

# HIP & IRREVERENT, ALTERNATIVE PAPERS GRAB READERS

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DOES YOUR BUSINESS  
WANT TO TARGET THIS  
ACTIVE AUDIENCE?  
THEN LOOK TO  
CINCINNATI CITYBEAT,  
THE FASTEST GROWING  
PRINT PUBLICATION IN  
GREATER CINCINNATI.  
CITYBEAT OFFERS  
THE MOST SOPHISTICATED  
GUIDE TO THE CITY,  
WITH AWARD-WINNING  
EDITORIAL,  
COMPREHENSIVE  
ENTERTAINMENT LISTINGS,  
AND CUTTING EDGE  
GRAPHIC DESIGN.  
REACH OVER 130,000  
FREE-SPENDING ADULTS  
EVERY WEEK IN  
CINCINNATI CITYBEAT.

"...Circulation among daily newspapers is in a slow decline. But robust growth is the big story in one segment of the newspaper industry: alternative newspapers. Since 1990, circulation and revenue have doubled among more than 100 alternatives, according to a trade group.

"Much of that success can be traced to the appeal alternatives hold for people...active, urban singles who dismiss daily newspapers as irrelevant. Alternative papers, usually given away in busy spots from newsstands to coffee shops, 'are attracting that segment of the population that the daily newspapers are struggling to get,' notes Kevin Lavalla, an investment banker with Veronis, Suhler & Associates.

"...Because of the print pipeline they offer to Generation X consumers, alternatives are starting to gain national advertising for liquor, tobacco and breath mints to supplement their local base.

"...Alternatives attract urban readers with in-depth listings of music and arts, coupled with editorial content that treats popular culture with more sophistication and verve than most dailies can muster.

"...Indeed, as the number of cities with two dailies continues to dwindle, some alternative papers are assuming the historical role of the second paper, keeping the big paper from getting overly complacent by competing for scoops and digging up the kind of news that discomfits the local power structure."