

Free Media = Enhanced visibility

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Through Urbanite you will take advantage of the trend to free media; reaching over 135,000 potential customers! In fact, 95% of the magazines get picked up each month from our 800 + drop locations. Who is an Urbanite?

Urbanite reaches educated, affluent, environmentally and socially conscious 25- to 55-year-olds who want to be actively involved in shaping the city and its surrounds. These are people who seek not just products and services, but also authentic experiences. They enjoy eating out and trying new kinds of food, and they also want to cook quality meals at home and connect with the farmers who produce their food. They attend concerts and performances and take part in cutting-edge cultural happenings—from the techy Ignite Baltimore to the Kinetic Sculpture Race and the avant-garde Mobtown Modern new-music series. They think of themselves as doers, not just voyeurs. They want to be part of the conversation—and Urbanite is the place where that conversation takes place.

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Demographic (see reverse for more information)

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Our readers are young:

30% are 25–34

44% are 35–54

Our readers are diverse:

39% are African American

52% are Caucasian

2% are Hispanic

Our readers are affluent:

20% make between \$50-\$75 K

43% make more than \$75 K

Our readers are educated:

84% have attended college

32% have two or more degrees

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### Psychographic

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Our readers are active in their communities:

62% voted in the last election

79% are homeowners

64% volunteer

65% give to charities

42% are part of a community group

Our readers are engaged in cultural and local happenings:

47% have visited a local bar in the past four weeks

39% have attended the theater or symphony in the past year

81% follow local sports

59% participate in an arts/culture organization

42% participate in "green" events

Our readers are active and mindful consumers:

88% shop for green items

63% have CDs / 401K investments

60% like to garden