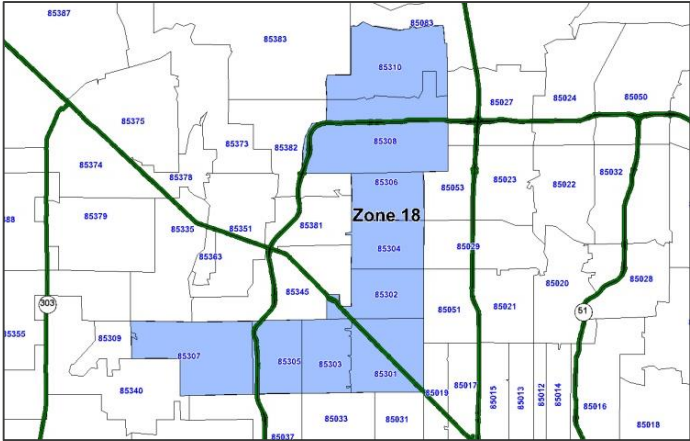


ZONE 18: GLENDALE PROFILE

Included Zip Codes				
85301	85302	85303	85304	85305
85306	85307	85308	85310	

Circulation	
W.F.S	11,858



Serving the following communities:
Glendale

Digital
glendale.azcentral.com
averages 548,000+ monthly page views

Key Demographics	
Population:	291,002
5-year projected growth:	4%
Households:	104,177
5-year projected growth:	6%

Population by Age	
Age	%
<18	26%
18-24	14%
25-34	11%
35-44	15%
45-54	13%
55-64	14%
65+	11%
Median Age	34.5

TOP 3 PRIZM LIFESTAGE GROUPS

#1 – Young Accumulators – 18%

Young Accumulators are slightly younger and less affluent than their upscale peers. Ethnically diverse, these households include an above-average number of Hispanic and Asian-Americans. Adults typically have college educations and work a mix of white-collar managerial and professional jobs. The large families in Young Accumulators have fashioned comfortable, upscale lifestyles in their mid-sized homes. They favor outdoor sports, kid-friendly technology and adult toys like campers, powerboats, and motorcycles. Their media tastes lean towards cable networks targeted to children and teenagers.

#2 – Mainstream Families – 16%

#3 – Midlife Success – 13%

Household Income	%
<\$25,000	24%
\$25,000 - \$49,999	26%
\$50,000 - \$74,999	20%
\$75,000 - \$99,999	12%
\$100,000 - \$149,999	12%
\$150,000+	6%
2015 Med HHI	\$49,778

Looking to reach Glendale residents? Ask us about:
Glendale Republic – glendale.azcentral.com – Targeted Display – Search Engine Optimization – Direct Mail – Buyer’s Edge

Source: Nielsen 2015, Arizona Republic 12 month average (2015), Omniture January-December 2015, average

