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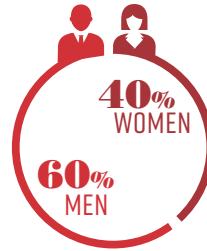
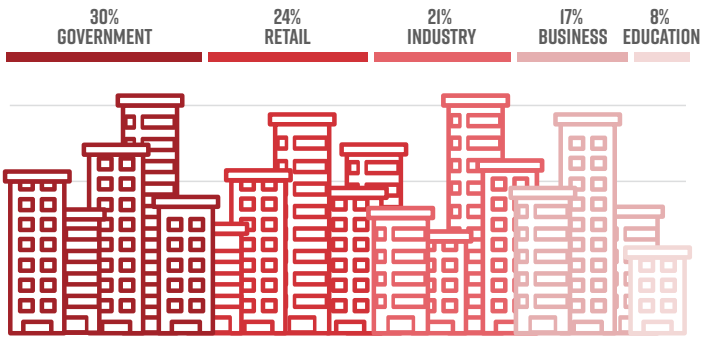
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## DEMOGRAPHICS

### WHERE OUR SUBSCRIBERS WORK



**65%**

BETWEEN THE AGES OF 24-65

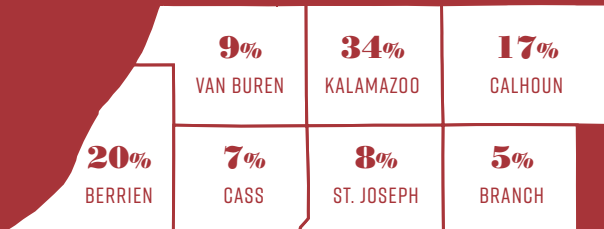
### OUR PEOPLE



**\$71,859**  
AVERAGE HOUSEHOLD INCOME



### OUR REACH



**84%**  
WITHIN THE SOUTHWEST  
MICHIGAN REGION

**9%**  
OTHER MICHIGAN  
REGIONS

**7%**  
OTHER U.S.  
STATES

OUR IMPACT IS POSSIBLE  
DUE TO THE SUPPORT OF

**65**

UNIQUE  
ADVERTISERS  
TO DATE.

### DISTRIBUTION BY THE NUMBERS

ANNUAL PRICE	AVERAGE READER MAILING
\$29.99	9,200
TOTAL PROJECTED READERSHIP	ADVERTISING/EDITORIAL RATIO
23,000	40/60
DIGITAL DISTRIBUTION (COMING IN 2019)	
7,500	

### DID YOU KNOW?

READING DEMANDS  
FULL ATTENTION.

**56%**

OF CONSUMERS  
TAKE ACTION AFTER  
READING AN AD.

TO DATE, 269 MAGAZINE HAS  
HIGHLIGHTED THE **STORIES OF**

**306** LOCAL  
LEADERS,

AND **456** SOUTHWEST  
MICHIGAN  
COMPANIES.



THERE HAVE BEEN A TOTAL OF

**154,751**

COPIES OF 269 MAGAZINE, SPANNING 14 ISSUES AND THREE YEARS.

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