

Media Kit

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Thank you for your interest in NormanInfo.com. As a leading online information portal, we introduce affluent and motivated buyers to quality local merchants.

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Distribution

Advertising in NormanInfo.com draws a wide variety of individuals. NormanInfo.com is advertised through a wide variety of media, including radio, billboards, t-shirts, flyers email and fax. Normaninfo.com receives an estimated 5,000 hits per day. Here is a geographic breakdown of our distribution by zip code:

73069 Norman
73071 Norman
73071 Norman
73072 Norman

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Audience

According to a June 2003 Claritas demographic survey, NormanInfo.com delivers one of Norman's most desired upscale audiences.

<i>Age Profile:</i>	18-24	14%
	25-34	24%
	35-44	30%
	45-54	18%
	55-64	8%
	65+	6%

<i>Household Income:</i>	<\$24,000	3%
	\$25-34,999	9%
	\$35-49,999	24%
	\$50-74,999	28%
	\$75-99,999	18%
	\$100,000+	18%

<i>Gender Profile:</i>	Female	50%
	Male	50%

<i>Education Profile:</i>	Advanced Degree	14%
	College Degree	40%
	Some College	26%
	High School Graduate	20%

<i>Race Profile:</i>	Caucasian	73%
	African-American	22%
	Other	5%

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Benefits

<i>Description</i>	<i>The Value Pages</i>	<i>Clipper Magazine</i>	<i>ValPak</i>	<i>Newspaper</i>	<i>Shop Wise</i>
<i>Shelf Life of Publication</i>	60 days	60 days	30 days	1-30 days	2 weeks
<i>Demographic Targeting</i>	Yes	No	No	No	No
<i>Quality 70# 4x4 High Color Publication</i>	Yes	No	No	No	No
<i>50,000 of the Most Responsive and Researched Households</i>	Yes	No	No	No	No
<i>Simplified Advertising Rates & Zones</i>	Yes	No	No	No	No
<i>No Long Term Contracts</i>	Yes	No	No	No	No
<i>Backed By A Full-Service Direct Marketing Agency</i>	Yes	No	No	No	No
<i>Online ad placement (2 months run-time)</i>	Yes	No	No	No	No
<i>Targets over 100,000 opt-in emails promoting TVP</i>	Yes	No	No	No	No

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Consumer Habits & Qualitative Data

- 66% of NormanInfo.com readers own their own residence. 33% rent
- In the next 12 months:
 - 20% plan to buy a home
 - 16% plan to remodel a home
 - 40% plan to buy new furniture
 - 41% plan to buy a personal computer
 - 30% plan to purchase a stereo, television, or vide equipment
 - 52% surfed the internet last month & spend an average 466 minutes on-line
- 84% visit NormanInfo.com to learn about new products or services
- 94% eat out at least once a week; 62% 2x a week; 27% 4x or more per week
- 64% spend 8 or more days on vacation in the past year

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Summary

- The cumulative readership exceeds 108,000 individuals.
- The NormanInfo.com largest demographic concentration are adults 35-44
- Over half of NormanInfo.com readers have HH income exceeding \$50,000
- The NormanInfo.com readers are upscale and index higher for many leisure activities including dining in restaurants, attending entertainment functions, and travel
- NormanInfo.com is an affordable, targeted avenue to reach an otherwise elusive demographic