....	52%
Attended 1–2 performances.....	46%
Attended 3+ performances.....	6%
Opera/Classical Performance (last 30 days).....	53%
Attended 1–2 performances.....	51%
Attended 3+ performances.....	2%

VISUAL ARTS

Art Gallery (last 30 days).....	64%
Attended 1–3 times.....	49%
Attended 4+ times.....	15%
Museum (last 30 days).....	63%
Attended 1–2 times.....	55%
Attended 3+ times.....	8%

LITERATURE

Purchased Hardcover or Paperback Books (last 30 days).....	81%
Purchased 1–5 Books.....	59%
Purchased 6–7 Books.....	11%
Purchased 8+ Books.....	11%

SCREENING

Attended Movie Theater (last 30 days).....	76%
Attended 1–2 Movies.....	52%
Attended 3–5 Movies.....	17%
Attended 6+ Movies.....	7%
Rented DVDs (last 30 days).....	68%
Purchased 1–3 DVDs.....	44%
Purchased 4–9 DVDs.....	14%
Purchased 10+ DVDs.....	4%
Played Video Games (last 30 days).....	72%
Purchased 1–2 Video Games.....	49%
Purchased 3+ Video Games.....	16%

Demographic information provided by Mediamark Research, Inc. (2007 Study)
and The Media Audit (March–May & Sept–Oct 2008).

Online "unique visitors" compiled by Google Stats (November 2008).

1535 11th Ave. 3rd Floor Seattle, WA 98122

TELEPHONE (206) 323-7101 • SALES FAX (206) 325-4865

www.thestranger.com