

About Buffalo Spree Magazine

Every community needs a city/regional magazine. It gives people the information they need to make the most of where they live. *Buffalo Spree* magazine, now in its 50th year of publishing, is Western New York's only city and regional magazine. *Spree* is dedicated to helping its readers take advantage of the new Western New York, a community that has seen so many positive and exciting changes over the last few years.

With 136,000-plus readers and 1100 client partners, *Buffalo Spree* is part of Western New York's largest locally owned media group. *Spree* also has a vibrant online presence with a website that is updated daily, often with videos, slide shows, and other multimedia content. Active social media accounts reach thousands of followers, with new audiences daily.

The most common compliment *Buffalo Spree* receives is that, more than any other publication in Western New York, it showcases Buffalo as an exciting and desirable place to live, rich in great neighborhoods, distinguished architecture, unique entertainment destinations, and natural beauty. With every issue, *Buffalo Spree* provides full-color proof that Western New York is a great region, with an impressive quality of life.



Circulation includes:

- Paid subscribers and a controlled circulation list
- Targeted sampling to real estate offices, relocation packages, builders, HR directors, new homeowners, professional offices, and others
- Newsstand distribution to more than 65 retail locations, including Wegmans, Barnes & Noble, Talking Leaves, Tops, Noco, Dash's, and more

Demographics:

- **90%** of our readers have a college or postgraduate education
- **89%** of our readers are homeowners
- **88%** of our readers are between 25-64 years of age
- **75%** of our readers own at least 2 vehicles
- **73%** of our readers will purchase products or services from ads seen in *Buffalo Spree*
- **70%** of our readers keep the magazine for 1 month or more
- **68%** of our readers have household incomes in excess of \$75,000
- **43%** of our readers have household incomes in excess of \$100,000
- **23%** of our readers have a graduate or advanced degree

In the next 12 months:

- **97%** will purchase furniture, home furnishings, and/or appliances
- **96%** will purchase auto accessories and services
- **93%** will dine out and enjoy local entertainment 3-4 times per week
- **92%** will make home improvements
- **75%** will purchase athletic and sports equipment
- **73%** will purchase pharmaceuticals and prescription services
- **71%** will shop for women's apparel
- **65%** will shop for men's apparel
- **65%** will vacation and travel
- **64%** will spend time and money on their lawn and garden
- **58%** will visit galleries and museums
- **49%** will spend money on pets
- **47%** will spend money on live sporting events
- **45%** will purchase children's apparel
- **27%** will partake in the lottery, casino, racetrack, and other legal gambling entertainment

The June 2015 CVC audit and reader survey have provided us with the above statistics regarding our readers.