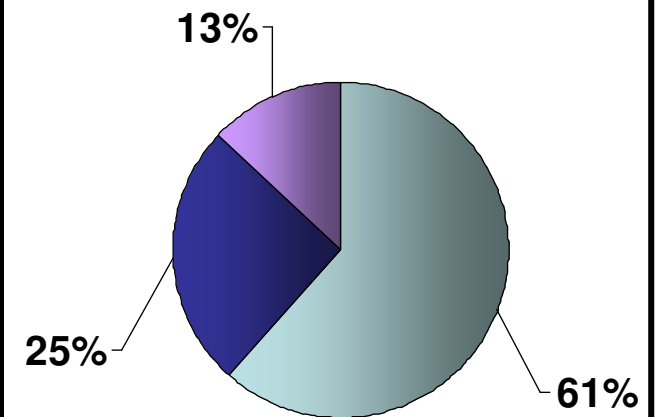


What's Your Relationship Status?

	Adults 18+	Married/ Living Together	Single	Widowed/ Separated /Divorced
Male	49%	51%	53%	32%
Average Age	46	48	32	61
Adults with Children	36%	45%	24%	19%
Average Household Income	77K	85K	69K	51K
Average Personal Income	45K	52K	33K	40K

Many couples will be shopping for gifts for Valentine's Day...

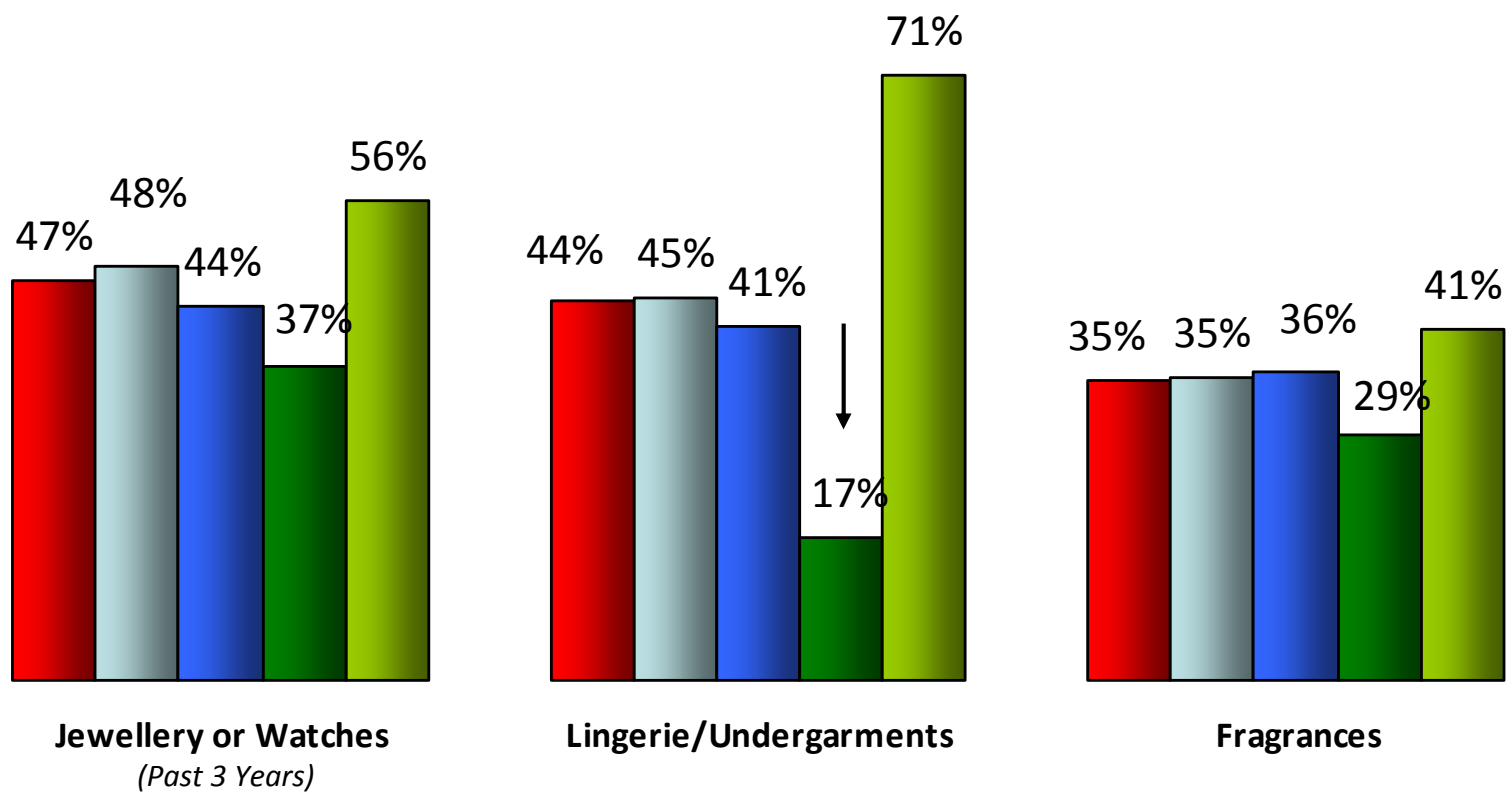


Married/Living Together
 Single

Widowed/Separated/Divorced

What to expect on Valentine's Day

Only 17% of men purchased lingerie/undergarments in the past 12 months...Hint, hint...



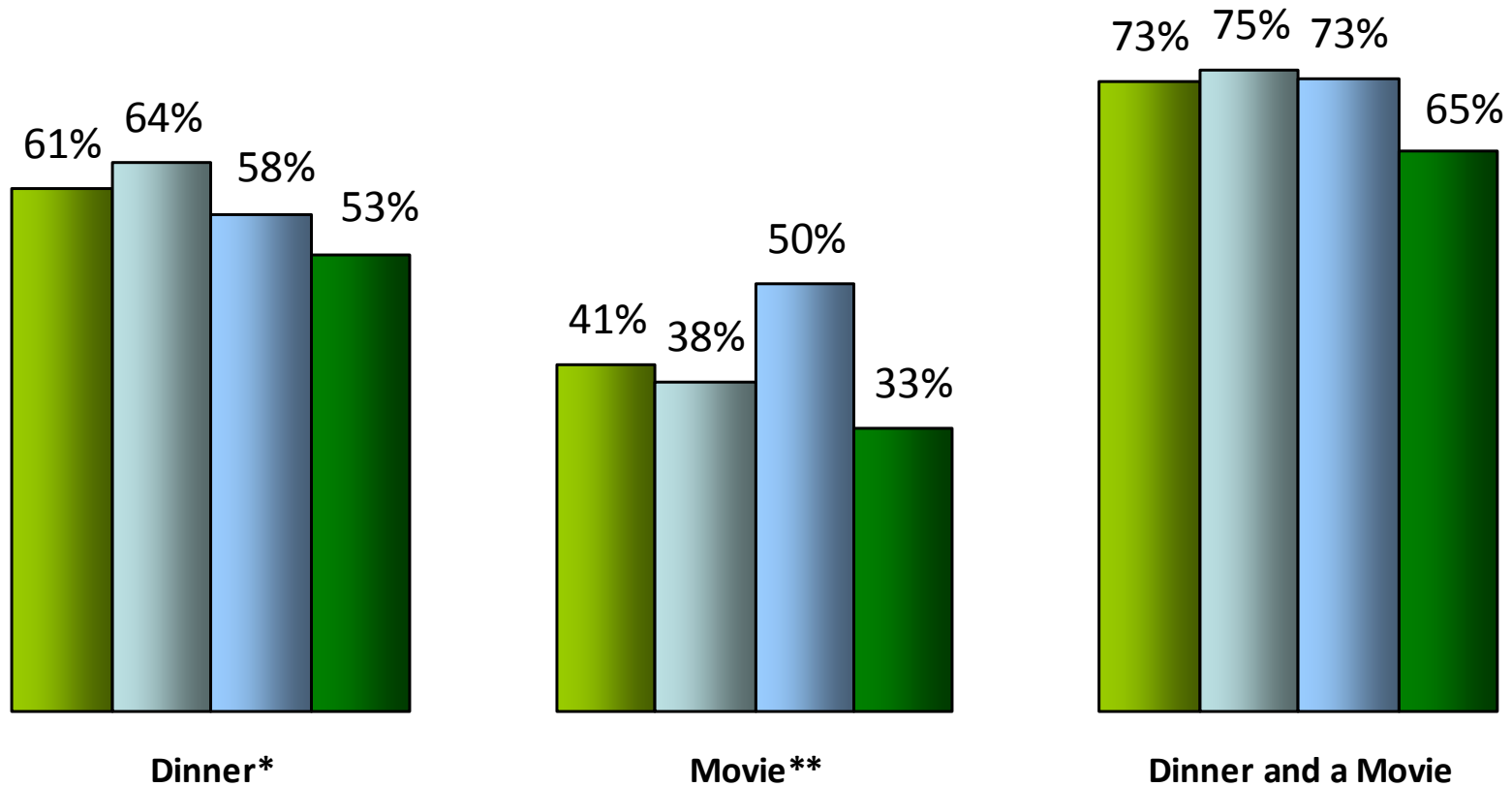
■ Adults 18+ ■ Married ■ Single Adults ■ Men ■ Women

NADbank

Newspaper Audience Databank Inc.

Source: NADbank, 2009

How About Dinner and a Movie??



■ Adults 18+ ■ Married/Living Together ■ Single Adults ■ Widowed/Separated/Divorced

*Fine Dining in the Past 12 Months

**Attended a Movie in the Past Month

Use Daily Newspapers To Reach These Shoppers

