

## Market Information

**33,000+**

Daily Readers

**\$11,158,708 a month**

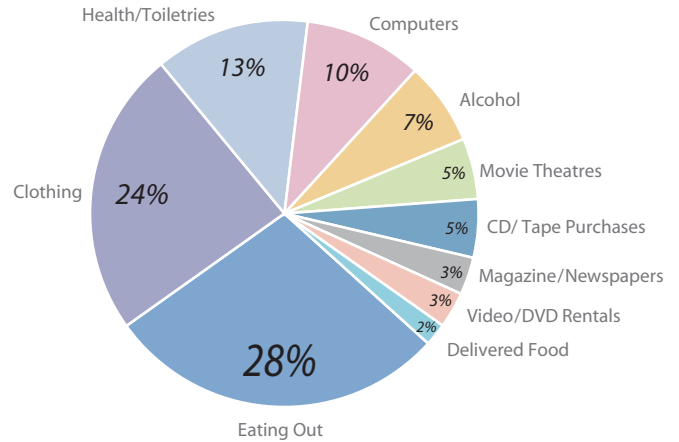
Spendable Income

## Market Statistics

- 95% read the Daily Forty-Niner regularly
- Average student age is 23
- Average graduate student age is 30
- 73% are employed
- 75% read the display ads
- 95% read the classifieds on a regular basis

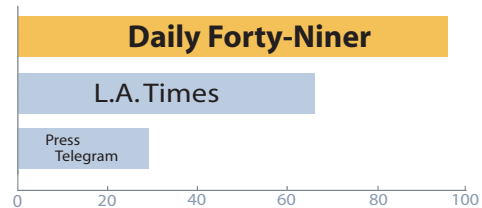
*\* Of the 50 largest metropolitan areas, Long Beach/ Los Angeles is number one and surpasses New York & Chicago in number of businesses by 17%.*

## Discretionary Items\*



\*Social Science Research Center 2000

## Readership



## Circulation

10,000 published from Monday through Thursday.  
Free early morning distribution to over 40 campus locations and an additional 30 locations throughout the city of Long Beach.