



Madison is a rapidly growing city of **EDUCATED**, **AFFLUENT**, and **ACTIVE** consumers with substantial buying power who engage in our products:

- **Madison.com is the #1** most trafficked local media website
- **Capital Newspapers is the #1** local news gathering organization in the Capital region (with more local reporters than all local TV and Radio combined)
- **#1 Local Reach vehicle with 81.3%**. Between print and digital, you reach the largest captive audience in the Madison market.

Source: *Wisconsin State Journal Audience Report*, Jan. 2015-Sept. 2015



EDUCATED 

- 4 Year College Degree: 30%
- Graduate Degree: 24%
- Top 15 in Best Public Universities in America



AFFLUENT 

- Median Income: \$71,800
- Median Home Value: \$224,353
- Average Household Consumer Expenditures (Yearly): \$55,196
- 66% White Collar



#1 ACTIVE 

- Ranked #4 Best Cycling Towns
- #3 in Top Ten Healthiest Cities
- Ranked #1 Greenest City in America

Sources: Nielsen 2015, U.S. News & World Report 2015, USA Today Travel 2014, Livability.com 2015, NerdWallet 2014