



MASON-DIXON ARRIVE

LOCAL COMMUNITY MAGAZINES

2011 DISTRIBUTION & READERSHIP PROFILE

3 POWERFUL METHODS COMBINE TO BRING NEW EYES TO YOUR AD EVERY MONTH!

- **TARGETED DIRECT MAIL** 64,000 Homeowners
- **TARGETED LOCATIONS** 16,000 in All the Right Places
- **8,000 E-MAIL SUBSCRIBERS** See Us Online at MDArrive.com

EVERY MONTH WE DELIVER OVER 100,000 VERY DESIREABLE READERS:
 Busy, Well Educated, Well Employed, Family-Oriented Homeowners,
 including Executives and Business Owners living in the affluent suburbs
 of Baltimore and Harford Counties.



**NEW READERS EVERY MONTH
THROUGH THESE LOCATIONS**

Find a copy at any ADVERTISER, hundreds of retail locations, libraries, coffee shops, restaurants, doctor offices & more! Look for us on the free magazine rack at these grocery stores:

**WEGMANS SHOPRITE HARFORD WAWA
SANTONI'S LOMBARDO'S SAUBEL'S**

DISTRIBUTION 80,000 COPIES MONTHLY

BALTIMORE COUNTY	40,000
HARFORD COUNTY	40,000

(Returns: 250 or less per month.)

eNEWSLETTER 8,000 SUBSCRIBERS
 Announces each new issue, promotes special events and ticket giveaways.

READERSHIP 105,000 MONTHLY

BALTIMORE COUNTY	50,000
HARFORD COUNTY	50,000
Digital Readers	5,000

(Readership based on 1.25 readers per issue)

MAGAZINE ADVERTISING WORKS
Be a part of an editorial environment that builds
 READERS, RESPONSE & SHELF-LIFE

HERE'S WHO WE REACH... NOW, YOU CAN REACH THEM TOO!

READERSHIP PROFILE

- Holds professional, managerial, executive positions and/or owns business.
- Consults financial planners, invests in stocks, holds life insurance policies.
- Listens to public radio, adult contemporary radio and classic rock.
- Owns or leases 2 or 3 luxury cars (and puts them in their 3-car garage!).
- Dines out 2 or 3 times per week for convenience, business and leisure.
- Attends cultural events, museums, takes daytrips and enjoys family recreation.
- Has children and supports their interests in sports, arts, music, etc.
- Often owns a second home or timeshare and enjoys travel by car, rail and air.
- Enjoys landscaping, gardening, home improvements, golfing, boating and fishing, hiking, biking and birding, exercising and fitness

DEMOGRAPHIC PROFILE

- Suburbanite
 - Homeowner in Baltimore or Harford Co.
 - Aged 35-65
 - Married Couples, with Children
 - College Educated, with Graduate Degrees
 - Well Employed, Professional
 - 2-Incomes, Averages vary*: \$85,000 to \$250,000+
 - Home Values, Averages vary*: \$285,000 to \$850,000+
- (*Averages vary among zip codes and postal routes within zip codes)



MASON-DIXON ARRIVE

LOCAL COMMUNITY MAGAZINES

DIRECT MAIL ZIP CODES & HOMEOWNER PROFILES

80,000 MONTHLY: 64,000 DIRECT MAILED TO QUALIFIED HOMEOWNERS
16,000 IN STRATEGIC LOCATIONS



HOME DELIVERY TO
SELECT CARRIER ROUTES
BASED ON INCOME, AGE
AND HOME VALUE



BALTIMORE COUNTY EDITION

40,000 COPIES

32,000 DIRECT MAILED; 8,000 STRATEGIC DROPS

Hereford Zone: Exurbanite, custom-built home on large lot with 3-car garage and in-ground pool, likes to travel and garden, corporate executives, professional and business owners enjoy this lifestyle.

**21111-MONKTON/HEREFORD, 21120-PARKTON,
21053-FREELAND, 21161-WHITE HALL**

Central County: Cul de sac neighborhoods in need of home remodeling, custom-built homes on 2-acre lots, corporate decision makers, owns second home and is 10 minutes to everything, including Wegmans!

**21030-COCKEYSVILLE /HUNT VALLEY, 21152-SPARKS,
21131-PHOENIX/JACKSONVILLE, 21013-BALWIN, 21057-GLEN ARM**

The Valleys: Butler, Worthington, Velvet, Caves, Greenspring, Glyndon: Sophisticated mix of urban and suburban professional couples, car pools to private schools in SUVs, listens to public radio, hires landscapers and own second homes.

**21117-OWINGS MILLS, 21136-REISTERSTOWN,
21155-BUTLER, 21022-BROOKLANDVILLE, 21071-GLYNDON**

Suburban Bubble: 2-Income suburban professionals with families mixed with empty nesters, both with high incomes, stock portfolios, golf club memberships and children or grandchildren in private schools and college.

21093-LUTHERVILLE, 21093-TIMONIUM, 21204-RUXTON

HARFORD COUNTY EDITION

40,000 COPIES

32,000 DIRECT MAILED; 8,000 STRATEGIC DROPS

Central County: Affluent neighborhoods, with sophisticated, 2-income professionals, where family and home are priorities. A mixture of home styles and values that offer the convenience of a suburban lifestyle in a close-knit country setting.

**21014-BEL AIR (DOWNTOWN & WEST), 21015-BEL AIR (EAST),
21050-FOREST HILL, 21009-ABINGDON**

Western County: Successful suburbanites with upward mobility situated in growing neighborhoods of large, affluent homes on lush 2-acre lots. Education is a priority for children, leisure time includes golf, gardening, travel and boating.

21047-FALLSTON, 21084-JARRETTVILLE, 21161-WHITE HALL

Eastern County: Affluent neighborhoods, with sophisticated, 2-income professionals, where family and home are priorities. A mixture of home styles and values that offer the convenience of a suburban lifestyle in a close-knit country setting.

**21028-CHURCHVILLE, 21017-BELCAMP
21078-BULLE ROCK, 21078-HAVRE DE GRACE,**

North County: In need of open space, families love the pastoral setting with room to roam. Farms mix with do-it-yourselfers who maintain their homes and enjoy boating, hunting and outdoor activities.

21154-STREET, 21132-PYLESVILLE, 21034-DARLINGTON