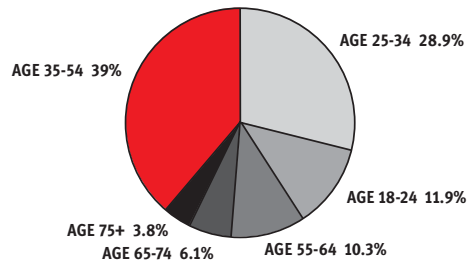


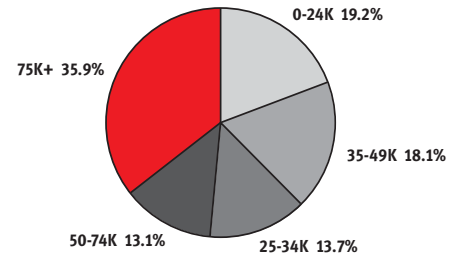
# Does your marketing play to research or stereotypes?

*Metro readers defy stereotypes.*

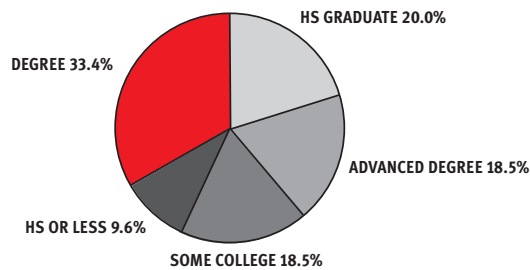
**AGE**



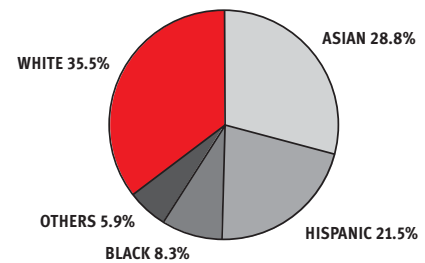
**ANNUAL INCOME**



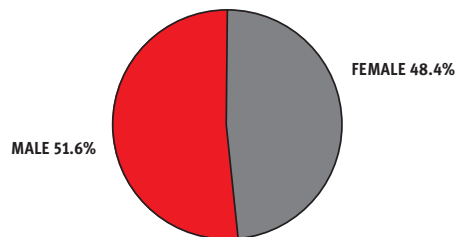
**EDUCATION**



**ETHNICITY**



**GENDER**



Source: June 2005 Media Audit, SF Bay Area

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