



Rock Solid

Independent free papers bring buyers and sellers together with more audited circulation than your daily.

During these times, it is more important to make the right advertising choice. We're it.

We can help your business.



Your Logo Here

Myth

All print media is less effective and losing circulation.

Fact

Independent free papers are reaching the people you need to reach to be successful.

Fact

Free papers reach over 63 million audited homes per week... more than all the dailies combined.

Rock Solid Advertising Choice

We live in your town. We raise our family in your town. We do business in your town.
We are proud to be part of your community.

Circulation Audit by



Proud Member of



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Congratulations for reading this ad

You have heard the daily newspaper numbers...
“Layoffs” ... “Less news published” ... “Local is gone” — etc.”

Here are some important
independently-owned, community paper numbers:

97.1%

RECEIVERSHIP

Most homes in your town receive this paper.

76.9%

READERSHIP

Awesome readership, because our papers are
providing what readers need.

74.4%

BUYERS

Our readers make buying decisions from our free
paper advertising and editorial—people like *you*.

Ask your representative for our newspaper audit numbers.
And ask the daily for theirs. We can provide both if they can't.

The right choice...here to stay

Statistics are national averages. Local numbers gladly provided.

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The right choice...here to stay



The Whole Pie

You've heard the news about the daily paper.
Sounds pretty bad, huh?

Get the whole pie, not just a piece, with all the ingredients
for solid, long standing business success, when you advertise
in this independently-owned, free community paper.

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The right choice...here to stay



Independent Free Community Newspapers

TARGETED

Our town. Our people.
This newspaper is delivered
to almost all of the people
in the towns that you
need to reach.

AUDITED

We have the numbers!
Our receivership and
readership are unmatched
in the community.
You need our numbers,
because we provide
the audience you need.

PROVEN

We've been bringing
buyers and sellers
together for decades.
When times are tough,
choose the paper
that is here to stay.

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The difference between your “local” daily newspaper and your local community paper



The value of free community papers is growing while daily newspapers are failing

The value of community papers continues to grow, with new ways to serve readers and strengthen their communities. Over 150 million people are informed and entertained by their community paper every week.

Built on everything local—stories, community events, business news, people, places and local advertisers—we know firsthand the value of community.

Daily newspapers can't claim to be local all the time, but we are committed to offering that value to our readers and advertisers.

It's a difference we'll learn to live with!

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