

THE
VALUE

DIFFERENCE



Since 1941, the **St. Louis Review** has been the source of information for the Catholic community. Featuring award-winning news and articles produced by a dedicated, professional staff, the weekly newspaper boasts loyal, educated, affluent readers. This combination of editorial excellence and a powerful, interested audience provides the right investment for your advertising dollars.

SUBSCRIBER PROFILE

Gender: 42 percent male; 58 percent female

Marital Status: 72 percent are married

Education: 74 percent have gone to college

Occupation: Nearly one-half hold professional or managerial positions, or own a business; 42 percent are retired

Homeowners: 95 percent own their homes

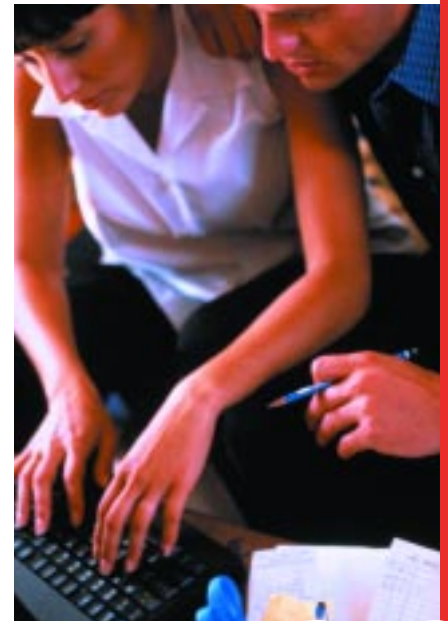
Home Value: Nearly one-half value their homes at more than \$150,000

Household Income: 55 percent earn more than \$50,000; one in five have income of more than \$100,000

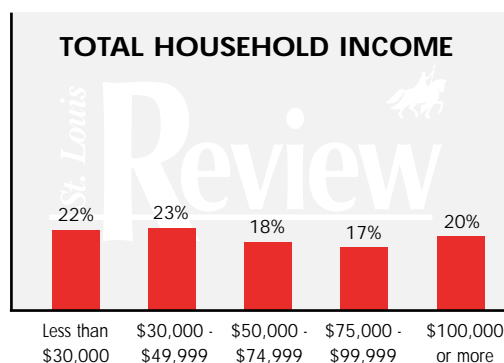
Investments: 71 percent have investments of more than \$50,000

Age: 82 percent are age 45 or older, with a significant amount of disposable income

Technology: 68 percent own a computer and 58 percent use the Internet



DEMOGRAPHICS



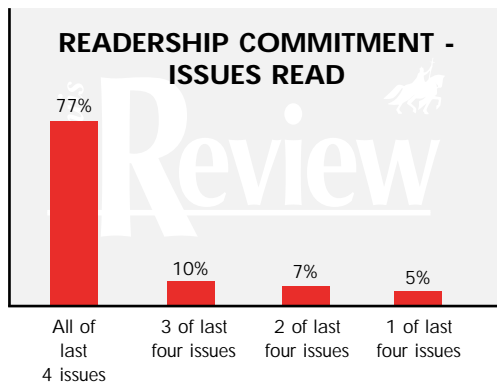
Loyal. Dedicated. Interested. Readers of the **St. Louis Review** pour over each issue. They spend time following news of interest to the Catholic community. They view the publication as the leading source of information on their faith. And they see your advertising messages. You reach a targeted audience of nearly 172,000 committed readers with the spending power to purchase your products or services.

READERSHIP PROFILE

- More than three-fourths read all of the last four issues
- Four out of five read the **St. Louis Review** "cover to cover"
- Readers spend an average of 34 minutes reading each issue
- Pass-along readership reaches nearly 172,000 consumers
- Most readers (76 percent) keep their copy for a week



READER



Readers turn to the pages of the **St. Louis Review** for excellent coverage of local, national and international news and features. It's important information that they can't find anywhere else, week in, week out. In fact, twice in the past five years, the Catholic Press Association has named the **St. Louis Review** the nation's best Catholic newspaper. That's why readers rate the publication as their number one source for quality, relevant and fair coverage of the Catholic Church.

READERSHIP PROFILE

- Nine of ten readers find the **St. Louis Review** the source for news of interest to Catholics
- Eight of ten readers say the publication contains important information
- 78 percent rate the **St. Louis Review** as "excellent or above average" in quality
- Three of four readers call the paper "a leading Catholic publication"
- All sections of the publication are read, including more than four of five who frequently read advertisements

SHIP



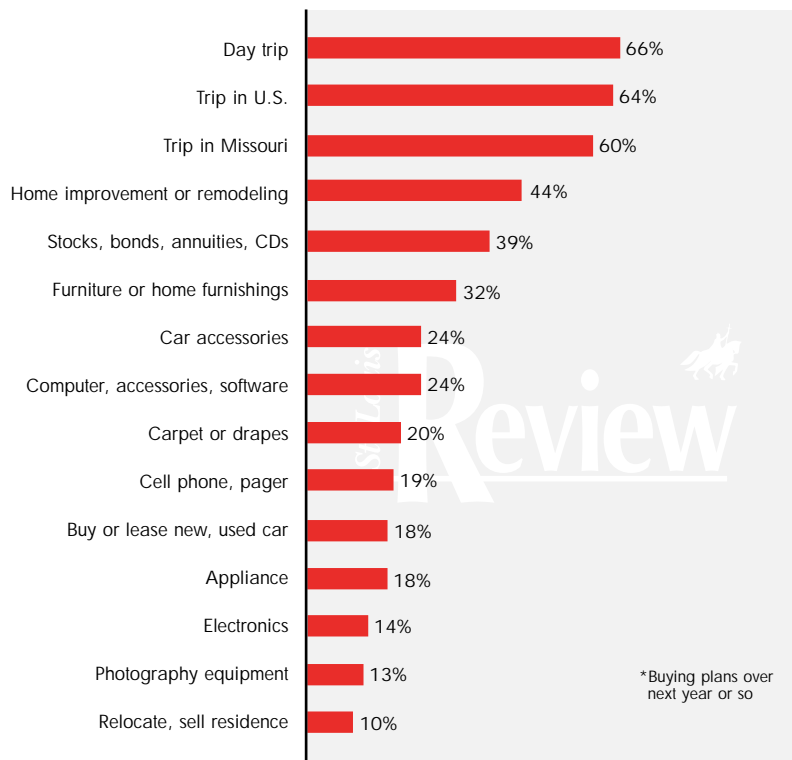
Readers have the disposable income, interest and time to purchase your products or services. They enjoy travel. They are active investors. They plan home improvements and remodeling. Cars, computers, electronics, appliances, insurance and more are on their list of purchases. Your message reaches an audience ready, willing and able to purchase your products or services.

PURCHASING POWER PROFILE

- Two-thirds of readers plan a trip within the next year or so
- Nearly half of the readers have a home improvement or remodeling project planned
- 39 percent of readers have a financial investment in the works
- From casual to formal dining, readers eat out frequently
- Auto, home, health and life insurance are purchases planned by nearly ten percent of readers

PURCHASING

**PURCHASING POWER -
BUYING PLANS***



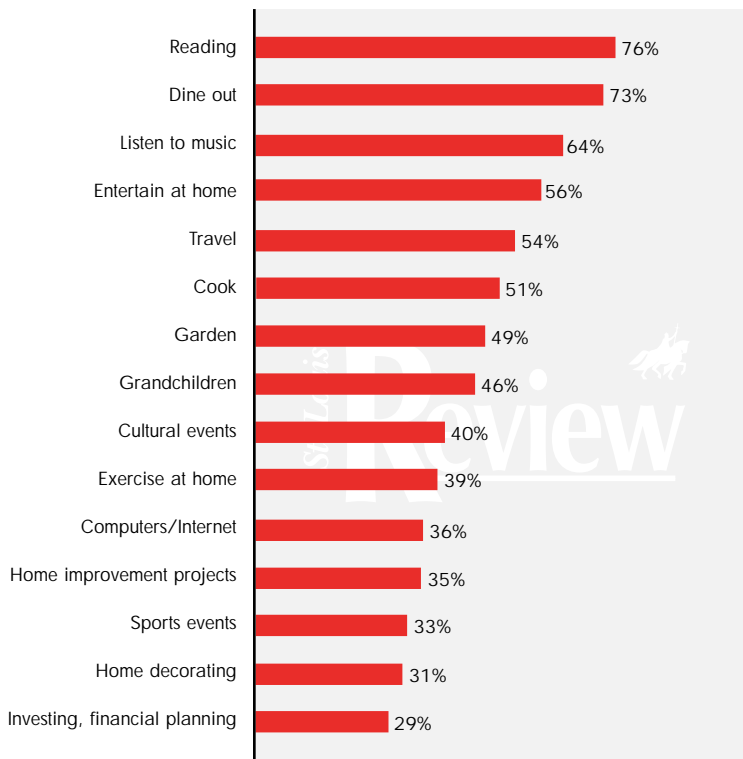
From reading to cultural activities, from attending sports events to golf, from investing to home improvement, from cooking to dining out, **St. Louis Review** readers have a wide variety of interests and hobbies. Your marketing message taps into a loyal, diverse, active, affluent audience. That's The Value Difference.

PURCHASING POWER PROFILE

- Three-fourths of subscribers list reading as a favorite activity
- 73 percent dine out regularly
- Music rates as a top interest for two-thirds of **St. Louis Review** readers
- More than half frequently entertain in their homes
- More than half travel on a regular basis

BUYING POWER

PURCHASING POWER - INTERESTS/HOBBIES



THE VALUE DIFFERENCE

Affluent: Most readers have incomes of more than \$50,000.

Investments: 60 percent have investments of more than \$100,000.

Commitment: Four out of five read the *St. Louis Review* cover to cover.

Reach: Subscribers and pass-along readership delivers nearly 172,000 consumers.

Penetration: Nearly all (83 percent) follow the ads.

Travel: Two-thirds plan to take a trip in the next year.

Dining: Eight of ten dine out regularly.

Valued demographics. Valued readership. Valued purchasing power. That's The Value Difference of the *St. Louis Review*.
