

Keene/Monadnock Region – Newspaper Analysis

Weekday or Weekly

Newspaper	Circulation	Household Penetration	Open Rate p.c.i.	10" Ad p.c.i.	25" Ad p.c.i.	Cost Per Thousand Households		Total Cost of Ad	
						10" ad	25" ad	10" ad	25" ad
Monadnock Shopper News	42,000	99%	\$15.82	\$11.55	\$9.97	\$0.28	\$0.24	\$115.50	\$249.25
Keene Sentinel	13,385	41%	\$12.35	\$11.12	\$9.88	\$0.83	\$0.73	\$111.20	\$247.00
Monadnock Ledger	8,701	n.a.	\$9.35	\$7.95	\$7.30	\$0.91	\$0.84	\$79.50	\$182.50
Brattleboro Reformer	9,360	41%	\$19.90	\$11.95	\$11.95	\$1.27	\$1.27	\$119.50	\$298.75
Town Crier - Brattleboro	13,748	n.a.	\$12.60	\$11.15	\$10.60	\$0.81	\$0.77	\$111.15	\$265.00
Town Crier - Bellows Falls	11,525	n.a.	\$11.80	\$10.45	\$9.95	\$0.91	\$0.87	\$104.50	\$248.75

Source: Keene Sentinel – A.B.C. Audit Report 9/30/2005
 Monadnock Shopper News – CVC Audit 9/30/2005
 Brattleboro Reformer – A.B.C. Audit Report 9/30/2005
 Monadnock Ledger – Rate Card Effective 10/01/2005
 Town Crier – CVC Audit 12/31/2004

The Monadnock Shopper News is the Most Cost Effective Way to Reach Your Current and New Customer Base!

- #1 in CIRCULATION
 - #1 in MARKET PENETRATION
 - #1 in READERSHIP
 - COST-EFFECTIVE RATES
- USPS Mailed to EVERY HOME-EVERY WEEK!
 Lowest Cost Per 1000 Households!



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