

Pennysaver Online "About Us" information

Who is the Pennysaver delivered to?

Pennysaver is delivered to virtually every household in Palm Beach, Martin and South St. Lucie Counties. Zoned in 25 advertising areas, you may choose any community you wish to reach.

How do we deliver?

We are delivered to every Palm Beach Post subscriber on Thursdays and direct mailed to the remaining households on Wednesday. With no duplication, the Pennysaver is the most cost-efficient method to reach the majority of year-round residents in Palm Beach, Martin and South St. Lucie Counties. In fact, 77% of weekly readers frequently purchase products or services from ads seen in the Florida Pennysaver.

Who reads the Pennysaver?

We reach a broad cross-section of adults in Palm Beach, Martin and South St. Lucie Counties each week with the Florida Pennysaver.

- 96% of weekly Pennysaver readers are year-round residents
- 75% are homeowners
- 72% are between the ages of 18-64
- 62% are female
- 61% are employed
- 40% have household incomes between \$35,000-\$74,999
- 35% have children under the age of 18 in their households

Who are Pennysaver online users?

- 82% are between the ages of 18-64
- 72% of weekly Pennysaver readers are online
- 66% are employed
- 58% are college educated
- 41% are male
- 34% have household incomes of \$75,000 or more
- 46% research vacation/travel ideas
- 45% use online banking/bill pay
- 44% search for entertainment/things to do
- 44% send/receive photos
- 43% research a product for purchase

Our Weekly Readers Shop...

In the past 12 months

- 96% shopped general merchandise stores
- 89% shopped at linens/housewares stores
- 81% shopped department stores
- 77% shopped for infant's/children's clothing and toy stores
- 68% shopped optical stores
- 68% shopped arts/crafts/fabric stores
- 65% shopped jewelry stores
- 65% shopped furniture/mattress stores
- 63% shopped at computer software stores
- 61% shopped at warehouse clubs
- 51% shopped at discount/off-price stores

In the past 30 days

- 78% visited fast-food restaurants
- 77% visited family-style restaurants
- 63% visited pizzerias
- 58% visited fine dining restaurants
- 51% visited donut shops

Our Weekly Readers Shop...

Plan to buy in the next 12 months

- 85% plan to make dining and entertaining purchases
- 62% plan to make purchases at gift shops and florists
- 56% plan to purchase lawn and garden supplies
- 50% plan to purchase furniture and home furnishings
- 42% plan to purchase automobile accessories
- 39% plan to purchase arts & crafts supplies
- 32% plan to purchase home improvement supplies
- 31% plan vacations and travel

Plan to Use in the next 12 months

- 96% plan to visit a beauty salon/barber shop
- 82% plan to go to the dentist
- 65% plan legal gambling entertainment (casinos, bingo, lottery, etc.)
- 57% plan to use tax advisor/services
- 41% plan to use lawn care services
- 39% plan to use carpet, home cleaning services
- 38% plan to use pharmacist/prescription services
- 34% plan to use a health club/exercise classes
- 32% plan education/classes

Source: 2005 Gallup Poll of Media Usage and Consumer Behavior for Palm Beach, Martin and South St. Lucie Counties as verified by the Audit Bureau of Circulations (ABC), Circulation Verification Council (CVC) Audit Report for the Florida Pennysaver, January 1, 2006 – December 31, 2006

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