

La Vie Bohème

Capture the *Bohemian Lifestyle*
of the North Bay's Resident Tourists.



Encourage North Bay influentials to dine, imbibe, shop, spa and indulge in the Bohemian spirit. Ignite their cultural appetite!

Call today to advertise!

707.527.1200 | sales@bohemian.com

THE MEDIA AUDIT, FEB. 08	BOHEMIAN READERS
ADULTS--AGE 25-54	74,669
ADULTS--AGE 50 PLUS	58,454
BUSINESS OWNERS/PARTNER/CORP.OFFICER	16,656
HOME OWNER.....	79,498
FREQUENT RESTAURANT DINER--4 + TIMES PAST 2 WKS	17,105
FREQUENT WINE DRINKER--3 + TIMES PAST 2 WEEKS	38,252

	BOHEMIAN READERS
PAST 4-WEEKS PURCHASED MEN'S CLOTHING	54,185
PAST 4-WEEKS PURCHASED WOMEN'S CLOTHING	53,924
POTENTIAL SPA USERS--FEMALE/AGE 25-54/\$75K+ INCOME	14,426
ART PATRONS--ADVANCED DEGREE/\$100K/ATTND OP/SY/TH.....	6,208
LIQUID ASSETS [CASH/STOCKS/CD'S/ETC]--\$100K PLUS	42,333
LIQUID ASSETS [CASH/STOCKS/CD'S/ETC]--\$250K PLUS	21,428