

# Appliance, Media & Electronics Stores

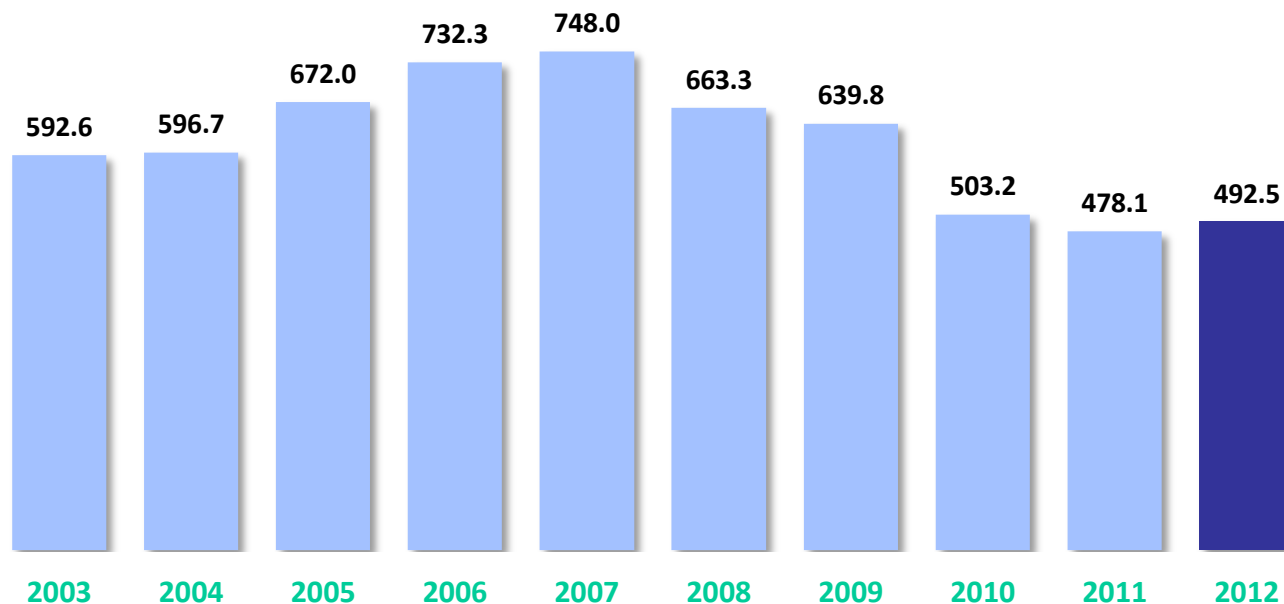
Sarasota/Bradenton/Venice Market



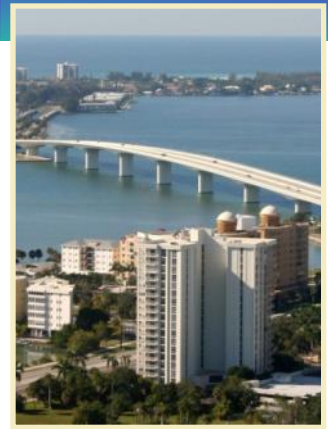
# Appliance & electronics stores sales are improving after four years of decline.



Appliance/Home Electronics Store Sales (\$Million)

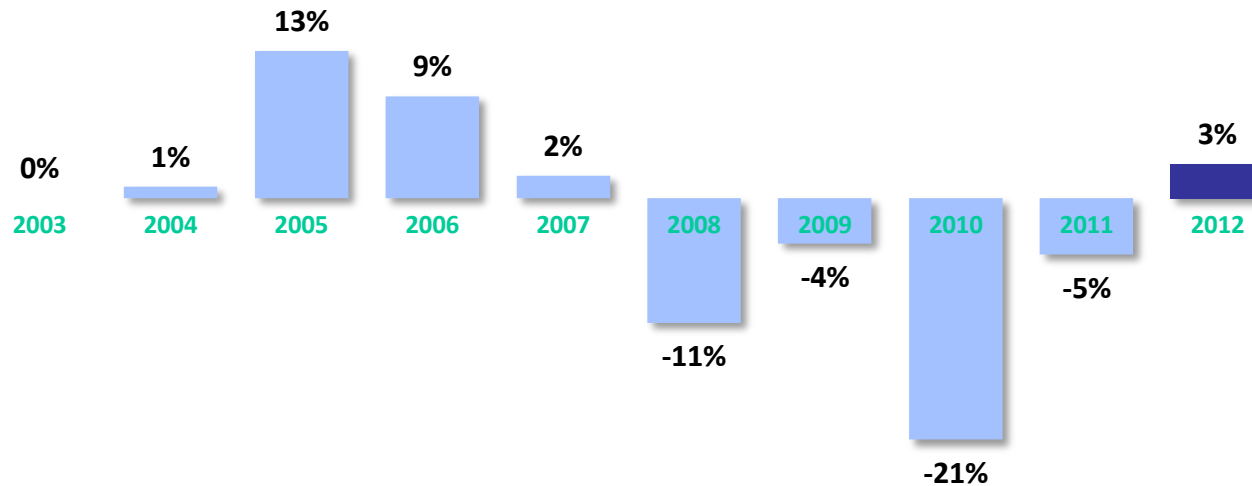


Home electronics store sales had slipped steadily for four years on pressure from lower prices and online sellers, but were up in 2012.



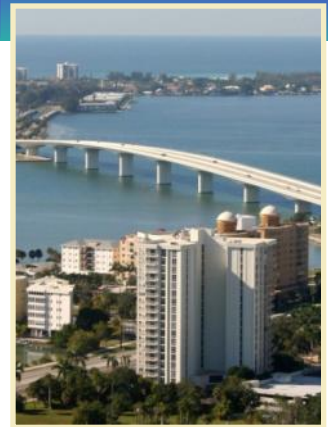
# Home Electronics Sales Performance

Annual Change in Appliance & Electronics Store Sales 2002-2012

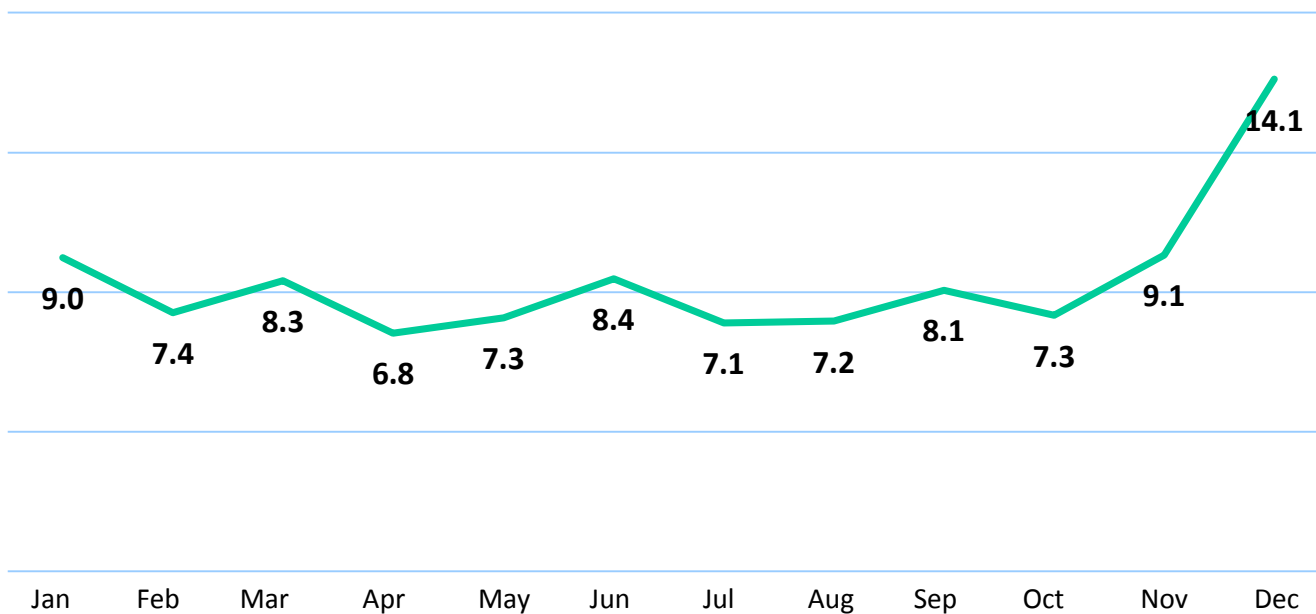


Appliance and electronics store sales struggled past the recession on price pressure and online competition but finally posted a gain in 2012.

# Appliance & home electronics store sales spike strongly at the holidays.



Appliance & Home Electronics Store Sales by Month (%)



Though the last two months of the year account for nearly one fourth of sales, the rest of the year offers consistent advertisers solid opportunities.

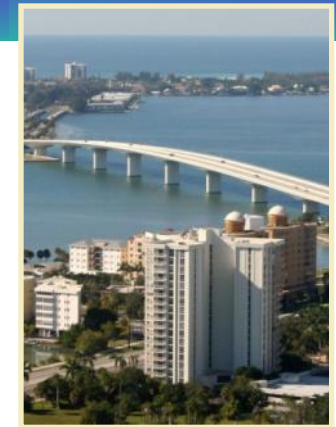
# Sarasota/Bradenton/Venice consumers spend the most on small appliances.



<u>Top 10 Florida Markets</u>	<u>\$/Capita</u>
<b>Sarasota/Bradenton/Venice</b>	<b>\$323</b>
Ft Myers	\$300
Melbourne	\$297
Tampa/St Petersburg	\$283
Daytona Beach	\$277
Jacksonville	\$276
Orlando	\$262
Pensacola	\$262
Miami/Fort Lauderdale	\$253
Lakeland	\$247
USA	\$278

Per capita spending on small appliances is almost **20%** more than the national average. Local people spend nearly **\$250 million** a year on small appliances.

# Herald-Tribune Media reach most owners of the latest technologies.



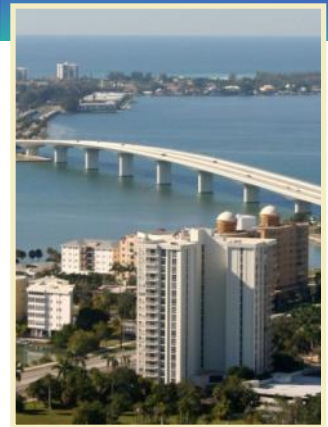
## Electronic Devices

	<u>Market</u>	<u>Herald-Tribune Media Group Reach</u>				
		<u>Total</u>	<u>%</u>	<u>Print</u>	<u>Web</u>	<u>% Web</u>
Total Adults	588,000	288,000	<b>49%</b>	262,000	77,000	<b>27%</b>
<b>Household Owns</b>						
HDTV	476,000	230,000	48%	207,000	67,000	29%
Digital camera	351,000	171,000	49%	156,000	52,000	<b>30%</b>
DVD player	329,000	157,000	48%	141,000	46,000	29%
DVR	272,000	143,000	<b>53%</b>	132,000	42,000	29%
Video game system	167,000	82,000	49%	73,000	25,000	<b>30%</b>
MP3 player	152,000	83,000	<b>55%</b>	76,000	30,000	<b>36%</b>
Blu-ray disc player	118,000	61,000	<b>52%</b>	51,000	25,000	<b>41%</b>
eReader	78,000	42,000	<b>54%</b>	37,000	15,000	<b>36%</b>
HD Radio	20,000	9,000	47%	9,000	1,000	11%

Up to **two in five** of all the device owners you reach read **online**.

Source: Scarborough Research, 2013. Sarasota/Bradenton/Venice is Sarasota & Manatee counties.

# Herald-Tribune Media reach media, electronics & appliance shoppers.



## Media/Electronics/Appliance Stores

Up to **three in 10** shoppers you reach read **online**.

	<u>Market</u>	<u>Herald-Tribune Media Group Reach</u>				
		<u>Total</u>	<u>%</u>	<u>Print</u>	<u>Web</u>	<u>% Web</u>
Total Adults	588,000	288,000	<b>49%</b>	262,000	77,000	<b>27%</b>
<b>Shopped past 12 months</b>						
Any bookstore	396,000	194,000	49%	174,000	57,000	29%
Any electronics store	333,000	163,000	49%	149,000	43,000	26%
Any music/video store	312,000	153,000	49%	140,000	48,000	<b>31%</b>
Any appliance store	180,000	97,000	<b>54%</b>	91,000	19,000	20%

# Herald-Tribune Media reach most users of the latest video & audio technology.



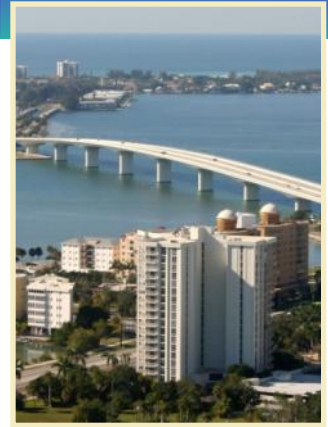
## TV & Radio Services

	<u>Market</u>	<u>Herald-Tribune Media Group Reach</u>				
		<u>Total</u>	<u>%</u>	<u>Print</u>	<u>Web</u>	<u>% Web</u>
Total Adults	588,000	288,000	<b>49%</b>	262,000	77,000	<b>27%</b>
Subscribes to Cable	467,000	231,000	<b>50%</b>	210,000	66,000	29%
Uses DVR	272,000	143,000	<b>53%</b>	132,000	42,000	29%
Pay-per-view	166,000	101,000	<b>61%</b>	94,000	26,000	26%
Video on Demand	192,000	107,000	<b>56%</b>	92,000	45,000	<b>42%</b>
HDTV via cable/satellite	321,000	159,000	<b>50%</b>	143,000	50,000	<b>31%</b>
Satellite radio	72,000	36,000	<b>50%</b>	34,000	8,000	22%
Satellite TV	67,000	32,000	48%	30,000	5,000	16%

As many as **two out of five** video and audiophiles you reach read **online**.



# Electronics, appliance, camera & book stores run 18,000 inches a year.



## Electronics/Cameras/Books: 18,122 Inches

<u>Top Advertisers</u>	<u>Inches</u>	<u>Digital</u>
Jessups	6,854	✓
Best Buy	4,704	
HH Gregg Appliances	3,146	
Dan's Fan City, Inc	1,050	
Tops Vacuum & Sewing	788	✓
Plass Appliance	675	
Art & Frame of Sarasota	378	
Elysian Fields	200	
Rice's Appliance	88	
Batteries Plus	63	✓

Successful local businesses believe in Herald-Tribune advertising because they know it works. Some of the major players also use Herald-Tribune digital advertising.