



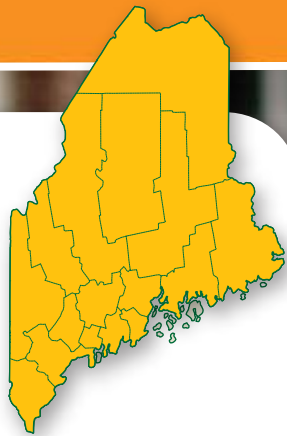
## HEADING SOUTH WITH MONEY TO SPEND!

Thousands say they travel south to shop and recreate.

Every week the Bangor Daily News reaches more than 200,000 adult readers, many of whom say they travel to southern Maine to shop and to participate in various leisure-time activities. Here's what a recent survey shows:

### Bangor Daily News readers traveling south

~ past 12 months:



Destination	# Adults	% Readers
Freeport	70,000	34%
Portland	66,000	32%
Maine Mall	57,000	28%
Other southern Maine	23,000	11%
Kittery	21,000	10%



### Reasons for traveling to Portland:



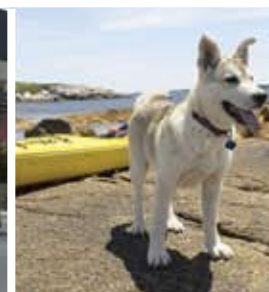
**TO SHOP FOR A CAR**  
10,000 of adults  
5% of readers



**LODGING**  
49,000 of adults  
24% of readers



**ENTERTAINMENT**  
39,000 adults  
19% of readers



**OUTDOOR RECREATION**  
27,000 adults  
13% of readers



**TO TAKE A BUS OR TRAIN**  
18,000 of adults  
9% of readers



**TO FLY FROM PORTLAND**  
25,000 of adults  
12% of readers

# ADULTS TRAVELING SOUTH ARE SAVVY CONSUMERS!

People traveling to Portland and other southern Maine locations rely on the Bangor Daily News for information.



Information found in the Bangor Daily News

# of Shoppers who rely on information

Articles & Coupons	58%
Coupons	47%
Sales flyers	42%
ROP advertising	42%



## Demographic Profile

### GENDER

	Total Market Adults	BDN Readers Spending in Portland
Male	47%	37%
Female	53%	62%

### AGE

18-34	22%	28%
35-54	49%	62%
55 +	29%	36%

### HOUSEHOLD INCOME

\$50,000 +	45%	59%
\$25,000 - \$50,000	29%	30%
Less than \$25,000	26%	14%

Sources: Market Study 2007; Demographics USA; 2006; Belden Associates 2003.

**Bangor Daily News**

P.O. Box 1329, Bangor, ME 04402-1329 | [advertising@bangordailynews.net](mailto:advertising@bangordailynews.net) | [www.bangordailynews.com](http://www.bangordailynews.com)

For further information, contact your assigned NEWS sales representative or call Mike Kearney (990-8224). Our toll-free number in Maine is 1-800-432-7964.