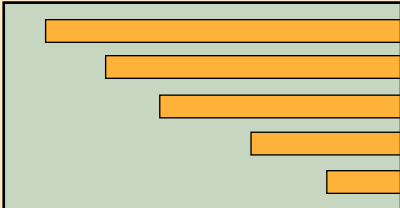


# The Daily Collegian

## Marketing Information

**98%** (40,180) of all Penn State students read *The Daily Collegian*.

The Daily Collegian reaches the student market better than any other medium.



- 90% of all Penn State students have read *The Daily Collegian* "in the last seven days."
- 71.4% (29,274) of all students surveyed said that they read it "yesterday."
- 58.7% (24,067) said they read Collegian ads in the last seven days.
- 33.4% (13,694) said they read Collegian ads "yesterday."
- 17.6% of students said they read the local newspaper "yesterday."

The average Penn State student reads *The Daily Collegian* 3.7 times a week.

Penn State students spend **\$222 million** a year in the State College area.

The average Penn State student has about \$213 a month to spend over and above room, board, and tuition. The \$222 million figure includes rent and grocery spending.\* Students in apartments spend an average of about \$350 monthly on rent and \$138 monthly on groceries. Penn State students have total discretionary spending power of about \$8.7 million per month, or \$78.5 million annually.

*\*The spending patterns exclude money paid to Penn State for tuition, fees, room, and board.*

### Fast Facts

- 98% of Penn State students or their roommates have a computer.
- 90% of students said they ate out in the State College area at least once a week
- 82% (33,600) of students said they have shopped at Wal-Mart "in the last 30 days."
- 76% of Penn State students have an account at a bank which has a local office in State College.
- 72% of Penn State use credit cards.
- 67% (27,400) of students have cars or have access to a vehicle.
- 55% (22,500) of Penn State students said they had shopped at the Nittany Mall "in the last 30 days."

#### Weekly Expenditures

Groceries	\$938,000	(off campus only)
Entertainment	\$717,500	
Fast Food	\$442,800	

#### Monthly/Annual Expenditures

Category	Monthly	Annually
Rent (off campus)	\$9,450,000	\$113,400,000
Cell Phone	\$922,500	\$8.3 million
Drugstore Items	\$615,000	\$5.5 million
Gifts/Cards	\$537,500	\$4.8 million
School Supplies	\$492,000	\$4.4 million
Hair Care	\$461,000	\$4.1 million
Compact Discs	\$355,000	\$3.1 million
Video Rentals	\$239,800	\$2.1 million
Film/Developing	\$237,800	\$2.1 million
Flowers	\$82,000	\$738,000

#### Annual Expenditures

Vacation and Travel	\$26.2 million
Textbooks	\$24.6 million
Computers, Software, etc.	\$20.3 million
Exercise Clothing and Shoes	\$7.3 million
Athletic Equipment	\$3.7 million
Photo Equipment & Film Processing	\$2.3 million

#### Entertainment

Each week, students spend almost \$717,000 locally on movies, bars, coffeehouses, and concerts. Students spend an average of about \$17.50 each week on entertainment. That rings up to nearly \$2.9 million each month - more than \$26 million annually.

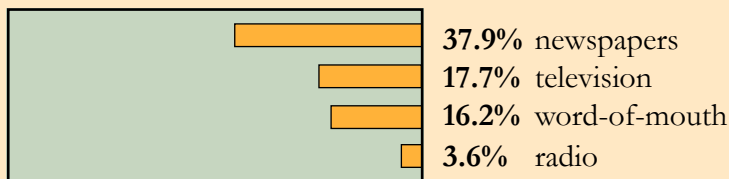
#### Coupons cut it with Penn State students.

Track your results. It's easy when you advertise money-saving coupons in *The Daily Collegian*. 23% of Penn State students (9,430 Penn Staters) said they have used a Collegian coupon in the past 30 days. 8.6% of students say they have used a coupon from the local newspaper.

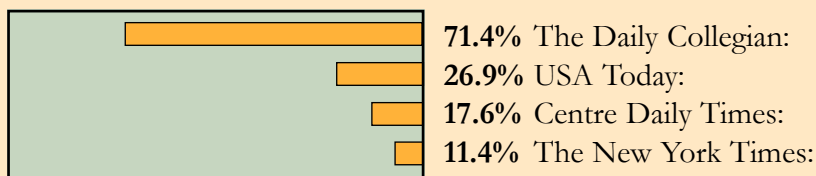
# The Daily Collegian

## Readership Survey of Students

Which one source of advertising do you rely on for information about the goods and services that you purchase in this area?



Did you read or look into a printed copy of these papers "yesterday?"



### Collegian Facts

**Circulation:** 20,000+ average Monday through Friday while classes are in session.

**Size:** Broadsheet, 50" web format, 6 columns x 21". One column is 1.833" wide (11 picas).

**Ad deadline:** 4 p.m. two business days before publication.

**Color deadline:** Same as above for one-spot color.

**Venues** is the Collegian's Thursday arts and entertainment magazine. Ad deadline for Venues is 4 p.m. Monday.

## Bonus Market

It's common knowledge that The Daily Collegian is the best way to reach the student market. But what about the faculty and staff? Our independent market research shows that the faculty and staff of Penn State are loyal readers of the Collegian.

*Here are a few facts that show our strong link to this important market.*

**63%** (8,783) of faculty and staff said they read or looked into a copy of The Daily Collegian in "the last seven days."

**31%** (2,722) of the faculty and staff readers said they read or looked into a copy of The Daily Collegian "yesterday."

**49%** (4,303) of faculty and staff readers said they read the advertisements in the Collegian in the "last seven days."

**21%** (1,844) of faculty and staff readers said they read or looked at the advertisements in the Collegian "yesterday."

**24%** (2,125) of faculty and staff readers said they used Venues magazine in Thursday's Collegian to help plan their leisure activities.

Why

Venues

?

**58%** (23,316) of students read or looked into a copy of Venues in the "last seven days." + Students readers are the 98% (40,180) of Penn State students who say they read The Daily Collegian.

**9%** of students looked into a copy of the local newspaper's weekend magazine in the "last seven days."

**50%** of students use Venues to help plan leisure activities.

**15.3%** of students use the local newspaper's weekend magazine to plan leisure activities.