



INSIDE DINING OUT DEALS from area restaurants/bars

sync

A FIGHT TO THE DEATH (NOT REALLY) FOR THE TITLE OF BEST BURGER IN THREE CATEGORIES.

A CHANCE TO WIN \$100! A NEW CROSSWORD CHALLENGE INSIDE

POWER OF THE VIDEO



INSIDE

Connect Arkansas teaches rural areas about internet

Residents discuss the allure of Little Rock

Hogs recap: Blame it on recruiting

Taylor Swift  
Singer returns to Arkansas for her Speak Now tour.



ROLL CALL

It's an all-sushi revue, as we sample the area's maki makings by neighborhood.

SIPPING CLASS: AN APPRECIATION OF SAKE

DINING  
reviews  
party pics  
news  
ENTERTAINMENT  
music  
EVENTS

sync

media kit 2013

# who we are

## about *sync*

*Sync* is a vibrant, free weekly tabloid publication that is distributed throughout the metro area of Pulaski, Faulkner, Saline and Lonoke counties. *Sync*'s timely and informative content keeps central Arkansans connected and in the know. *Sync* is a dynamic lifestyle brand that targets energetic, professional people who are excited about where they live, work, shop and play.



## in every issue

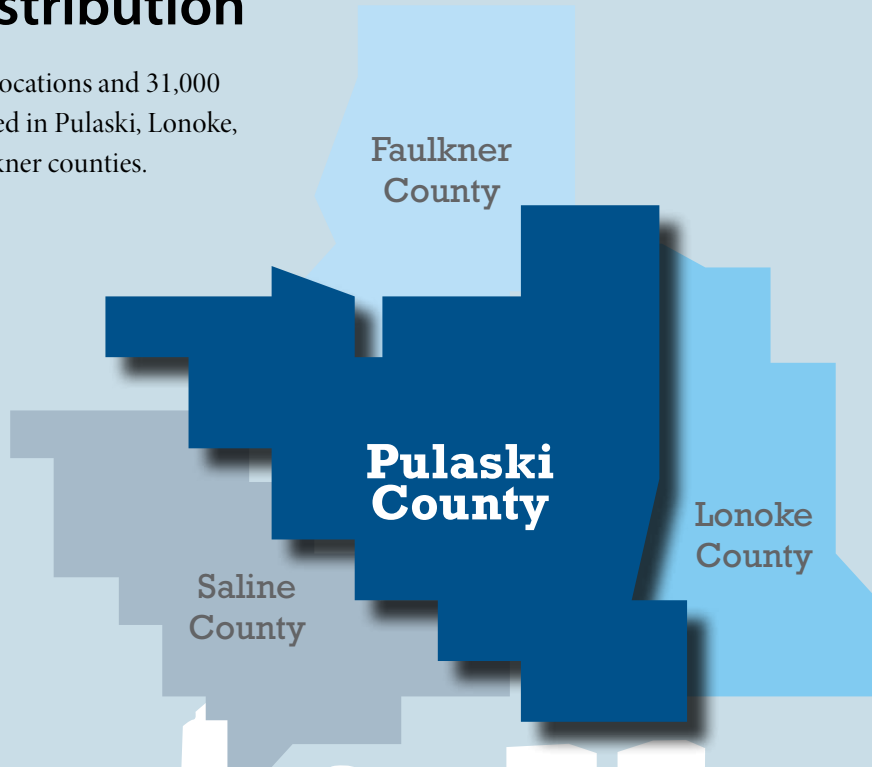
food • music • film • events • classifieds  
plus news, arts and entertainment, sports,  
people profiles, opinions and party pictures

reach more than

# where we are

## ► sync distribution

More than 700 locations and 31,000 copies distributed in Pulaski, Lonoke, Saline and Faulkner counties.



# who reads us

## the young, wealthy and established

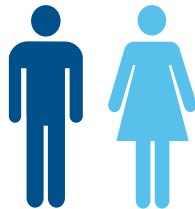


73% are homeowners



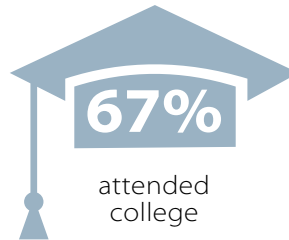
\$60,500 median income

## both genders

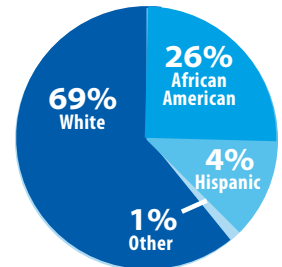


51% male  
49% female

## the educated



## diverse audience



59,700 readers each month in the four-county metro.\*

\*2011 media audit, 4-issue cume adults 18+