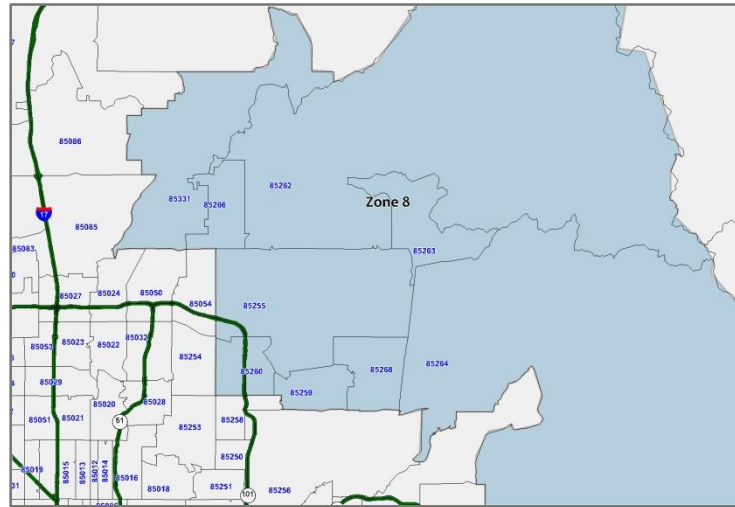


# ZONE 8: NORTH SCOTTSDALE PROFILE

Included Zip Codes				
85254	85255	85259	85260	85262
85263	85264	85266	85268	85331

Circulation	
W.F.S	16,306



Serving the following communities:		
Scottsdale	Cave Creek	Rio Verde
Fountain Hills	Ft. McDowell	

Digital
scottsdale.azcentral.com averages 732,000+ monthly page views

Key Demographics	
<b>Population:</b>	188,255
5-year projected growth:	9%
<b>Households:</b>	81,159
5-year projected growth:	9%

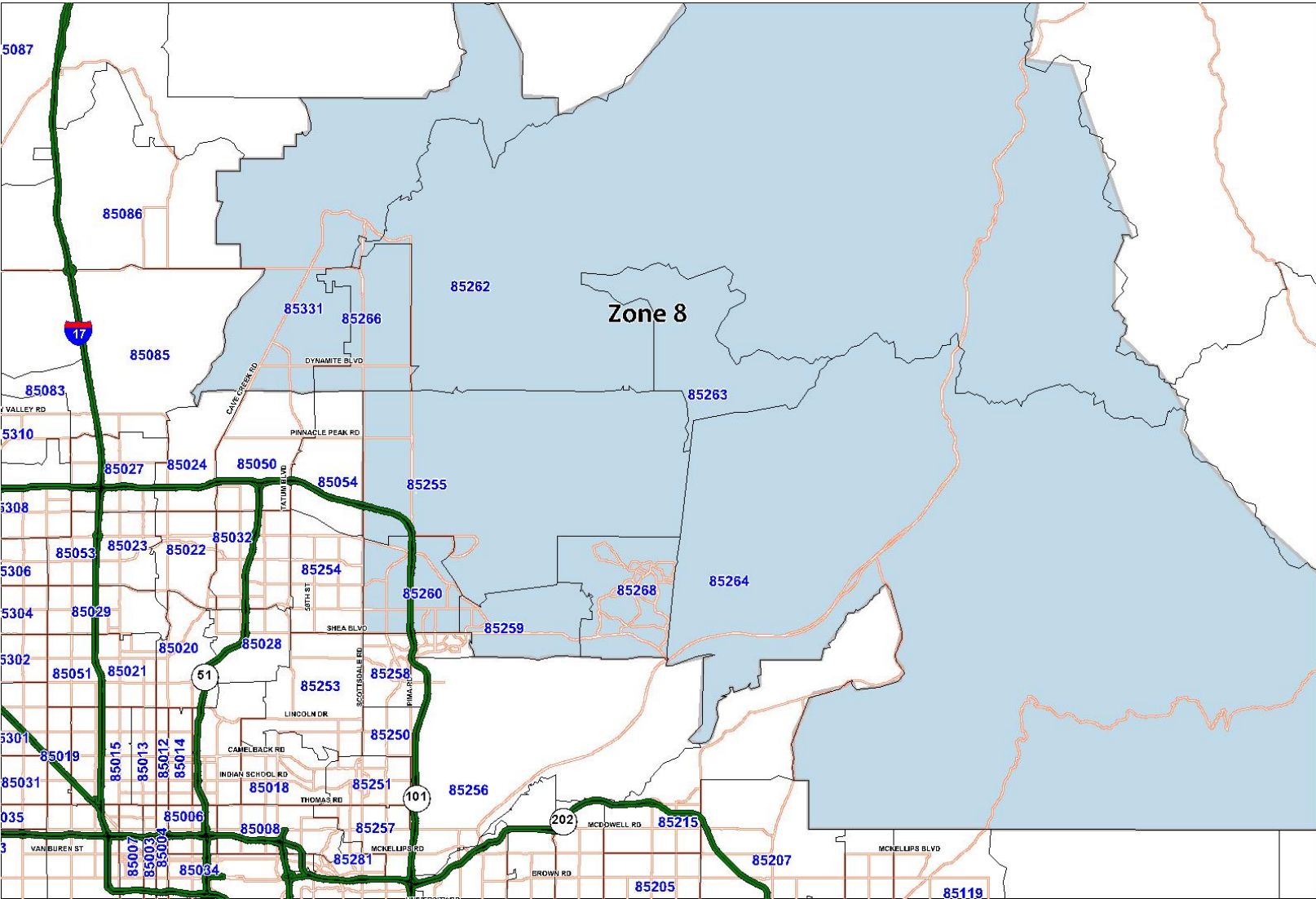
Population by Age	
Age	%
<18	18%
18-24	7%
25-34	8%
35-44	10%
45-54	16%
55-64	18%
65+	22%
<b>Median Age</b>	<b>49.2</b>

TOP 3 PRIZM LIFESTAGE GROUPS
<b>#1 – Affluent Empty Nests – 27%</b>
While those on the "MTV side" of fifty may debate their inclusion in this group, Americans in the Mature Years tend to be over 45 years old and living in houses that have empty-nested. Affluent Empty Nests, feature upscale couples who are college educated, hold executive and professional positions and are over 45. With their children out of the house, these consumers have plenty of disposable cash to finance active lifestyles rich in travel, cultural events, exercise equipment, and business media. These folks are also community activists who write politicians, volunteer for environmental groups, and vote regularly in elections.
<b>#2 – Midlife Success – 19%</b>
<b>#3 – Conservative Classics – 18%</b>

Household Income	%
<\$25,000	13%
\$25,000 - \$49,999	17%
\$50,000 - \$74,999	16%
\$75,000 - \$99,999	13%
\$100,000 - \$149,999	17%
\$150,000+	23%
<b>2015 Med HHI</b>	<b>\$81,633</b>

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

# ZONE 8: NORTH SCOTTSDALE PROFILE

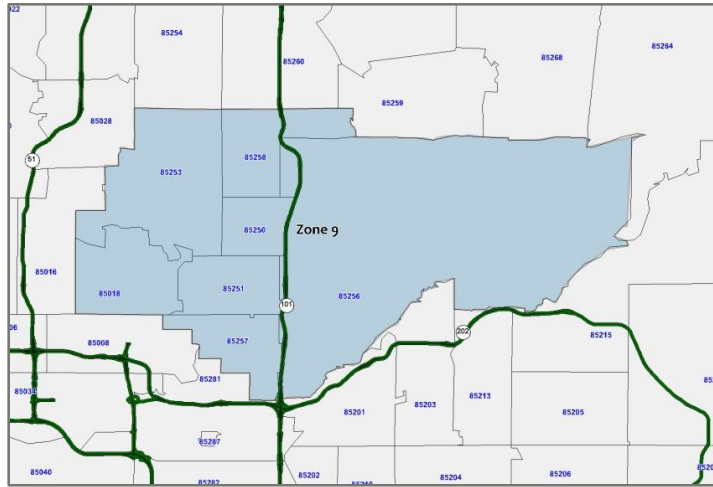


# ZONE 9: SOUTH SCOTTSDALE PROFILE

Circulation	
W.F.S	13,860

Digital
scottsdale.azcentral.com averages 732,000+ monthly page views

Population by Age	
Age	%
<18	17%
18-24	7%
25-34	15%
35-44	12%
45-54	13%
55-64	14%
65+	21%
<b>Median Age</b>	<b>44.1</b>



Included Zip Codes			
85018	85250	85251	85253
85256	85257	85258	

Serving the following communities:	
Scottsdale	Phoenix
Paradise Valley	

Key Demographics	
<b>Population:</b>	159,160
5-year projected growth:	1%
<b>Households:</b>	77,929
5-year projected growth:	4%

TOP 3 PRIZM LIFESTAGE GROUPS
<b>#1 – Conservative Classics – 25%</b>
College educated, over 55 years old and upper-middle-class, the six segments in <b>Conservative Classics</b> offer a portrait of quiet comfort. These childless singles and couples live in older suburban homes with two cars in the driveway and a wooden deck out back. For leisure at home, they enjoy gardening, reading books, watching public television, and entertaining neighbors over barbecues. When they go out, it's often to a local museum, the theater, or a casual-dining restaurant like the Olive Garden or Lone Star Steakhouse.
<b>#2 – Young Achievers – 18%</b>
<b>#3 – Midlife Success – 12%</b>

Household Income	%
<\$25,000	25%
\$25,000 - \$49,999	25%
\$50,000 - \$74,999	15%
\$75,000 - \$99,999	11%
\$100,000 - \$149,999	12%
\$150,000+	12%
<b>2015 Med HHI</b>	<b>\$50,211</b>

Looking to reach South Scottsdale residents? Ask us about:  
 Scottsdale Republic – scottsdale.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

# ZONE 9: SOUTH SCOTTSDALE PROFILE

