



WHO READS JTNEWS?



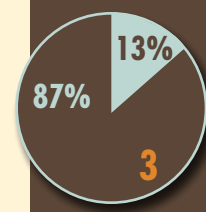
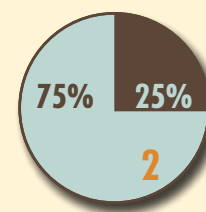
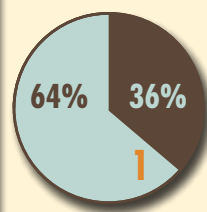
Data	JTNews Reader	King County Population
Average Age	52	47
Female	64%	52%
Male	36%	48%
Married	75%	51%
Single	25%	49%
Households with children	40%	n/a
College Graduates	91%	40%
Post Graduate Degree	57%	n/a
Registered Voter	98%	50%
Home Owner	87%	59%
Average Home Value	\$1,000,000	\$456K (Seattle: \$500K)
Average Household Income	\$165,950	\$59.5K

Survey Prepared by GMA Research Corporation 2007

This chart maps the JTNews reader profile and, where possible, provides comparison to King County population statistical data. Over 500 readers completed this survey, which equates to a statistically significant sample, maximum error +/- 5% at the 95% confidence level.

THE WHOLE PACKAGE

You're looking for customers



you can really reach with your marketing message. Customers who, once they get to know you, can afford to add you to their trusted network of goods and services providers.

MEET THE JTNEWS READER

JTNews proudly shares this one-of-a-kind, dream reader with you. JTNews appeals to a singularly active, well educated, and established population that lives and works throughout Puget Sound.

PART OF THE FAMILY

JTNews reaches a closely connected community. Our readers care deeply about the information inside their community newspaper, seeking us out in print and online. It's not surprising that they appreciate and support the businesses that advertise in JTNews.

BUT WAIT. THERE'S MORE!



WORTH IT

100% of our readers pay to subscribe to JTNews. Not only that, while a healthy 11% are newcomers to the JTNews community, more than 50% have been subscribing for at least ten years. And 44% keep JTNews for a week or more before recycling it.

UP, UP AND AWAY

75% will take 4 or more business trips a year by air. 9 in 10 will take a pleasure trip.

ALOHA



75% vacation in California, Vancouver B.C., Hawaii, Washington or Oregon Coast annually.

BON JOUR . CIAO . SHALOM



Most are planning trips in the next 2 years to Europe or Israel.

BRAVO! ENCORE!



JTNews Readers support the arts. They attend theater, Broadway shows, opera, ballet, and art galleries regularly. Over 50% are members of the Seattle Art Museum, 4 in 10 subscribe to the Paramount or Fifth Avenue Theater and 33% regularly subscribe to Seattle Symphony.

RIGHT AROUND THE CORNER

Readers plan for the future. 80% have financial plans in place, and are either updating or developing them in the next few years.



A PENNY SAVED

60% consider Bank of America or Washington Mutual their primary bank.

GOOD ADVICE

Many have used the professional services of a stock broker, CPA, financial planner, attorney, real estate agent, health care professional, or massage or physical therapist in the past 12 months.



LOOKING GOOD

50% of our readers currently use a gardening or house cleaning service.

TABLE FOR FOUR



JTNews readers are dining out at full service restaurants an average of 4 times a week for both lunch and dinner.

'TIL YOU DROP



75% of our readers shopped at major destinations in the past 90 days including Bellevue Square, University Village, Pacific Place, Alderwood Mall, Northgate, Southcenter, Crossroads, Factoria, and Pike Place Market.

READ THIS



Over 90% shopped at a book store in the past 60 days.



VROOM VROOM

2 in 5 have either purchased or leased a new vehicle in the past 12 months, or plan to buy one in the next 12 months.

FEEL THE BURN



About 60% currently belong to a health club or social club.



THE STORY BEHIND THE PICTURES

Your assignment: Carry a copy of JTNews with you to some remote destination. Now remember to take your copy of the newspaper out of your suitcase and carry it around everywhere with you. Snap your picture holding page-1, doing something cool and recognizable. Now send the picture to us at JTNews.



HUNDREDS OF PICTURES LATER

What do you get for your trouble? We print a picture of you holding JTNews (our one and only local Jewish community newspaper) inside an issue. Where all your friends and family will spot you, and you can start enjoying those fifteen minutes of fame.

We've printed hundreds of pictures already, receive new ones every week, and hear from people all the time who wish they'd remembered to bring a copy along on their recent trip to Tanzania (or Texas).

It just goes to show that our loyal JTNews readers know that JTNews is the place to see and be seen by the community — the people they care about.



HOW IMPORTANT IS JTNEWS?

JTNews is much more than a newspaper. We're right at the center of a bustling, growing community. We're the voice of thousands of real people who **pay** to receive JTNews, and who tell us **they read every issue -- cover to cover**. Young and old, single and married, raising families and enjoying life after kids, JTNews represents an extraordinarily distinguished cross-section of the broader Pacific Northwest community.

WHY ADVERTISE?

Because it Works! You can reach our community all at once only one way, and that's by advertising in JTNews. Advertise regularly so our readers will think of you when they're ready to do business. Send holiday greetings to thank the Jewish community for doing business with you. Advertise special events and sales to get JTNews readers in the door when you need them most. There are so many reasons to advertise.

WELCOME TO JTNEWS

Let us help you develop an advertising schedule that meets your marketing goals and fits your budget. Please call or e-mail today.

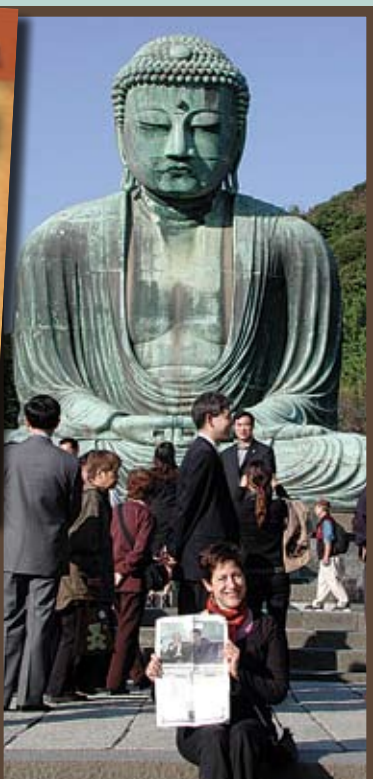


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