

GAINESVILLE Guardian

Reach East Gainesville and African-American Consumers

Written especially for the residents of East Gainesville and the African-American community, the Gainesville Guardian is a weekly newspaper that provides an independent voice for this culturally diverse market.



Community-Driven Content

The Gainesville Guardian gives readers two full sections of East Gainesville news coverage and editorial including... **Opportunity**—seminars, scholarships, job and career opportunities; **Opinions**—Letters to the Editors, guest columns including Bill Maxwell; **Spirituality**—religious news and features, "Amen Corner," minister's column; **Community Update**—covering civic organizations, meetings, events and activities; **Out and About**—photos and "The Guardian Gadfly" social column; **Diversions**—including Curtis and Boondocks comics; **Special Issues**—Black History Month in February, "Gainesville Promise" High School Grads in May, Celebration of Diversity in July and Heritage Gift Guide in November; **Business**—"The Gold Club" features local businesses, Diversity Check Up and Movin' Up Briefs.

A Great Value for Advertisers

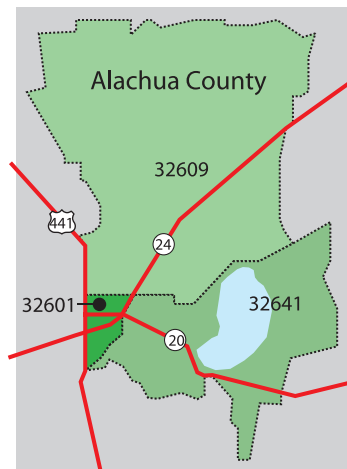
Quality editorial content, receptive readership and targeted distribution make the Gainesville Guardian a great value for advertisers. Advertising options include display ads, targeted inserts and classifieds.

Distribution

The Gainesville Guardian is distributed on Thursdays to 4,000 households and 6,000 single copy locations throughout zip codes 32601, 32609 and 32641 in Gainesville, Florida. Total distribution is 10,000 copies.

Explore the Opportunity

For more information on how you can reach this exciting market, contact your sales representative or call (352) 374-5012.



Consumer Expenditures

(Average Household Annual Expenditures) 2004 Estimate

Avg HH Consumer Expenditure	\$33,801
Avg Retail Expenditure	14,271

Consumer Expenditure Detail

(Average Household Annual Expenditures) 2004 Estimate

Food & Beverages	\$5,539.03
Rental Costs	2,467.66
Food Away From Home	1,887.74
Apparel	1,878.91
Entertainment	1,747.47
Used Vehicle Purchase	1,554.39
New Vehicle Purchase	1,523.73
Gifts	1,008.26
Telephone Svc. Excl. Cell	910.49
Vehicle Repair & Maintenance	791.93
Vehicle Repair	783.90
Housewares & Small App.	707.57
Video & Audio Equipment	669.97
Women's Apparel	618.99

Source: Demographicsnow.com

Demographics

- The East Gainesville area is home to nearly 20,000 households.
- The East Gainesville market is an up and coming location. Many households include families and are more likely to be 25 to 54 years of age. The median age in 2004 is 28.9. The average household income is \$32,500 and will increase to nearly \$35,500 by 2009.
- The majority have at least a high school education. One in four are college graduates.
- East Gainesville is a diverse market. Nearly half of the market includes African-American and Hispanic individuals.

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A Florida Community Newspapers Publication

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