



- Loyal
- Educated
- Youthful
- Employed

## Engaged Readers:

- More than 50% of our readers have read **b** since its launch
- 64% read **b** at least three days a week; 74% like the content and its uniqueness
- A majority agrees that **b** is written for “people like me” and that its content reflects topics of interest to them

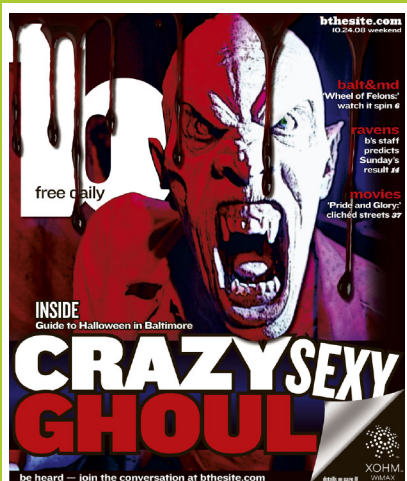
## Our readers

- More than half have a college education
- **b** readers are 10 years younger than the market average & 20 years younger than the average Baltimore Sun reader

## Our readers are involved

- Tech/gadget savvy
- Hungry, thirsty and ready to party
- Making plans for their next car, job and home

Dec. 2008 Readership Study



**b** better informed & call 410.332.6891 or your Baltimore Sun Media Group consultant to reserve your space today.