

2011-2012

# Market Profile

SARASOTA | BRADENTON | VENICE



## FROM THE PUBLISHER

Warm weather, soft white beaches, year-round recreation and lively arts make the **Herald-Tribune Media Group** market one of the most attractive in the country.



Sarasota/Bradenton/Venice has prospered for decades on a steady stream of well-heeled retirees and a diverse group of service industries and young professionals who provide for their needs. Though the pace of growth has slowed, baby boom retirement is expected to help the market rebound, making it a sound investment for the future.

Since 1925, through good times and bad, the **Herald-Tribune** has served Sarasota and Manatee counties, and this year was awarded the **Pulitzer Prize** for investigative reporting. Its commitment to community service and journalistic excellence has attracted quality readers, who become quality customers for its advertisers.

Today the **Herald-Tribune Media Group** incorporates **HeraldTribune.com**, the market's largest media Internet site, targeted niche sites including *TicketSarasota*, *HTPreps* and *YourSarasota.com*, and **Herald-Tribune Direct**, a direct mail service built on the most extensive local database ever compiled.

At the core is the **Herald-Tribune**, with four daily editions, signature products such as *Business Weekly*, *Health + Fitness*, *Food & Wine*, *Ticket*, *At Home*, and *Real Estate*; and unique publications that reflect our subtropical way of life such as *Style*, *Welcome*, *Your Sarasota* and *Better Living*.

Each year we also publish guides to local festivals, the arts, restaurants, medical services and recreation. And we sponsor community activities and special events from Parrish to Punta Gorda.

The research summarized in this booklet is a comprehensive overview of this potent market and its media. It was conducted by Scarborough Research, the largest media research firm in the country.

Scarborough documents our resilient economy and shows you how the **Herald-Tribune Media Group** can put your business in touch with its spirited consumers in ways no other advertising investment can match.

We hope you will use this report and all our other resources to help your business thrive.

Sincerely,

Diane McFarlin



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## A WORD ABOUT SCARBOROUGH RESEARCH

Scarborough Research is America's largest multimedia research firm. On a continuing basis, it interviews more than 200,000 people in the 80 largest markets in the country, representing more than 80% of all adults.

For the current report, Scarborough Research surveyed 902 adults in the Sarasota/Bradenton/Venice market by telephone and mail about their demographic characteristics, shopping behavior and media use.

The sample was designed using a random selection of telephone households and respondents within households. The results were weighted and projected to the total adult population. Statistical tolerance for the total sample is no more than +/-3.2 percentage points. The Media Ratings Council accredits the results.

For information about advertising opportunities, contact your **Herald-Tribune Media Group** account executive. For more on the market and local media, call our Research Department at (941) 361-4551.

Sources: Scarborough Research 2010, Nielsen Market Demographics 2010, Frank N. Magid & Associates 2011, Audit Bureau of Circulations 2010. Print, TV News, Cable News & Radio audiences past week, Internet audiences past month, Magazines latest issue. Sarasota/Bradenton/Venice is Sarasota and Manatee counties.

## A COMPELLING MARKET

Consistently ranked among America's best small cities, best places to retire and best places to do business, Sarasota is the heart of the Sarasota/Bradenton/Venice market – one of the 20 wealthiest major metro markets in the country.

With more than 700,000 people, this sparkling slice of Gulf Coast is Florida's fifth largest market. Stretching south from Tampa Bay through Sarasota and Manatee counties, it continues to lure people with its outstanding quality of life.

From the powdery sands of Siesta Beach – recently named best beach in America – to its many music, movie, theater and arts venues, dozens of golf courses and hundreds of fine restaurants – even a polo pitch – Sarasota is irresistible.

Among Florida's 10 largest markets, it has the highest per capita income. It is the nation's oldest major metro market, but is adding schoolchildren faster than retirees, and is gaining a reputation for excellence in higher education as well.

It is home to Ringling School of Art & Design, the premiere design school in the Southeast, and New College, the innovative state honors college, rated year after year as one of the best values in American education.

The **Herald-Tribune Media Group** chronicles this diverse and dynamic world every day, helping local people and local businesses build a prosperous future.



Demographic Profile	Sarasota/Bradenton/ Venice Market		80 Largest US Markets
<b>Total Adults</b>	<b>579,000</b>	<b>100%</b>	<b>100%</b>
<b>Gender</b>			
Men	276,000	48%	49%
Women	303,000	52%	51%
<b>Age</b>			
18 to 44	202,000	35%	49%
45 to 64	182,000	31%	34%
65 or older	195,000	34%	17%
<b>Median Adult Age</b>		<b>54.1</b>	<b>45.7</b>
<b>Household Income</b>			
\$100,000 or more	86,000	15%	22%
\$50,000 to \$99,999	183,000	32%	31%
Up to \$50,000	310,000	54%	46%
<b>Average HH Income</b>		<b>\$65,100</b>	<b>\$75,800</b>
<b>Education</b>			
College graduate or more	155,000	27%	27%
Some college	173,000	30%	30%
High school grad or less	252,000	43%	44%
<b>Occupation</b>			
Employed	284,000	49%	61%
White collar	179,000	31%	39%
Blue collar	105,000	18%	22%
Retired/Other	295,000	51%	39%
<b>Home Ownership</b>			
Own	441,000	76%	70%
Rent	139,000	24%	30%
<b>Home Value</b>			
\$250,000 or more	132,000	23%	29%
Up to \$250,000	309,000	53%	41%
<b>Average Home Value</b>		<b>\$261,000</b>	<b>\$347,000</b>
<b>Time in Current Home</b>			
Up to 5 years	202,000	35%	33%
5 years or more	378,000	65%	67%
<b>Children in Home</b>			
Yes	166,000	29%	41%
No	413,000	71%	59%
<b>Average Household Size</b>		<b>2.74</b>	<b>3.11</b>

## A DOMINANT MEDIA FORCE

The **Herald-Tribune Media Group** dominates all local advertising media in the Sarasota/Bradenton/Venice market, reaching more than half the adult population – almost 300,000 people in all.

The **Herald-Tribune** reaches 263,000 in print while **HeraldTribune.com** reaches 72,000 online – 31,000 only online.

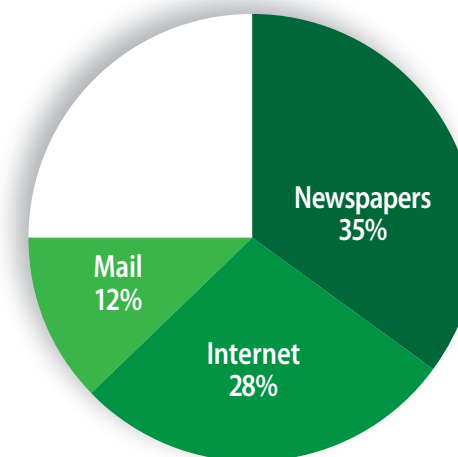
The **Herald-Tribune**, Florida's eighth largest newspaper, has more readers than all local newspapers combined; more than all local weeklies and magazines combined; and already reaches most people who read other local publications.

**HeraldTribune.com** is the largest media Internet site in the market. It attracts one out of six local Internet users – and thousands more from around the country and the world.

**Herald-Tribune Direct** is the market's most sophisticated direct mail system, allowing you to reach the whole market or just the parts that matter most to you. The **Herald-Tribune Direct** database includes **Herald-Tribune** subscribers, so you can merge and purge your target list to get the most affordable distribution possible.

Three out of four people check newspapers, the Internet or the mail for advertising to guide their purchases. With the **Herald-Tribune Media Group**, you can be there when they do.

Medium Used Most To Check Ads



## MEDIA AUDIENCES

<b>Herald-Tribune Media Group</b>	<b>294,000</b>
<b>Herald-Tribune</b>	<b>263,000</b>
<b>HeraldTribune.com</b>	<b>72,000</b>

<b>IN PRINT</b>	
<b>Herald-Tribune</b>	<b>263,000</b>

<b>Other Dailies</b>	
Bradenton Herald	148,000
Charlotte Sun	32,000
Tampa Tribune	30,000
St Petersburg Times	23,000

<b>Weeklies &amp; Shoppers</b>	
The Observer Group	53,000
Venice Gondolier Sun	35,000

<b>Magazines</b>	
Sarasota Magazine	29,000
SRQ	18,000
Natural Awakenings	15,000
Scene Magazine	10,000

<b>ONLINE</b>	
<b>HeraldTribune.com</b>	<b>72,000</b>
Bradenton.com	60,000
BayNews9.com	58,000
MyFoxTampaBay.com	46,000
TBO.com	36,000
MySuncoast.com	33,000

<b>OTHER MEDIA</b>	
<b>Local Broadcast News</b>	
WTVT FOX 13	197,000
WFLA NBC 8	147,000
WWSB ABC 7	127,000
WTSP CBS 10	119,000
WFTS ABC 28	44,000

<b>Local Cable News</b>	
Bay News 9	101,000
SNN Local News 6	94,000

<b>Radio</b>	
WSRZ FM	105,000
WHPT FM	85,000
WFLZ FM	82,000
WCTQ FM	72,000
WFLA AM	64,000
WWRM FM	56,000

## THE MULTIMEDIA EDGE

In Sarasota/Bradenton/Venice, more than 400,000 people read a newspaper in print or online. Two out of three choose the **Herald-Tribune Media Group**. In print, the **Herald-Tribune** reaches educated consumers at the peak of their purchasing power. Online, **HeraldTribune.com** delivers a host of young, upscale, professional families.

Every day, thousands of people go from the **Herald-Tribune** to **HeraldTribune.com** and back again in search of the latest update or in-depth analysis. Today one in four readers reads online; five years ago it was one in 12.

This synergy, combined with the house-by-house precision of **Herald-Tribune Direct**, lets you create campaigns that work in new and powerful ways. From the Sunshine Skyway to Boca Grande, wherever you do business you can count on the **Herald-Tribune Media Group** – in print, online and in the mail – to help your profits grow.

## STRATEGIC PARTNERS

The **Herald-Tribune Media Group** has joined with Yahoo!, WebVisible, Monster.com and The New York Times to make your advertising work even harder. Combined with these sites, the **Herald-Tribune** and **HeraldTribune.com** blanket your local customers and reach millions more on Florida's Gulf Coast – and beyond.

Best of all, with the **Herald-Tribune Media Group**, you get local support and discounts not available any other way.



Yahoo! tracks everything people do on its more than 50 web sites, then displays your ad to them the minute they look for your product. It's behavioral targeting, and it guarantees the right message gets to the right person at the right time.



ResponseClix makes Search Engine Marketing simple by placing your sponsored link with search results on 20 major search engines. You reach people looking for your product in your area while ResponseClix manages all the details.



Monster.com matches employers and candidates across the country. Local employers get access to more than 750,000 resumes in the Tampa DMA alone and 55 million nationwide – one third of the nation's workforce.



Run display ads on the number one newspaper web site in the world, targeted specifically to sophisticated, educated and affluent NYTimes.com readers throughout the Tampa DMA.

	Sarasota/Bradenton/Venice	Herald-Tribune Media Group	Herald-Tribune	HeraldTribune.com
<b>Total Adults</b>	579,000	294,000 51%	263,000 45%	72,000 12%
<b>Gender</b>				
Men	276,000	139,000 50%	126,000 46%	30,000 11%
Women	303,000	155,000 51%	137,000 45%	42,000 14%
<b>Age</b>				
18 to 44	202,000	87,000 43%	66,000 32%	40,000 20%
45 to 64	182,000	87,000 48%	79,000 44%	20,000 11%
65 or older	195,000	119,000 61%	118,000 61%	12,000 6%
<b>Median Adult Age</b>	54.1	58.1	60.8	41.6
<b>Household Income</b>				
\$100,000 or more	86,000	51,000 60%	46,000 54%	14,000 16%
\$50,000 to \$99,999	183,000	100,000 54%	87,000 47%	31,000 17%
Up to \$50,000	310,000	143,000 46%	131,000 42%	28,000 9%
<b>Average HH Income</b>	\$65,100	\$70,500	\$70,100	\$77,100
<b>Education</b>				
College graduate or more	155,000	98,000 63%	88,000 57%	23,000 15%
Some college	173,000	98,000 57%	87,000 51%	22,000 13%
High school grad or less	252,000	98,000 39%	88,000 35%	27,000 11%
<b>Occupation</b>				
Employed	284,000	148,000 52%	124,000 44%	54,000 19%
White collar	179,000	113,000 63%	92,000 51%	46,000 26%
Blue collar	105,000	35,000 33%	32,000 31%	8,000 8%
Retired/Other	295,000	146,000 49%	139,000 47%	18,000 6%
<b>Home Ownership</b>				
Own	441,000	231,000 52%	213,000 48%	48,000 11%
Rent	139,000	63,000 45%	50,000 36%	24,000 17%
<b>Home Value</b>				
\$250,000 or more	132,000	86,000 66%	77,000 58%	19,000 14%
Up to \$250,000	309,000	144,000 47%	137,000 44%	30,000 10%
<b>Average Home Value</b>	\$261,000	\$301,000	\$303,000	\$308,000
<b>Time in Current Home</b>				
Up to 5 years	202,000	86,000 43%	69,000 34%	25,000 13%
5 years or more	378,000	207,000 55%	194,000 51%	47,000 12%
<b>Children in Home</b>				
Yes	166,000	67,000 40%	48,000 29%	32,000 20%
No	413,000	227,000 55%	215,000 52%	40,000 10%
<b>Average HH Size</b>	2.74	2.52	2.44	2.88

# HERALD-TRIBUNE ADVERTISING ZONE PROFILES: SARASOTA | BRADENTON | VENICE MARKET



With a circulation of 76,569 daily and 96,234 Sunday, the **Herald-Tribune** is the eighth largest newspaper in Florida.

Circulation in Sarasota/Bradenton/Venice is nearly double that of any other newspaper. Tampa and St. Petersburg newspapers reach less than two percent of all households.

With targeted advertising zones and preprint delivery by zip code, the **Herald-Tribune** can deliver the market any way you want. And with **H-T Select**, carrier delivered to non-subscribers, you can reach up to 70% of all households in the most coveted local zip codes every week.

Use these maps and data to plan your advertising campaign. For more details about the market or the newspaper, contact your marketing consultant or call the Herald-Tribune Research Department at (941) 361-4551.

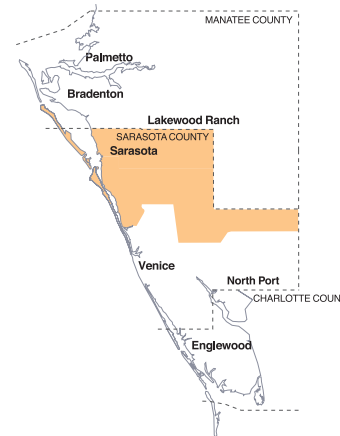
Sources: Nielsen Market Demographics 2010, Audit Bureau of Circulations 52 weeks ended 12/26/10. Calculations by Herald-Tribune Research Department.



## MANATEE ZONE

Where: Manatee County, except Longboat Key

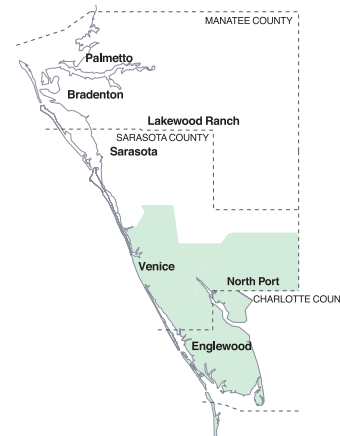
Occ HHs		H-T Dly	H-T Sun	% Dly	% Sun				
128,507		13,888	17,550	11%	14%				
Ann Gr %		10-Yr	1-Yr	Swing	Med Age	HH Size	Coll Ed %	\$ Per Cap	\$ Per HH
1.7		-0.7	37%	42.2	2.40	23.2	22,705	54,445	



## SARASOTA ZONE

Where: North Sarasota County, including Longboat Key, south to South Creek

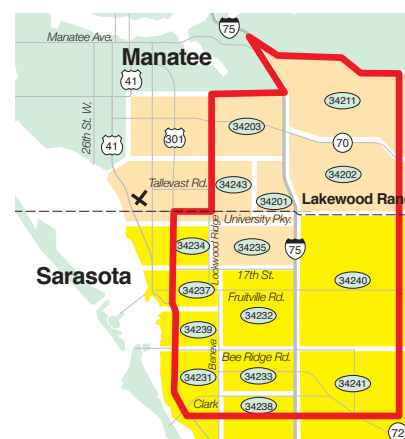
Occ HHs		H-T Dly	H-T Sun	% Dly	% Sun				
96,693		34,192	42,553	35%	44%				
Ann Gr %		10-Yr	1-Yr	Swing	Med Age	HH Size	Coll Ed %	\$ Per Cap	\$ Per HH
0.0		-1.0	40%	48.8	2.16	30.1	30,525	66,011	



## VENICE/SOUTH ZONE

Where: Sarasota County south of South Creek, Charlotte County, Boca Grande in Lee County

Occ HHs		H-T Dly	H-T Sun	% Dly	% Sun				
85,903		22,647	28,274	26%	33%				
Ann Gr %		10-Yr	1-Yr	Swing	Med Age	HH Size	Coll Ed %	\$ Per Cap	\$ Per HH
2.4		0.1	59%	52.6	2.16	20.2	24,824	53,647	



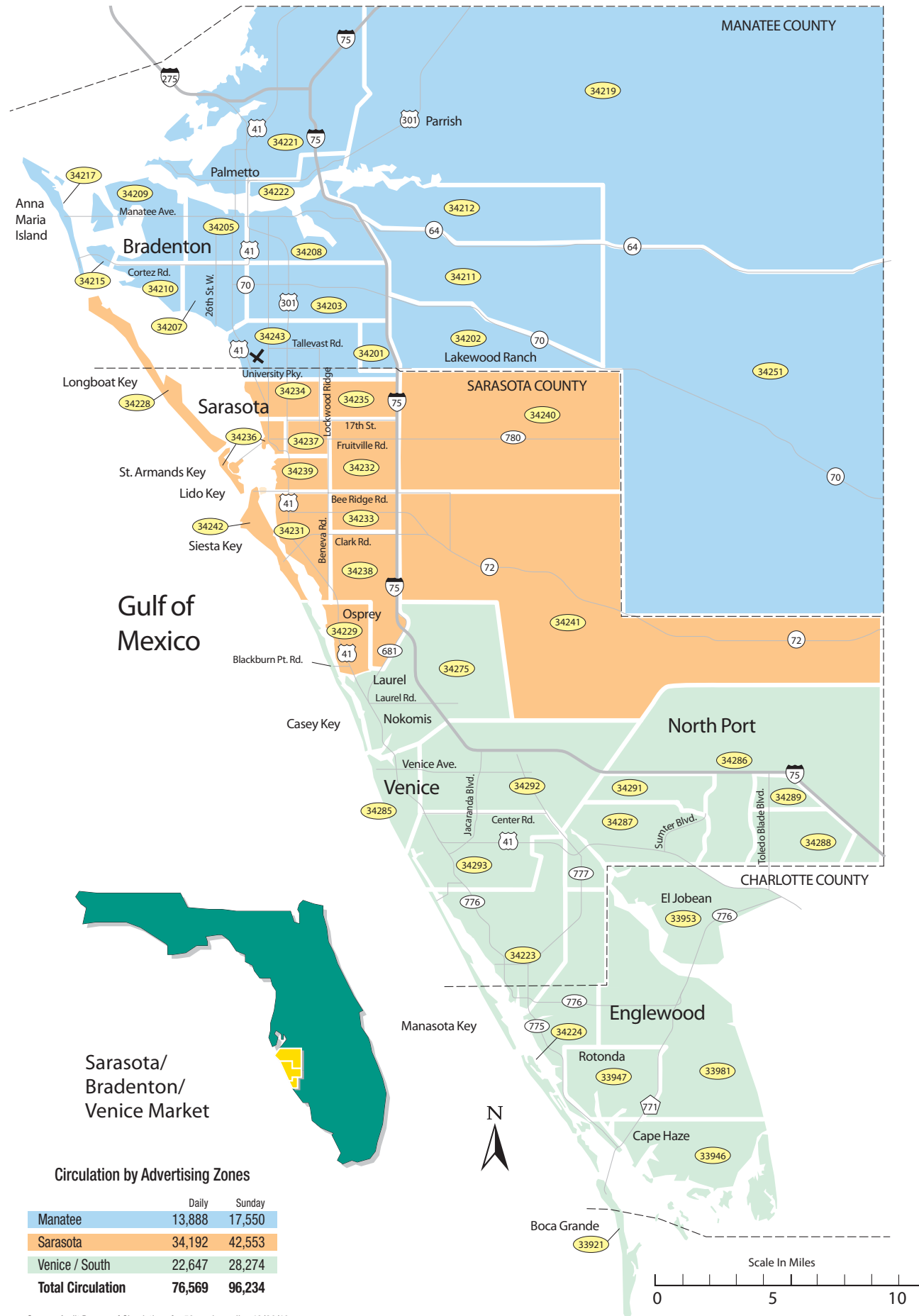
## HT SELECT

When: Every Wednesday

Where: Select non-subscriber households in key Manatee and Sarasota zip codes.

- 11,200 Manatee Zone
- 20,400 Sarasota Zone
- 31,600 Full Run

# ZIP CODE PROFILES: SARASOTA | BRADENTON | VENICE MARKET



## Herald-Tribune

Zip Code & Name	Occupied Households	Circulation		Household Reach		Key Demographics							
		Daily	Sunday	Daily	Sunday	% Annual Change 10-Yr	% Annual Change 1-Yr	Seasonal Swing	Median Age	Average HH Size	College Ed %	Per Capita \$ Income	Per HH \$ Income
<b>Manatee Zone</b>	<b>128,507</b>	<b>13,888</b>	<b>17,550</b>	<b>11%</b>	<b>14%</b>	<b>1.7</b>	<b>-0.7</b>	<b>37%</b>	<b>42.2</b>	<b>2.40</b>	<b>23.2</b>	<b>22,705</b>	<b>54,445</b>
<b>Bradenton</b>	<b>93,249</b>	<b>6,200</b>	<b>7,834</b>	<b>7%</b>	<b>8%</b>	<b>0.4</b>	<b>-1.3</b>	<b>40%</b>	<b>42.3</b>	<b>2.36</b>	<b>19.6</b>	<b>19,647</b>	<b>46,320</b>
34203 Oneco/Tara	13,022	1,530	1,980	12%	15%	2.1	-2.9	42%	43.7	2.50	19.7	20,968	52,500
34205 Bradenton	12,063	625	868	5%	7%	-0.7	-0.9	25%	38.4	2.35	16.3	16,079	37,846
34207 Bayshore	12,914	655	710	5%	5%	-0.5	-1.6	45%	41.2	2.10	12.5	16,174	33,985
34208 E Bradenton	10,187	401	507	4%	5%	0.0	0.7	32%	33.0	2.82	14.1	16,690	47,080
34209 NW Bradenton	13,661	1,114	1,492	8%	11%	-0.1	-0.7	33%	49.8	2.27	30.6	24,971	56,775
34210 El Conquistador	7,639	599	658	8%	9%	1.3	-1.3	69%	50.7	1.95	31.8	24,918	48,634
34215 Cortez	714	84	108	12%	15%	-1.3	-3.5	49%	60.3	1.84	26.0	30,719	56,664
34217 Anna Maria	3,638	390	478	11%	13%	-1.6	-1.1	88%	54.6	1.93	32.7	28,470	54,863
34221 Palmetto	13,718	509	679	4%	5%	1.0	-2.1	45%	38.9	2.69	14.3	17,755	47,728
34222 Ellenton	5,693	293	354	5%	6%	1.7	-0.1	44%	61.9	1.96	15.7	20,137	39,508
<b>New Manatee</b>	<b>35,258</b>	<b>7,688</b>	<b>9,716</b>	<b>22%</b>	<b>28%</b>	<b>6.3</b>	<b>0.9</b>	<b>22%</b>	<b>41.9</b>	<b>2.52</b>	<b>33.2</b>	<b>31,165</b>	<b>78,437</b>
34201 University Park	1,728	842	1,036	49%	60%	9.3	-2.1	46%	55.7	1.85	52.2	47,194	87,163
34202 Lakewood Ranch	7,641	1,823	2,231	24%	29%	3.3	0.5	21%	38.6	2.68	43.7	40,321	108,253
34211 Lakewood Ranch	1,186	243	247	20%	21%	3.4	3.6	37%	48.2	2.64	30.2	34,337	90,820
34212 East Manatee	5,606	699	958	12%	17%	11.0	2.1	17%	34.8	2.86	28.7	25,929	74,215
34219 Parrish	6,210	506	621	8%	10%	9.6	1.1	29%	45.8	2.50	22.0	27,104	67,773
34243 Palm Aire	10,836	3,444	4,445	32%	41%	1.8	0.8	26%	46.9	2.23	35.4	28,891	64,508
34251 Myakka City	2,051	131	178	6%	9%	3.6	-0.3	7%	33.5	3.25	13.6	20,613	67,068
<b>Sarasota Zone</b>	<b>96,693</b>	<b>34,192</b>	<b>42,553</b>	<b>35%</b>	<b>44%</b>	<b>0.0</b>	<b>-1.0</b>	<b>40%</b>	<b>48.8</b>	<b>2.16</b>	<b>30.1</b>	<b>30,525</b>	<b>66,011</b>
34228 Longboat Key	4,360	1,782	2,140	41%	49%	-2.1	-6.5	169%	69.4	1.74	55.5	75,661	132,028
34229 The Oaks	3,601	1,273	1,918	35%	53%	2.4	0.6	38%	54.3	2.07	36.2	48,267	100,036
34231 Gulf Gate	13,734	4,681	5,880	34%	43%	-1.1	0.1	31%	49.7	2.01	29.1	28,841	57,963
34232 Fruitville	13,073	3,566	4,974	27%	38%	0.0	-0.4	21%	42.0	2.33	23.1	23,171	53,875
34233 Proctor Road	7,141	2,596	3,556	36%	50%	1.2	-0.2	19%	50.8	2.23	27.7	27,965	62,260
34234 Newtown	7,009	1,418	1,811	20%	26%	-1.1	-1.0	39%	37.7	2.37	15.3	15,505	36,711
34235 The Meadows	6,056	2,409	2,771	40%	46%	0.1	-2.5	43%	52.6	2.11	34.1	29,645	62,467
34236 Downtown/Keys	6,873	3,220	3,743	47%	54%	0.7	0.7	37%	52.7	1.93	34.3	32,797	63,211
34237 Roberts Arena	5,986	1,065	1,672	18%	28%	-0.9	0.1	29%	37.9	2.29	17.2	16,264	37,207
34238 Palmer Ranch	8,829	4,031	4,410	46%	50%	2.3	-0.3	41%	55.4	2.00	41.5	39,813	79,663
34239 Southgate	6,618	2,421	2,996	37%	45%	-1.0	-0.7	19%	47.8	2.07	27.9	25,911	53,672
34240 Laurel Oak	3,241	1,606	1,839	50%	57%	4.8	-0.2	48%	43.1	2.86	32.7	35,616	101,960
34241 Bent Tree	5,361	1,955	2,251	36%	42%	1.4	-0.6	22%	46.8	2.55	30.2	30,475	77,785
34242 Siesta Key	4,813	2,169	2,592	45%	54%	-2.2	-7.5	114%	59.1	1.87	51.1	59,947	111,867
<b>Venice/South Zone</b>	<b>85,903</b>	<b>22,647</b>	<b>28,274</b>	<b>26%</b>	<b>33%</b>	<b>2.4</b>	<b>0.1</b>	<b>59%</b>	<b>52.6</b>	<b>2.16</b>	<b>20.2</b>	<b>24,824</b>	<b>53,647</b>
<b>Venice</b>	<b>37,703</b>	<b>14,912</b>	<b>17,903</b>	<b>40%</b>	<b>47%</b>	<b>1.3</b>	<b>0.3</b>	<b>54%</b>	<b>60.4</b>	<b>1.99</b>	<b>25.3</b>	<b>28,622</b>	<b>56,968</b>
34275 Nokomis	6,968	2,804	3,348	40%	48%	0.9	-1.5	67%	55.7	2.05	27.4	34,619	71,126
34285 Venice	9,927	3,948	4,423	40%	45%	-0.6	-1.0	86%	69.2	1.76	26.8	27,944	49,297
34292 E Venice	6,197	3,256	4,090	53%	66%	5.8	2.2	65%	62.3	2.01	34.2	34,015	68,247
34293 S Venice	14,611	4,904	6,042	34%	41%	1.0	1.4	45%	55.3	2.11	20.2	24,298	51,272
<b>North Port</b>	<b>21,839</b>	<b>2,292</b>	<b>3,592</b>	<b>10%</b>	<b>16%</b>	<b>7.0</b>	<b>-0.5</b>	<b>56%</b>	<b>39.0</b>	<b>2.54</b>	<b>12.2</b>	<b>18,594</b>	<b>47,193</b>
34286 North Port	5,766	476	704	8%	12%	7.5	-0.9	30%	34.1	2.78	9.0	18,100	50,404
34287 North Port	9,641	1,341	2,323	14%	24%	1.5	-1.1	70%	52.1	2.18	13.8	18,912	41,267
34288 North Port	3,555	377	427	11%	12%	19.8	1.6	42%	31.4	2.93	13.1	18,583	54,489
34289 North Port	805	0	0	0%	0%	-1.5	-1.5	71%	31.7	2.92	12.7	18,737	54,765
34291 North Port	2,071	98	138	5%	7%	0.4	0.4	27%	36.4	2.72	13.0	18,864	51,312
<b>Englewood</b>	<b>26,361</b>	<b>5,443</b>	<b>6,779</b>	<b>21%</b>	<b>26%</b>	<b>1.2</b>	<b>0.2</b>	<b>71%</b>	<b>54.3</b>	<b>2.05</b>	<b>20.8</b>	<b>26,711</b>	<b>54,885</b>
33921 Boca Grande	649	230	271	35%	42%	-1.4	11.4	251%	58.4	1.89	69.1	84,235	159,071
33946 Cape Haze	1,127	254	335	23%	30%	-0.8	6.7	98%	59.3	1.93	48.4	59,762	115,054
33947 Rotonda	3,842	581	674	15%	18%	4.3	3.2	53%	55.7	2.05	23.1	25,523	52,290
33953 El Jobean	2,156	282	387	13%	18%	4.5	1.0	88%	48.2	2.17	19.5	27,707	60,234
33981 Gulf Cove	3,834	442	649	12%	17%	3.3	0.7	66%	45.8	2.30	13.4	21,696	49,899
34223 Englewood	8,082	2,430	3,012	30%	37%	-0.4	-1.2	87%	60.9	1.95	21.4	25,992	50,656
34224 Englewood	6,672	1,224	1,451	18%	22%	0.4	-2.3	95%	52.0	2.06	15.9	22,299	46,019
<b>Total</b>	<b>311,104</b>	<b>70,727</b>	<b>88,377</b>	<b>23%</b>	<b>28%</b>	<b>1.3</b>	<b>-0.6</b>	<b>48%</b>	<b>47.6</b>	<b>2.26</b>	<b>24.4</b>	<b>25,603</b>	<b>57,790</b>
National Averages						1.2	0.7		36.2	2.66	24.0	21,264	56,585

Sources: USPS Address Maintenance Report 2010; Audit Bureau of Circulations, 52 weeks ended 12/26/10; Nielsen Market Demographics 2010. Circulation fluctuates. For insert quantities, contact your marketing consultant. College Ed% is age 18+. Seasonal Swing is 10-year average fluctuation from summer to winter populations. The Herald-Tribune also circulates in zip codes 33948, 33950, 33952, 33954, 33955, 33980, 33982 & 33983 in Charlotte County, and in DeSoto County. Zip code 34289 is new; circulation data will appear next year. Calculations by Herald-Tribune Research Department. **Total circulation is 76,569 daily and 96,234 Sunday.**

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