

print IS POWERFUL



81%

OF FREE COMMUNITY
PAPER READERS

OWN THEIR
OWN HOME

according to responses local readers shared in a recent survey*

Homeowners spend much more on their home & associated services:

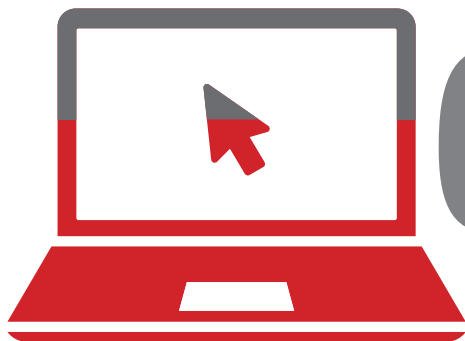
- » **335,800** Midwest Readers **Plan to Purchase Carpet & Flooring** This Year
- » **294,800** Midwest Readers **Plan To Purchase Cleaning Services** This Year
- » **751,200** Midwest Readers **Plan To Purchase Furnishings or Appliances** This Year



GET THE MOST IMPACT for your
advertising dollars—our readers are
more likely to become your customers.

* Circulation Verification Council (CVC) survey results. CVC is an independent, third-party reporting audit company that audits thousands of editions nationwide with combined circulation of more than 55 million. Audits cover printing, distribution, circulation, websites, digital editions, mobile, email, social media and readership studies to give an accurate picture of a publication's reach and market penetration.

print IS POWERFUL



60%

OF FREE COMMUNITY
PAPER READERS

VISIT AN ADVERTISER'S WEBSITE » TO LEARN MORE ABOUT THE ADVERTISER'S BUSINESS

according to responses shared by local readers in a recent survey*



GET THE MOST IMPACT for your advertising dollars—each week midwest publications drive 1.2 million people to the internet to search for an advertiser's business review.

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print IS RELEVANT



94%

OF FREE COMMUNITY
PAPER READERS

READ THE DISPLAY ADS

90% read the
inserts

89% read the
classifieds

according to responses local readers shared in a recent survey*



**REACH THE CUSTOMERS
THAT WANT TO REACH YOU.**

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