

Technology



Westerners invest in new technologies

- Westerners lead the country when it comes to owning or planning to purchase a 3D television in the next 12 months
- Westerners lead the country when it comes to spending \$500 or more on computer software and applications in the past year.
- Westerners lead the country when it comes to spending \$2,000 or more on a home theater in the past year.

Technology is a way of life for Sunset readers

- *Sunset* readers stay connected wherever they go—they are 54% more likely than the average American to have used Wi-Fi or a wireless connection outside of the home in the past month.
- *Sunset* readers share information online. They are 39% above average for having visited or written a blog in the past month.
- *Sunset* readers are 88% more likely than the average American to have made travel plans online in the past month.

13 Western states circulation

Sunset

1,139,667

Bon Appétit

501,394

Food & Wine

252,865

Travel + Leisure

247,865

Condé Nast Traveler

213,218

Source: 6/30/10 ABC Statements

Sunset delivers more Western households than four leading upscale lifestyle magazines.