

Package Media, Inc.

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PENNYSAVER Upstate NY - Blow-In

Description:

Shoppers' Guide, established 1939, provides readers with community news and advertising from local businesses. Awarded Gold Standard recognition and "Best in NY State."

7 Editions cover households in 7 counties. 97.5% of readers report receipt of publication regularly. 87% regularly read it and 84% frequently purchase products and services advertised. Includes 90% advertising and 10% editorial in a 30-page tabloid format.

Profile:

Female: 59% Male: 41%

Market demo: 17% have combined

HHI \$50-75K

58% ages 35-54.

Distribution:

New York State - Hamburg and Springville.

Frequency: Weekly

Circulation: 103,000

Audited: Yes

Insertion Method: Blow-in

Delivery Method: Carrier

Special Issues:

Special sections/promotions each month designed to help target advertisers' audience. See promotion calendar.

Specifications:

Publication Size: 10 3/8" x 16"

Maximum Size: 8.5" x 11"

Material Delivery Date: Noon 4 days prior to publication

Tests and Selects:

Zip Selection: Yes

Demographic Select:

Notes: Zip Code/Zone-County available

Psychographic Select:

Notes: Reader Occupation: 17% professional/technical; 14% managers.

Gross CPM: \$35

Media Sales Management

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