

# Why We Publish

We publish the *Independent* because this area is our beloved home. Our mission is to help build a just community here in the Triangle by publishing the nation's best alternative journalism. Founded in 1983, the *Independent Weekly* is still locally owned and is now a Triangle institution.

We bring our readers the best reviews, the sharpest investigative reporting and the Triangle's most comprehensive arts and music calendars. Our writers and reporters have won just about every major national journalism prize. Every week, our paper delivers immediacy and street credibility no one else can touch.

We challenge our readers, educate them, make them laugh, and—occasionally—provoke them. That's what makes the Triangle's most coveted readers return to the *Independent* again and again.

**The *Independent*: The Triangle's alternative, grassroots, literary, personal, classy, theatrical, kick-ass, informative, cinematic, creative, political, so-you-can-THINK newspaper.**

## Look at our paper

And you'll immediately understand who our readers are; they're NOW. If you want to reach 191,600 of the Triangle's most active, affluent and spirited readers, the *Independent* is the way to do it.

Our readers are our fans. They trust us. Our audience is a marketers' dream come true. They are active, affluent trendsetters and opinion leaders. Our readers trust us and seek us out each week for writing they can't get anywhere else. Make sure your ads are right there amid the rich local flavor and gutsy reporting our readers count on each week.

We'll help you establish brand identity and move your product off the shelves. The *Independent*—and its audience—will get you results.



# Reader Characteristics

## Who are they? What are they doing?

	<i>Independent readers</i>
Readers age 18+	191,600
Age 18-24	26,100
Age 25-34	42,700
Age 35-44	49,300
Age 45-54	14,200
Age 55-64	30,500
Own house	114,600
Rent	73,800
Plan to buy a home during the next 2 years	25,600
Newcomer (in area less than 1 year)	19,500
Married	99,000
Single	90,700
Attended movie in the past 4 weeks	107,400
Purchased 12+ books from bookstores in the last 12 months	115,400
Have dog	83,700
Have cat	57,200
Frequent restaurant diner 4+ times in the last 2 weeks	17,900
Exercised at health club 12+ times in past year	70,600
Frequent beer drinker 6+ days last 2 weeks	17,200
Frequent wine drinker 3+ days in the last 2 weeks	21,800
Plan to buy new furniture in next 12 months	45,500
Plan to buy car/van/SUV	53,600
Attended rock/pop concert	75,900
Attended opera/symphony/theater	90,400
Plan to buy stereo/CD or MP3 player/iPOD in the next 12 months	65,500
Attended 3+ college/prof. sports events	71,200
Garden/lawn	116,800
Visited bars/nightclubs	73,700

## Hard to reach through other media

52.2% do not read a daily newspaper  
51.1% do not read a Sunday newspaper  
19.7% do not have cable or satellite television

## Educated

64.8% of our readers have attended college  
16.6% have advanced college degrees

## Affluent

71.1% of our readers have a household income of \$35,000 or more  
16.9% earn between \$50,000 - \$74,999  
12.6% earn between \$75,000 - \$99,999  
7.5% earn between \$100,000 - \$149,999

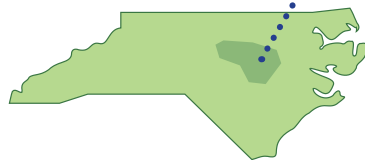
Source: 2007 March-April Media Audit



# Circulation

**Circulation: 50,000 • Readership: 191,600**

Free at more than 940 Triangle locations



## Delivery Zones

### Orange/Chatham Counties (24.4%)

Chapel Hill	8,355
Carrboro	2,750
Hillsborough	560
Pittsboro	550

### Durham County (25.7%)

Durham	12,840
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### Wake County (49.5%)

Raleigh	19,275
Cary	3,455
Morrisville	605
Garner	550
Apex	455
Wake Forest	290
Knightdale	115

Subscriptions	200
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<b>Total</b>	<b>50,000</b>
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The *INDY* can be found in restaurants, coffee shops, bars, grocery stores and other retail locations throughout the Triangle. It can also be found in circulation boxes strategically placed on pedestrian-heavy streets. In Wake County the *INDY* can be found in most Harris Teeter and Kroger stores.



# A Winning Team!

The *Independent Weekly* continues its tradition of award-winning journalism. The *Indy*—among the nation's best.

## 2007

**MOSI SECRET**, *staff writer*

Casey Medal for Meritorious Journalism  
"Dreams deferred"  
(Casey Journalism Center on Children and Families)

**FIONA MORGAN**, *staff writer*

First Place, Media Reporting/Criticism  
(Association of Alternative Newsweeklies)

**TYLER BERGHOLZ**, *contributing illustrator*

Second Place, Illustration  
"Prince George"  
(AAN)

**DAVID FELLERATH**, *arts editor*

Third Place, Arts Criticism  
(AAN)

**DEREK ANDERSON**, *staff photographer*

Third Place, Website Content Feature  
"Me Against Me"  
(AAN)

**LISSA GOTWALS**, *staff photographer*

Third Place, Photography Page  
"Central Park South"  
(AAN)

**BYRON WOODS**, *arts writer*

Second Place, Arts Criticism: Theater  
(AAN)

**JENNIFER STROM**, *managing editor*

Second Place, Non-Deadline Reporting  
"Growth rules!" (Society of Professional Journalists' Green Eyeshade Awards)

**CHRIS TOENES**, *music writer*

Third Place, Feature Writing  
"The infinite shag" (NCPA)

**JENNIFER STROM**, *managing editor*

Third Place, News Feature Writing  
"Going South" (NCPA)

**SUE STURGIS**, *contributing writer*

Third Place, News Story - Long Form,  
"Guards sound alarm over security at nuclear plant" (AAN)

**FIONA MORGAN**, *staff writer*

Third Place, Media Reporting/Criticism  
(AAN)

**DEREK JENNINGS**, *contributing writer*

Honorable Mention, Column (AAN)

**ARTURO CIOMPI**, *wine writer*

Third Place, Food Column  
(Association of Food Journalists)

**BYRON WOODS**, *arts writer*

Excellence in Media Award  
(Raleigh Mayor's Committee for Persons with Disabilities)

## 2006

**LISSA GOTWALS**, *staff photographer*

First Place, Photography Page  
"Central Park South"  
(North Carolina Press Association)

**MOSI SECRET**, *staff writer*

First Place, Feature News Writing  
"Dreams deferred" (NCPA)

**THE INDEPENDENT STAFF**

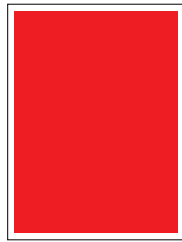
Second Place, News Coverage  
(NCPA)

**RICHARD HART**, *editor*

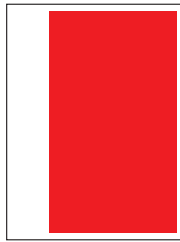
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# Production Specs



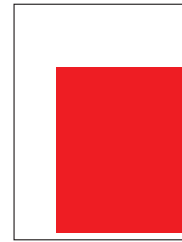
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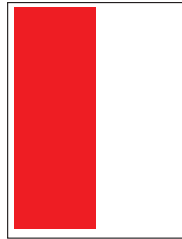
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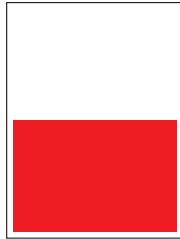
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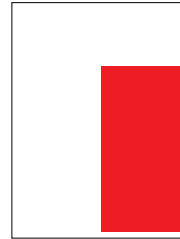
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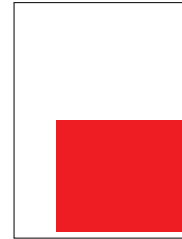
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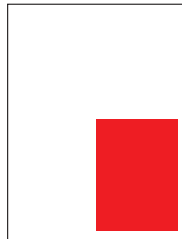
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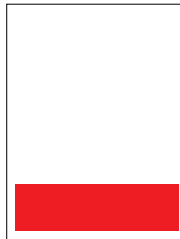
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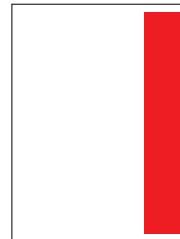
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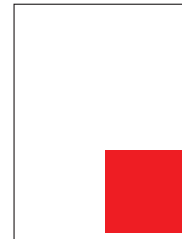
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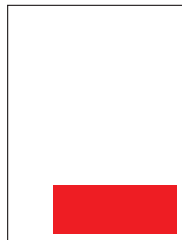
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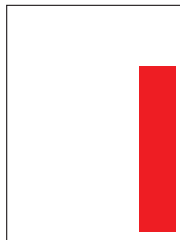
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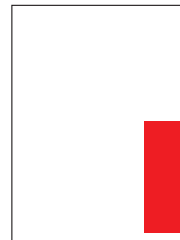
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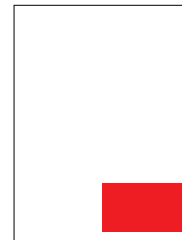
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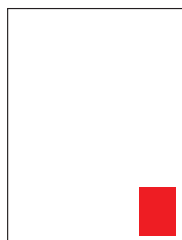
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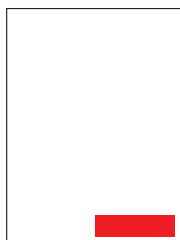
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5" x 1<sup>3</sup>/<sub>16</sub>"



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