

AM New York

Demographics

Daily Newspaper Readership ■ 1,346,058

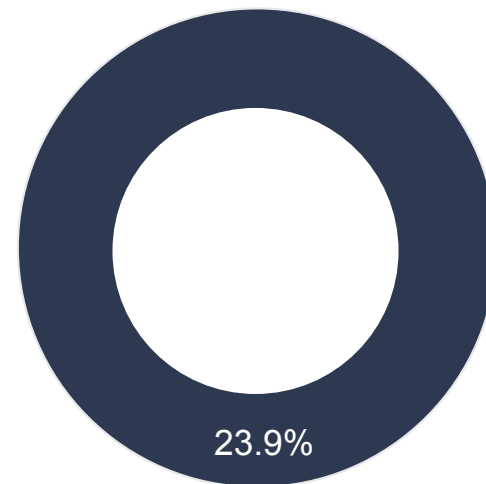
FINANCIAL SERVICES (HAS OR USE)

10.5%
Certificates of Deposit

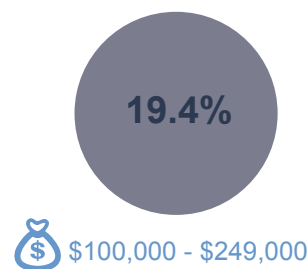
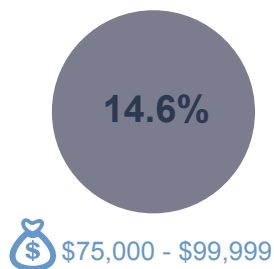
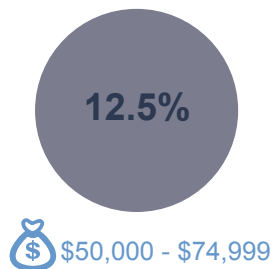


66.6%
Savings Account

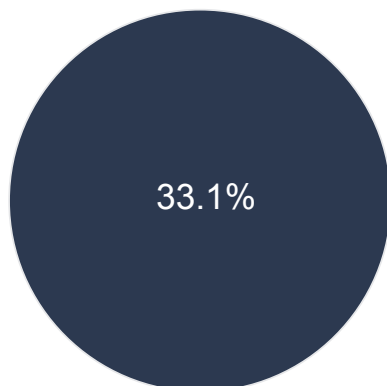
COLLEGE GRADUATE



HOUSEHOLD INCOME



OWN A HOME



Source: Market/Release: Scarborough USA+ 2015 Release 1 Total (Feb 2014 - Mar 2015)

Bankrate®

AM New York

Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 579