

## TIMES UNION MEDIA GROUP'S **BOGO** YEAR-END CLOSEOUT SALE

The Times Union provides news and information to communities across the Capital Region and beyond, delivering unmatched reach and representing the #1 print portfolio in the region.

The Times Union reaches nearly 285,000 print readers every Sunday and more than 230,000 print readers daily. We take pride in the sophistication of our readers. Our high caliber readership is successful, affluent and the ideal audience for your organization.

Now through **December 31, 2023**, we invite NYSTIA members to take advantage of a special print promotional offer. **For the remainder of the year, purchase 1 (one) print ad to run in the Times Union and receive 1 (one) free print ad of equal or lesser value.\***

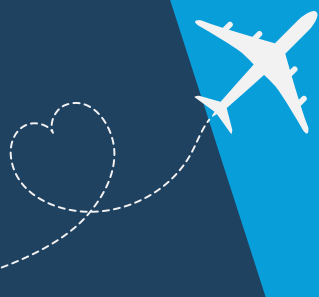
For more information, please contact Mike Peterson at [mpeterson@timesunion.com](mailto:mpeterson@timesunion.com) or call 518-424-7831.

*\*Offer valid for any size print ad, to run any day of the week. Both ads must run on or before December 31, 2023.*



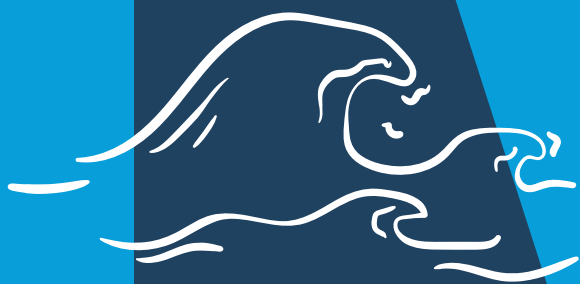
**\$96K**

Average household income of a weekly Times Union reader



**335K**

Weekly readers plan to take a **vacation** within the year



**45%**

Weekly readers plan to take a **beach or lake vacation** within the year



**130K**

Weekly readers searched online within the **past month** for vacation destinations



**39%**

Weekly readers plan to take a **family vacation** within the year