

DELAWARE TODAY®

Reach
over
122,187*
readers
monthly.

■ **Delaware Today Magazine** is audited by the Audit Bureau of Circulation (ABC) and is a member of the City & Regional Magazine Association (CRMA).

■ **Delaware Today Magazine's** circulation is comprised of:

- paid subscribers
- newsstand sales
- copies distributed in public places:
 - offices
 - hotels
 - pharmacies
 - **Delaware Today** events as well as **Delaware Today** sponsored events.

Readership Numbers Source:
December 2008 Audit Bureau of Circulations Publisher's Statement; 2006 Delaware Today Subscriber Study, MRI Market Solutions; The New Single Copy, January 14, 2008.

Demographics Source:
2006 Delaware Today Subscriber Study, MRI Market Solutions.



DELAWARE TODAY®

SUBSCRIBER DEMOGRAPHICS

122,187 TOTAL AUDIENCE/READERSHIP PER MONTH*

GENDER	DT**	Index***	U.S. Adults†
Female	63.8%		
Male	36.2%		

AGE

35-64	61.5%		
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HOUSEHOLD COMPOSITION

Female adults	94.6%		
Male adults	84.5%		
Have children under 17	22.3%		
Average number of people in household	2.4		
Own their primary residence	96.7%		

EDUCATION

Any college	81.9%	156.30	52.4%
Graduated college or more	57.6%	228.57	25.2%
Post-graduate study	27.3%	328.92	8.3%

INCOME/INVESTMENTS

Average income	\$138,900	212	\$65,400
Average net worth	\$899,300		

READERSHIP ACTIONS IN THE LAST 12 MONTHS

DT subscribers:	
Find Delaware Today easy and enjoyable to read	95.9%
Read every issue	90.5%
Read four of the last four issues	91.0%
Pass along to friends and relatives	49.5%
Save the entire issue	49.0%
Discuss something they've read in Delaware Today	66.3%
Accessed websites	21.3%
Took specific action as a result of reading the magazine	95.0%
Dined at a specific restaurant	71.4%
Used advertising for ideas	57.6%
Used articles for ideas	38.0%
Purchased a product from an advertising retailer	27.1%
Sent for information on a product or service advertised	6.8%

* This figure includes readers of passalong and public place copies and is based on a 2008 Audit Bureau of Circulations Publisher's Statement.

** Of Delaware Today subscribers surveyed.

*** An index greater than 100 indicates that readers of the publication exhibit an above average likelihood of having a certain characteristic.

† Compared to U.S. adult population.

†† 2006 Delaware Today Subscriber Study, MRI Market Solutions.

77.9%
of subscribers
keep their copies more
than one month.
Subscribers keep their
copies an average
of **3.7** months.††



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AUTOMOTIVE

	DT*	Index** U.S. Adults†
Household currently owns/leases a vehicle	98.5%	
Own/lease two vehicles	52.3%	
Own/lease three vehicles	16.6%	

CURRENTLY OWNED/LEASED

Asian	47.1%
General Motors	44.4%
Ford	22.6%
Daimler/Chrysler	21.7%
European	20.2%

Domestic	70.9%
Imported	61.0%

Bought new	91.4%
Bought used	38.8%

MAKES OF VEHICLES

Lexus	479	1.4%
Land Rover	450	0.2%
Mercedes Benz	400	1.3%
Audi	325	0.4%
BMW	300	1.8%
Infiniti	300	0.9%
Acura	272	1.8%
Cadillac	262	2.4%
Jaguar	233	0.3%
Volvo	227	1.5%

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Delaware Today
subscribers are
passionate about
their cars:

98.5%

own or lease
a vehicle. ††



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DINING & ENTERTAINMENT

IN THE LAST 12 MONTHS

	DT*
Dined out in restaurant, hotel, club	97.2%
Entertained at home	78.2%
Attended a concert/dance/ballet/live theater	58.7%
Participated in outdoor gardening	57.2%
Attended a charity event	48.0%
Went to museums	43.9%
Visited a spa or participated in a leisure/civic activity	43.7%
Attended a pro sports event	37.6%
Recommended a restaurant, product or service	31.3%
Participated in casino gambling	31.1%
Attended an antique/art show/auction	30.2%

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† Based on December 2006 ABC Publishers Statement; Mediarmk Research, Inc., November 2006; Circulation Management, September 2006.

People turn to Delaware Today to find new places to dine. In fact, **97.2%** of Delaware Today subscribers dine out at restaurants, hotels, and clubs on average **8.3** times per month. †

87.2% entertained at home in the last 30 days on average **2.9** times per month. †



HEALTH & FITNESS

HEALTH

	DT*	Index**	U.S. Adults†
Have used the following service providers in the last 12 months:			
Dentist/orthodontist	63.8%		
Optometrist	37.8%		
OB/GYN	35.3%	203	17.4%
Dermatologist	26.6%	397	6.7%
Cardiologist	16.4%	248	6.6%
Physical therapist	13.3%	317	4.2%
Chiropractor	11.9%	170	7.0%
Nutritionist/weight control	7.7%		

LIFESTYLE ACTIVITIES

Participated in the following sports activities during the last 12 months:

Walking for exercise	73.0%
Gardening	57.2%
Gym workout	44.9%
Swimming	32.2%
Bicycling	26.0%
Golf	24.3%
Boating (power)/sailing	17.7%
Fishing/hunting	15.1%
Running/jogging	13.9%
Backpacking/hiking	8.0%
Yoga	7.6%
Tennis	7.1%
Skiing (downhill/cross country)	5.2%
Other sports activities	11.1%

Total may add up to more than 100% due to multiple responses.

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60% of our subscribers use Delaware Today as an informative source for seeking information on medical/health and fitness. ††

HOME & GARDEN

HOME IMPROVEMENTS

DT*

Expect to do in next 12 months:

Major remodeling/renovation to homes	35.9%
Remodel/redecorate other interior space	54.1%
Remodel/add bathroom/kitchen	50.3%
Landscaping	40.1%
Build deck/porch/patio	24.8%

Home furnishing purchases in the past 12 months:

\$1,000-\$5,000	38.3%
\$5,000-\$10,000	12.4%
\$10,000 or more	13.2%

Did major remodeling/renovations in past 12 months 41.3%

Spent on remodeling/renovations in past 12 months:

\$5,000-\$9,999	23.4%
\$10,000-\$25,000	26.6%

REAL ESTATE

Own a house	89.6%
Own a co-op/condominium	4.4%
Delaware Today subscribers that own their home	96.3%
Used a real estate agent	14.6%
Market value of primary home (including land) or condo/co-op:	
\$200,000-\$299,999	26.2%
\$300,000-\$499,999	37.1%
\$500,000 or more	25.1%
Currently own a vacation/weekend home	28.6%

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† Based on December 2006 ABC Publishers Statement; Mediamark Research, Inc., November 2006; Circulation Management, September 2006.

89.6% of Delaware Today subscribers own a house.
Average home value **\$441,900.** †



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INVESTMENTS

DT*

DECISION MAKING

Personally involved in making decisions in the following areas:

Retirement planning	79.9%
Parental care/assisted living	42.8%
Purchase decisions for companies	41.4%
Investment decisions for companies	25.9%

EMPLOYMENT STATUS

Professional/manager	73.7%
Have an office in their home	55.6%
Business owner/partner	24.2%

PHILANTHROPY/VOLUNTEERISM

Made philanthropic contribution in past 12 months	68.8%
Average value of philanthropic contribution	\$1,997
Volunteered for community organization/event	32.4%
Served in leadership position for community organization or event	26.0%

INFLUENCE

Member of Board of Directors/Trustee of company or organization	17.0%
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INCOME

Average value of primary residence	\$441,900
Average household income	\$138,900
Average net worth	\$899,300

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† Based on December 2006 ABC Publishers Statement; Mediamark Research, Inc., November 2006; Circulation Management, September 2006.

79.9%
of Delaware Today
subscribers are
personally involved
in making retirement
planning decisions. †



SHOPPING

PURCHASES

	Percentage of Subscribers*	Average Amount Spent	Total Amount Spent
Fine wine	70%	\$670	\$11,545,000
Fine jewelry	49%	\$1,919	\$23,320,000
Watches	29%	\$926	\$7,500,000
Furniture	44%	\$3,400	\$37,036,000
Home furnishing accessories	45%	\$786	\$8,640,000
Appliances	40%	\$1,700	\$16,964,000
Fine art	13%	\$1,585	\$5,081,000

WHERE THEY SHOP

Christiana Mall	74.7%
Concord Mall	56.1%
Rehoboth Outlets	54.9%
Brandywine Town Center	46.4%
Shipyards Shops	39.3%
Dover Mall	26.7%
King of Prussia Mall	21.5%
Glen Eagle	12.4%

REGION THEY SHOP

Rehoboth Beach/Dewey Beach	39.3%
Greenville	36.2%
Rt. 202	33.9%
Hockessin	28.5%
Lewes	24.7%
Bethany Beach/Fenwick Island	17.8%
Main Street Newark	16.5%
Trolley Square	16.5%
Dover	14.0%

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Delaware Today subscribers love to shop and have an affinity for brand names and good quality. **82%** shop in Delaware. †

22.6% shop in Pennsylvania. †

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TRAVEL

DT*

DOMESTIC

Delaware Today subscribers are active, affluent travelers:

_____ Took a domestic trip within the last 12 months	82.4%
_____ Use Delaware Today as an informative source for seeking information about travel, destinations, and hotels	23.0%

Delaware Today subscribers took an average of 6.9 trips in the past 12 months.

Purpose of domestic trips:

_____ Vacation/personal	94.6%
_____ Business	33.9%

FOREIGN

Delaware Today subscribers took an average of three foreign trips in the last 12 months:

Purpose of foreign trips:

_____ Vacation/personal	90.3%
_____ Business	40.7%

47.3% took a trip outside of the continental U.S. in the last three years.

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82.4% of Delaware Today subscribers took a trip in the last **12** months. †