

The News & Neighbor offers advertisers a market no other media can touch...home delivered every Wednesday morning.

Strong Readership

94.2% of respondents receive the publication regularly.

94.3% of the papers received are read regularly.
 (includes paid subscribers)

72% of respondents do not subscribe to a daily paper.

With an average of 1.7 readers per paper, that means over 49,360 adults regularly read their News & Neighbor.

Buying Power

Household Income	N&N Readers
\$25,001 - \$49,999	28%
\$50,000 - \$74,999	18%
\$75,000 - \$99,999	17%
\$100,000- \$149,999	17%
Over \$150,000-\$200,000	11%

Buying Age

Group	N&N Readers
25 – 34	11%
35 – 44	23%
45 – 54	20%
55 – 64	24%
65 – 74	17%
75 years or older	05%

Educated

Highest Level of Education	N&N Readers
Graduated High School	26%
Some College	33%
Graduated College	27%
Completed Post Graduate	13%

N&N Readers are Big Spenders

32% Plan to purchase an Automobile (new & pre-owned)

46% Plan to purchase Furniture and Home Furnishings

26% Plan to purchase a Major Home Appliance

39% Plan to purchase Home Improvements / Supplies

15% Plan to purchase Carpet / Flooring

40% Plan to purchase Automobile Accessories
 (tires, brakes & service)

45% Plan to purchase Lawn & Garden equipment/supplies

55% Plan to purchase Men's Apparel

72% Plan to purchase Women's Apparel

20% Plan to purchase Cell Phone New / Up-grade service.

79% Plan to purchase Dining & Entertainment

56% Plan pharmacist or prescription services

Buying Decisions

77.2% of readers frequently purchase products or services from ads seen in their News & Neighbor

49% of News & Neighbor newspapers are kept three or more days before discarding.

Circulation

30,375 News & Neighbor Newspapers are delivered Wednesday morning EVERY week.

News & Neighbor Newspapers are bagged & delivered into receptacles, front porches or driveways by adult carriers.

N&N Readers Use Your Services

15% Plan to use Home Heating / Air Conditioning service

11% Plan to use Childcare

13% Plan to use Education / Classes

35% Plan to use Veterinarian services

23% Plan to use a Financial Planner (Retirement, Investing)

48% Plan to use a Tax Advisor / Service

32% Plan to use Health Club / Exercise Class

56% Plan to use a Pharmacist / Prescription Service

This information was provided through an audit/readership studies survey performed by the Circulation Verification Council (CVC), independent of News & Neighbor Newspapers. 385 interviews with residents in the primary market area provide a minimum accuracy level of +/-4%. Does include 1,100+ paid subscribers.