

Read.
Advertise. **Grow.**

go local with Yahoo!

Southwest Florida

Leverage the power of Yahoo! and naplesnews.com

With Yahoo! and naplesnews.com you can now reach 89% of your local market online audience.

Local users average 25 visits and 3.75 hours on Yahoo! each month.

38% of Southwest Florida Yahoo! users have a household income of \$60,000 per year or higher.

Unmatched reach in your local market

Traffic: (unique visitors)

Yahoo! + NaplesNews
Unduplicated Reach
660,109

Total Online Users
in Ft. Myers-Naples, FL
739,238

REACH
LOCAL
89%
ONLINE
AUDIENCE

Source: comScore Media Marketing, December 2010

Internet users in Southwest Florida spend time on Yahoo!

10% of all time online in the Southwest Florida area is spent on Yahoo!



Promote your business on Yahoo!

Your ad will appear in some of Yahoo's most popular destinations such as Yahoo! Sports, Yahoo! Music, Yahoo! Mail and Yahoo! News.

For more information, contact your
naplesnews.com representative today.
239.263.4730



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naplesnews.com Read. Learn. Share.