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## Television Buying Guide

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Buying a new TV can be a stressful experience even for those that are tech-savvy. There are so many brands, features, screen sizes, options and technologies to choose from. Which is right for consumers, their families and their living spaces? The GlobeConnect Television Buying Guide will walk buyers through what they need to know about purchasing a TV. Don't miss this outstanding opportunity to promote your brand, product or service to your best customers!

**TOPICS UNDER CONSIDERATION:**

- › What types of TVs are available?
- › What features should buyers look for?
- › Considerations on sound and amplification
- › What TV sizes are available and how do consumers know what size is best for them?
- › Latest trends and technologies

**WHY YOU SHOULD ADVERTISE IN THIS FEATURE**

- › Globe readers buy the latest TVs
- › About 60% have a flat screen at home
- › They invest in better TVs than the population
- › Their expenditure tends to exceed \$1,500
- › Weekly print readers spent \$1.5 billion on TVs in the past 2 years
- › And Globe readers are early adopters when it comes to electronics
- › Compared to average Canadians, they are more likely to say the following:
  - › I like to buy products that offer the latest in technology
  - › I am excited by the development of new technology
  - › I'm always one of the first of my friends to try new products

Source: FRK/Innovative Found Study Ltd. (Globe weekly and online readers unless otherwise specified)

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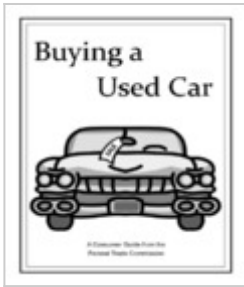
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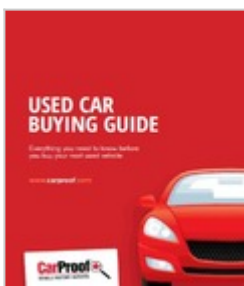
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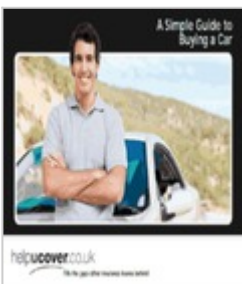
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