

readership

In the **red** boxes every week.

Give *The Hook* a call:
434-295-8700 x 2

■ purchasing

80% of our readers frequently purchase products, services, or attend events from ads seen in *The Hook*. 64% spend over \$75 on a typical shopping trip.

■ shelf-life

71% of our readers keep *The Hook* at least three days before discarding it. 21% of our readers keep *The Hook* for a week or more.

■ age

94% of our readers are between the ages of 21 and 54. 53% are between the ages of 25 and 54.

■ income

62% of our readers have a combined income over \$50,000. 18% of our readers have a combined income over \$100,000.

■ education

80% of our readers have some college education and/or post graduate education.

■ readership

The Hook's market penetration is over 25% higher than the national average.

■ family

Our readers have an average of 1.8 children under the age of 18 in their household. 34% are under the age of 5; 46% are 5-12; 28% are 13-18. 61% of our readers' children attend public school, 19% attend private school.

■ internet

95% of our readers spend 2+ hours per week on the internet. 34% spending more than 6 hours per week.

■ home improvements

45% of our readers are planning home improvements in the next 12 months and 36% of those plan to spend \$5,000 or more. 72% of our readers own their home.

■ dining

97% of our readers eat out at a full service restaurant more than 5 times per month. 25% eat out 20+ times per month.



This readership study was conducted by the Circulation Verification Council (CVC) of St. Louis. The company audits 4,200 community papers nationwide with a combined circulation of over 60 million.

