

About Buffalo Spree Magazine

Buffalo Spree magazine, Western New York's only city and regional magazine, is now in its 45th year of publishing. A national award-winning monthly magazine, *Spree* is dedicated to providing timely, informative, and entertaining articles and features relevant to Buffalo and Western New York. Through focusing on the arts, entertainment, fine dining, local history, local events, and local people, and by providing accurate listings and calendars, we help our readers take advantage of the best Western New York has to offer, and keep them informed about what's happening in their community.

The support of our 136,000-plus readers and our client partners has allowed us to grow from four issues a year in 1998 to twelve issues a year in 2012. *Buffalo Spree* participates in countless charity events and has a vibrant online presence with a website that is updated daily and active social media accounts.

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



Circulation includes:

- Paid subscribers and a controlled circulation list
- Targeted sampling to real estate offices, builders, HR directors, new homeowners, professional offices, and others
- Newsstand distribution to more than 200 retail locations, including Wegmans, Barnes & Noble, Talking Leaves, Tops, Noco, Dash's, Budwey's, 7-Eleven, Walgreens, Walmart, and more

Demographics:

- **93%** of our readers have a college or postgraduate education
- **87%** of our readers are homeowners
- **86%** of our readers are between 25–64 years of age
- **76%** of our readers have a graduate or advanced degree
- **76%** of our readers will purchase products or services from ads seen in *Buffalo Spree*
- **68%** of our readers have incomes in excess of \$75,000
- **52%** of our readers own at least 2 vehicles
- **47%** of our readers have incomes in excess of \$100,000
- **42%** of our readers keep the magazine for more than 1 month

In the next 12 months:

- **93%** will shop for women's apparel
- **92%** will dine out and enjoy local entertainment 3-4 times per week
- **84%** will purchase pharmaceuticals and prescription services
- **81%** will shop for men's apparel
- **71%** will purchase auto accessories and services
- **69%** will spend time and money on their lawn and garden
- **63%** will vacation and travel
- **58%** will purchase furniture and home furnishings
- **44%** will purchase athletic and sports equipment
- **42%** will purchase children's apparel
- **41%** will partake in the lottery, casino, racetrack, and other legal gambling entertainment
- **36%** will make home improvements

The March 2011 CVC audit and our September 2011 reader survey have provided us with the above statistics regarding our readers.