

# MARKET DATA SHEET – SPACE COAST

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Estimated media exposure for entire DealChicken promotional package

**Weekday: \$2,077.62 | Weekend: \$1,912.62**

## PRINT AFFILIATE - FLORIDA TODAY

### *Promotional Placement*

- (Qty 1) 1x3 full color position on A-1 cover of Florida Today promoting deal  
Approx value: \$341.25 / day
- (Qty 1) 6x10 full color Sunday promo ROP of Florida Today promoting upcoming week  
Approx value: \$9,004.59 split among 7 deals - \$1,286.37/deal

### *Demographics*

- Circulation: Daily – 61,060 | Sunday – 87,380
- Readership: Daily – 146,300 | Sunday – 215,800
- Median Age: 52.3
- 52% Female, 48% Male
- Management/Business 14.53%, Professional 24.76%, Sales 26.41%, Service 14.87%,  
Farming/Fishing/Forestry .21%, Construction 9.63%, Production 9.59%

## FLORIDATODAY.com

- 228,000 avg unique visitors / week
- (Qty 1) 300x250 Blockbuster Ad on homepage, static placement, above scroll, right side orientation  
Approx value: Daily - \$450 | Weekend - \$285

## SOCIAL MEDIA

- 6,000 combined Facebook followers via DealChicken Space Coast & Florida profiles, min of 2 posts
- 11,000 combined Twitter followers via @SCChicken and @Florida\_Today profiles, min of 3 posts

## KEY PERFORMANCE CATEGORIES

Top Category: Restaurants

Non-Traditional Category with High Revenue: Tanning – Winter Months

Other: Outdoor Water Activities

## MERCHANT TERRITORY HEAT MAP

<http://maps.google.com/maps/ms?ie=UTF8&hl=en&oe=UTF8&msa=0&msid=203215040678312448734.0004d589237007d219713>