



Demographics

Look at the many ways toledoblade.com clicks with your audience!

The median age of the toledoblade.com reader is 37 years.*
The average household income is \$65,482.*

If your target is a young, affluent audience, you can't miss with toledoblade.com.

For more information on how you can reach this active market, call your Blade sales representative today, or:

Digital Media Advertising
419-724-6529

National Advertising
419-724-6400

Classified Advertising
419-724-6410
419-724-6460

Retail Advertising
419-724-6350

Inside Sales
419-724-6357
419-724-6358

Co-op Advertising
419-724-6366

toledoblade.com®

Adult Reader Demographic Profiles*

Adult Readers	Percentage
▶ Gender	
Men	46.7%
Women	53.3%
▶ Age	
18-24	25.7%
25-34	20.3%
35-44	21.5%
45-54	21.4%
55-64	9.2%
65+	1.9%
▶ Ethnicity	
White	78.6%
Black	14.0%
Hispanic	1.2%
Others	6.2%
▶ Income	
Under \$25,000	8.5%
\$25,000 - \$34,999	17.6%
\$35,000 - \$49,999	17.0%
\$50,000 - \$74,999	23.7%
\$75,000+	33.2%
▶ Education	
Advanced Degree	8.2%
College Degree	27.7%
Some College	32.5%
High School Diploma	24.1%
Less than High School Diploma	7.5%
▶ Occupation	
Professional, Technical	14.8%
Proprietors, Managers	23.0%
Clerical	22.8%
Blue collar	19.3%

* Source: The Media Audit, Online/Internet Local Market Report, Jan./Feb. 2004, Lucas, Wood, and Fulton counties in Ohio and Monroe County, Michigan.



THE BLADE Digital Media Group

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The Blade is represented nationally by CWO&O, a division of Landon Media Group.