

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.

87% of the papers received are read regularly.

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

With an average of 1.8 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 24%

\$50,000 - \$74,999 17%

\$75,000 - \$99,999 16%

\$100,000- \$149,999 20%

Over \$150,000-\$200,000 11%

Buying Age

Group N&N Readers

25 - 34 9%

35 - 44 20%

45 - 54 22%

55 - 64 26%

65 - 74 18%

75 years or older 3%

Education

Highest Level N&N Readers

High School 25%

Some College 30%

Graduated College 28%

Completed Post Graduate 17%

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

75.8% of readers frequently purchase products or services from ads seen in their News & Neighbor

58% of News & Neighbor newspapers are kept three or more days before discarding.

Circulation

30,410 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.