



2010 DISTRIBUTION & READERSHIP PROFILE

MASON-DIXON ARRIVE LOCAL COMMUNITY MAGAZINES

We combine the power of **TARGETED HOME DELIVERY**,
with **TARGETED FREE DISTRIBUTION** in all the right places,
reaching **VERY DESIREABLE READERS** that are difficult to capture.

We reach **BUSY, WELL EDUCATED, WELL EMPLOYED, FAMILY-ORIENTED HOMEOWNERS**.
And, we reach them **AT HOME**, while they are relaxing and **MORE OPEN TO YOUR MESSAGE**.



DISTRIBUTION

TOTAL COPIES: **80,000**

TOTAL DIRECT MAIL: **64,000**

TOTAL FREE: **16,000**

Baltimore County Edition 40,000
80% Home Delivery 32,000
20% Free Distribution 8,000

Harford County Edition 40,000
80% Home Delivery 32,000
20% Free Distribution 8,000

READERSHIP

(based on 1.25 Readers per Issue)

Total Readers: 100,000

Baltimore Co. Readers: 50,000

Harford Co. Readers: 50,000

READERS' PROFILE

- Hold professional, managerial, executive positions and/or own businesses.
- Consult financial planners, invest in stocks, hold life insurance policies.
- Listen to public radio, adult contemporary radio and classic rock.
- Own or lease 2 to 3 luxury cars (and put them in their 3-car garages!)
- Dine out 2 to 3 times per week for convenience, business and leisure.
- Attend cultural events, museums, take daytrips and enjoy family recreation.
- Have children and support their interests in sports, arts, music, etc.
- Often own a second home or timeshare and enjoy travel by car, rail and air.
- Enjoy landscaping, gardening, home improvements, golfing, boating and fishing, hiking, biking and birding, exercising and fitness.

DEMOGRAPHICS

Suburbanites
Aged 35-65
Married Couples, with Children
College educated,
with Graduate Degrees
Well employed, professionals
2-Incomes, \$85,000 to \$250,000+
Home Values, \$285,000 to \$850,000+



COUNTY EDITION READERSHIP PROFILES

DIRECT MAIL ZIP CODES & PROFILES

Home Delivery to Select Carrier Routes based on income, age and house value.



BALTIMORE COUNTY EDITION

40,000 COPIES

80% DIRECTLY TO HOMEOWNERS!

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, 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

80% DIRECTLY TO HOMEOWNERS!

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, 21085-JOPPA, 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, 21001-ABERDEEN, 21078-HAVRE DE GRACE, 21017-BELCAMP

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

