

8 OF 10 AREA RESIDENTS READ THE VILLAGER IN 2016!

The *Villager* is a well read and respected biweekly neighborhood newspaper published since 1953.

In 2016, an independent survey conducted by the Circulation Verification Council reported the following *Villager* data:



80%

104,000 readers regularly read the *Villager*.

81,120 frequently purchase products or services from ads seen in the *Villager*.



78%

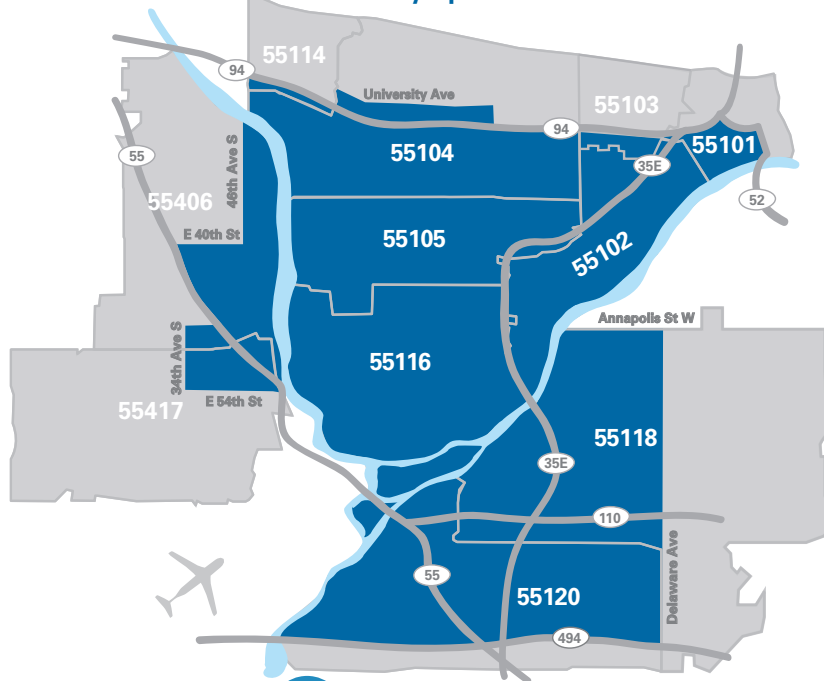


5 Days

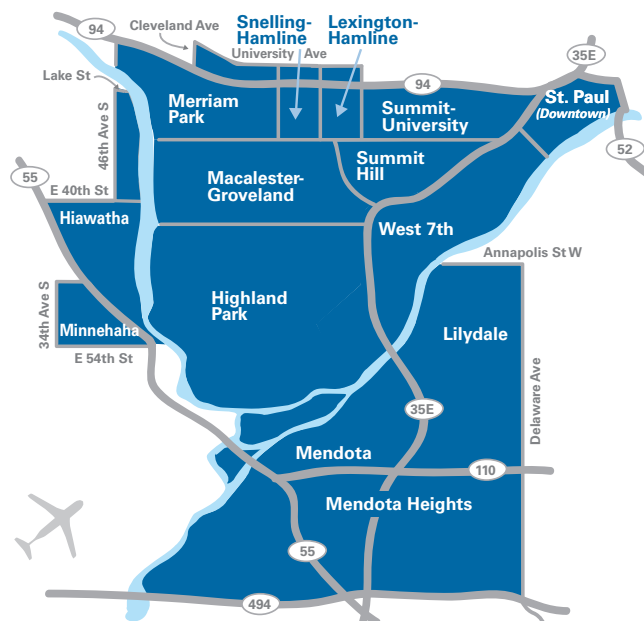
5 days average shelf life (the *Villager* is read and reread)!

The *Villager* Distribution Area

By zipcode



By neighborhood



57%

59,280 *Villager* readers are women.

62,400 *Villager* readers have annual household incomes over \$75,000.



60%