



# How The Chronicle and SFGate.com WORK TOGETHER

The San Francisco Chronicle is the San Francisco DMA's largest metropolitan newspaper. Its 1.1 million daily and 1.4 million Sunday readers include the nation's top recruitment prospects — the well-educated, affluent professionals who deserve to be hired by highly competitive companies.

The daily and Sunday Chronicle combination reaches 670,200 college graduates and 725,200 readers between the ages of 35 and 54. 879,300 daily readers live in households that earn \$75,000 or more.

When you add SFGate.com to the mix, our numbers are even more impressive. The daily and Sunday Chronicle combination with SFGate.com reaches 812,500 college graduates and 845,700 readers between 35 and 54. More than one million of these readers and visitors live in households that earn \$75,000 or more.

Put these exceptional prospects to work for you by placing your recruitment advertising in The San Francisco Chronicle and on SFGate.com.

**ChronicleJobs in The San Francisco Chronicle and on SFGate.com. Jobs Done Right.**

San Francisco Chronicle readers rank among the nation's most educated, affluent and well-employed adults.



**ChronicleJobs**

**San Francisco Chronicle | SFGate.com**

[www.sfgate.com/jobs](http://www.sfgate.com/jobs)

Purchase an advertising package today. For more information, contact your sales representative or call 415.777.6572

Source: Scarborough Research, July 2003

# Access to the Most Desirable Readership

Readers of The San Francisco Chronicle and visitors to SFGate.com rank among the top recruitment prospects. Educated, affluent and ambitious, they're the kinds of candidates that employers covet.

CATEGORY	SF DMA	Daily and Sunday Chronicle		Daily and Sunday + SFGate.com	
	Adults	Readers	Reach	Readers/Visitors	Reach
<b>Total Adults</b>	5,518,100	1,681,100	30%	1,933,600	35%
<b>Gender</b>					
Men	2,718,300	864,400	32%	1,005,200	37%
Women	2,799,800	816,800	29%	928,400	33%
<b>Age</b>					
18-34	1,787,200	428,600	24%	539,900	30%
35-54	2,255,100	725,200	32%	845,700	38%
55 or older	1,475,800	527,300	36%	548,000	37%
<b>Household Income</b>					
\$100,000 or more	1,554,700	596,100	38%	705,500	45%
\$75,000 or more	2,423,900	879,300	36%	1,039,100	43%
\$50,000 or more	3,419,300	1,207,800	35%	1,408,500	41%
<b>Level of Education</b>					
College Graduate or more	1,652,400	670,200	41%	812,500	49%
Some College	2,274,300	707,000	31%	801,800	35%
High School Grad or less	1,591,300	304,000	19%	319,300	20%
<b>Employment</b>					
Employed	3,720,600	1,145,200	31%	1,356,000	36%
Plans to look for work in next 12 months	853,300	232,000	27%	290,800	34%

How to Read: Of the 1,554,700 Bay Area adults with household incomes of \$100,000 or more, 38% read the daily or Sunday San Francisco Chronicle

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