

Tempo Delivers Motivated Buyers

The following are products or services projected to be purchased in the next twelve months:

| | | | |
|---|-----|---|-----|
| New Automobile | 11% | Childcare | 21% |
| Used Automobile | 13% | Education / Classes | 35% |
| Antiques / Auctions | 15% | Attorney | 08% |
| Furniture / Home Furnishings | 41% | Veterinarian | 20% |
| Major Home Appliance | 19% | Chiropractor | 19% |
| Home Computers | 15% | Financial Planner (Retirement, Investing) | 14% |
| Home Improvements / Supplies | 38% | Tax Advisor / Services | 58% |
| Television / Electronics | 34% | Health Club / Exercise Class | 32% |
| Carpet / Flooring | 21% | Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning) | 51% |
| Automobile Accessories (Tires, Brakes, Service) | 60% | Weight Loss | 02% |
| Lawn & Garden | 58% | Lawn Care Service (Maintenance & Landscaping) | 42% |
| Florist / Gift Shops | 32% | Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo) | 49% |
| Home Heating / Air Conditioning (Service, New Equipment) | 30% | Pharmacist / Prescription Service | 53% |
| Vacations / Travel | 58% | Cellular Phone New / Update Service | 19% |
| Real Estate | 04% | Dining & Entertainment | 71% |
| Men's Apparel | 77% | Jewelry | 17% |
| Women's Apparel | 84% | Wedding Supplies | 11% |
| Children's Apparel | 52% | Athletic & Sports Equipment | 48% |
| Boats / Personal Watercraft | 02% | | |
| Art & Crafts Supplies | 28% | | |

| | | | | | | | |
|-----------------|---|------------------------|---|--------------------|---|----------------------|-------------------------|
| Net Circulation | X | Receivership Score | X | Readership % | = | <input type="text"/> | TOTAL POTENTIAL BUYERS |
| | | Total Potential Buyers | X | Purchase Intention | = | <input type="text"/> | MOTIVATED BUYERS |
| | | Motivated Buyers | X | Average Purchase | = | <input type="text"/> | TOTAL POTENTIAL DOLLARS |

tempo DELIVERS



20,000 Homes
in the *between-the-lakes*
market area.

Tempo still the leader in readers!

A Snapshot of Tempo Readers



Recent circulation and survey information from Circulation Verification Council (CVC)* has confirmed that Tempo is still the leader in readers. More people read Tempo than any other newspaper in the area. And best of all, our readers use Tempo as they plan their purchases. Advertise in Tempo and get the results you want.



606 Fremont St., Kiel • 920-894-2828

98.5%
of households regularly receive Tempo

79.4%
of households regularly read Tempo

82.4%
frequently purchase products or services from ads in Tempo

*CVC audit 2009

age

| | Reader Demographics | Market Demographics |
|---------|---------------------|---------------------|
| 18 - 20 | 01% | 05% |
| 21 - 24 | 05% | 07% |
| 25 - 34 | 17% | 16% |
| 35 - 44 | 24% | 19% |
| 45 - 54 | 26% | 19% |
| 55 - 64 | 16% | 14% |
| 65 - 74 | 09% | 08% |
| 75+ | 02% | 12% |

education

| | Reader Demographics | Market Demographics |
|--------------------------|---------------------|---------------------|
| Some High School or Less | 04% | 15% |
| Graduated High School | 38% | 41% |
| Some College | 33% | 27% |
| Graduated College | 21% | 12% |
| Completed Post Graduate | 04% | 05% |

income

| | Reader Demographics | Market Demographics |
|-----------------------|---------------------|---------------------|
| Under \$25,000 | 11% | 18% |
| \$25,001 - \$49,999 | 30% | 27% |
| \$50,000 - \$74,999 | 28% | 24% |
| \$75,000 - \$99,999 | 16% | 17% |
| \$100,000 - \$149,999 | 12% | 11% |
| Over \$150,000 | 03% | 03% |