

**DAILY INQUIRER READERSHIP  
TOTAL FOR EACH FOOD ZONE\***

**63,652** Bucks County / NE Philadelphia

**142,329** Chester / Main Line / Delco

**117,384** Montgomery County / NW Philadelphia

**54,877** New Jersey

**418,261**

**ADULTS READ THE THURSDAY INQUIRER\***

**INQUIRER FOOD SECTION READERS ARE**

- 59%** are female
- 31%** are age 21-54
- 38%** HHI \$100K
- 65%** are married
- 15%** have children at home

**DAILY INQUIRER**

- 22%** use coupons for groceries once a week
- 55%** more likely to go to an upscale restaurant in the past 30 days
- 81%** have gone to a sit-down restaurant in the past 30 days

\*Source: Scarborough 2018 R1 Base: Philadelphia 8-county market

FOR MORE INFORMATION PLEASE CONTACT:

# MARKET POWER TARGETED BRAND STRATEGY

**REACH YOUR CUSTOMERS WITH... THE RIGHT MESSAGE... AT THE RIGHT PLACE... AT THE RIGHT TIME...**

Every Thursday, businesses can reach a highly-targeted, hyper-local audience with the zoning capabilities found in our printed Inquirer Food Section to run in combination with targeted digital display options online.

Data shows there is an **“increase in ad recall, brand recognition and actions taken”** when advertisers run a high frequency campaign\*

\*Source: RAM US Average 11-28-2006 to 11-28-2018; High Frequency Advertisers N=15,623, Low Frequency Advertisers N=8,819

SPACE DEADLINE: MONDAY, 5PM, PRIOR TO PUBLICATION | MATERIAL DEADLINE: MONDAY, 5PM, PRIOR TO PUBLICATION

