

CAPITAL REGION WEEKLY NEWSPAPERS

Publishers of


The Pennysaver • The Moneysaver • The Weekly • The Advertiser


The Results are in ...


For the 2008 Circulation Audit conducted by Circulation Verification Council (CVC) of St. Louis, MO. which audits the majority of free circulation papers across The United States. Here are just a few points of interest.

 **98.9%** of our circulation area receive our papers

 **76.4%** of the households regularly read it.

 **73%** of our adult readers purchase products or services from advertisements seen in our papers.

 In our recent CVC audit they asked our readers several questions pertaining to items they plan to purchase in the next 12 months. Here are just a few of the results. 19% (33,250 households) plan to purchase automobiles this year. 48% (84,000 households) will purchase furniture this year. 19% (33,250 households) will purchase major home appliances.

 We are extremely proud of our market dominance and encourage our advertisers to call any of our Sales Team Members at (518) 877-7160 for additional audit results or for more information about the audit process.

OVER 175,000 WEEKLY CIRCULATION