

Package Media, Inc.

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Metro Source (Erie) Metro Retailer (Niagara)

Description:

Family-oriented parenting magazine established 1968. Focus is on school and interests of families with children. Includes news and relevant advice and information. CVC audited.

Profile:

Female: 59% Male: 41%
75% homeowners
38% between 35 and 54
51% HHI between \$40k and \$50K

Distribution:

Niagara county and Northern and Central Erie County offering 20 different community editions. Polybagged and Carrier delivered Saturdays and Sundays.

Frequency: Weekly

Circulation: 279,152

Audited: Yes

Insertion Method: Blow-in

Delivery Method: Carrier

Special Issues:

See editorial calendar

CPM subject to increase for special issues.

Special issues printed on upgraded paper and include color.

Specifications:

Publication Size: 7" x 10.5"

Maximum Size: 9" x 12"

Maximum Weight: 8 ounces

Coated Paper: Yes Uncoated Paper: Yes

Folded Insert: Yes

Material Delivery Date: 15 working days prior to run date.

Tests and Selects:

Zip Selection: Yes

Demographic Select:

Age

Home Owner

Household Income

Child in home

Psychographic Select:

Pets

Notes: Psychographics match general market.

Technographic Select:

Notes: Computer, automobile ownership

Gross CPM: \$35

Media Sales Management

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