

demographics

reach more than

50,000

readers each month

Meet our readers...

who are our readers?

Alternative news papers have been a vibrant tradition in urban centers across the United States and Canada. Boomers grew up with them, and today the alternative press has the same appeal for the twenty-somethings.

Current readers are hardly a vanilla kind of crowd. They're dynamic, quirky, passionate, interested and involved. They represent and help shape the attitudes and values of their unique communities.

they work hard

Current readers are smart. They are more likely to have four-year college degrees and advanced degrees. It makes sense that they have higher-than average household incomes. They are more likely to be employed in a professional / technical or managerial positions, and are more likely to own a business or be in an executive role. Our younger readers are the leaders of the future.

they play hard

Current readers are doers. They're active. You'll find our readers on the ski slopes and the mountain bike trails, in the health clubs and on the dance floor. They read a lot and travel, so you'll find them on the beach with a book in hand when they need to relax. They go to more concerts, more movies and eat out more frequently than the average adult.

they spend hard

The Current reader is the superior advertising target. This is a consumption minded audience with money to spend. When compared to the average adult, Current readers will buy more houses, cars, TVs, stereos, computers and home furnishings during the next year. They are trend-setters, early adapters, open to technology and change. Current readers are your best customers.

sex
60% male
40% female

income
18% under 25k
41% 25-50k
9% 50-74k
23% 75-150k
9% 150k+

age
16% 18-24
30% 25-34
26% 35-44
14% 45-54
9% 55-64
5% 65+

education
63% of readers have at least one college degree

Washtenaw County's Entertainment Source
Current