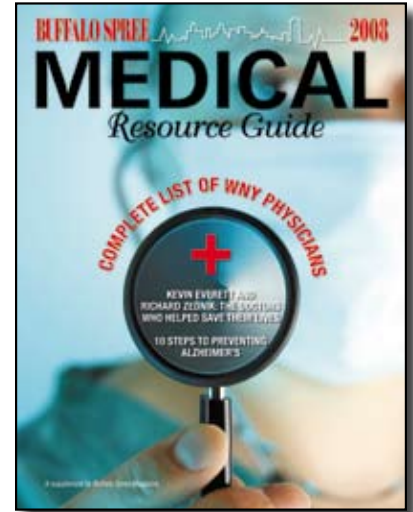


Buffalo Spree Medical Resource Guide 2009

Buffalo Spree Medical Resource Guide is the area's only source for total health care information. This glossy, full-color publication is a one of a kind – a comprehensive community medical guide for Western New York.

Written and edited by our combined team of experienced health and medical writers, *Buffalo Spree Medical Resource Guide* offers important information about medical trends, preventative health care measures, and the only comprehensive directory of WNY's area physicians and health care providers – all organized by specialty for easy use.

Buffalo Spree Medical Resource Guide will be polybagged with the June issue of *Buffalo Spree* and will be mailed to all *Buffalo Spree* subscribers as well as sold at retail locations throughout the WNY area, including major bookstores, grocery stores, and pharmacies.



Demographics, Circulation & Distribution

Distribution: 25,000

Annual distribution throughout Erie and Niagara Counties

• Mailed with the June 2009 issue of *Buffalo Spree* to all subscribers and key community partners including:

- Medical Facilities
- Real Estate Offices
- HR Directors

*Newsstands to include Wegmans, Borders, Barnes & Noble, Talking Leaves, and more

- 72% of our readers are between 25 - 54 years of age
- 87% of our readers have a college or post graduate education
- 86% of our readers will purchase pharmaceuticals & prescription services in the next 12 months
- 40% of our readers have income in excess of \$100,000
- 65% of our readers have income in excess of \$75,000

The *Buffalo Spree* reader is:

- Concerned with health care and able to spend money on it
- Highly educated and takes his/her health care very seriously
- The decision maker of multi-generational needs
- A health insurance member
- Aware of nutritional importance
- Participates regularly in preventative and proactive care
- Family oriented

**Information provided by a December 2007 CVC Audit & independent reader survey*

**Subject to change*