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MACnet, audited circulation in the Mid-Atlantic Region provides you with:

- Over 5,100,000 circulation
- Community Newspapers, Shoppers, Parenting, Ethnic and Business Publications
- 69% Mailed, 21% Home Delivered, 10% Controlled Bulk
- Zoning & Sub-zip available with inserts
- DMA coverage in Pennsylvania, New York, Ohio, New Jersey, West Virginia, Maryland, Delaware, Virginia and Washington, DC
- 1.84 Readers per publication.

The MACPA readers “mirror” the markets they live in as can be seen by the statistics collected by Circulation Verification Council.

Age: Strength of readership is in the 25-74 year old categories. Readers tend to begin to read our publications when they consider: buying cars, getting married, buying homes, and having children. Our publications draw young people into community interest and also into reading free community papers.

Income: Strength of readership is in the \$25,000 – \$99,000 household income categories. Slight losses in readership appear in \$100M-\$150M with true losses in readership in the under \$25M and over \$150M categories

Educational Attainment: Strength of readership is in the high school to four-year degree educational attainment segments with measureable losses in less than high school attainment and slight losses in post graduate degree attainment.

District of Columbia

Kaggwa Communications
 The Washington Informer

Maryland

East County Times
 Maryland Pennysaver
 The Baltimore Times

New Jersey

Guide Publications
 Life & Leisure
 MJ Media LLC.com
 NJ Community Publishing
 The Herald Newspapers
 The Villadom Times, Inc.
 Today's Shopper, LLC

New York

Fredonia Pennysaver, Inc.
 Moneysaver Advertising, Inc.
 Richner Publications, Inc.
 The Queens Pennysaver
 Webster-Ontario-Walworth Penny Saver

Ohio

Adams Street Publishing
 Arens Publications, Inc.
 Athens News
 Columbus Messenger Company
 Fostoria Focus
 Graphic Publications, Inc.
 Rural Urban Record
 Schaffner Publications, Inc.
 The Key Shoppers' News, Inc.
 Trogon Publishing, Inc.

Pennsylvania

ATJ Printing
 Buxmont Media, LCC
 Carrier Pigeon
 Crytzer Associated Companies, Inc.
 Delaware County Magazine
 Engle Publishing Company
 Erie Pennysaver
 Haniford Enterprises LLC
 Hocking Printing Company

Journal Newspapers, Inc.
 Kapp Advertising Services, Inc.
 Lopez Publications, Inc.
 Movin Out
 Mulligan Printing Corp.
 Newspaper Marketing Association Inc.
 Penny Power
 Pittsburgh Pennysaver
 Review Publishing
 The Ad Bargain
 The Country Print Shop
 The Franklin Shopper
 The Village View
 The Windsor Press, Inc.
 Upper Perk Shoppers Guide, Inc.
 Webb Weekly
 Weekly Bargain Bulletin Inc
 Weekly Press of Philadelphia

West Virginia

Panhandle Buyers Guide

List of Publications in the Mid-Atlantic Community Papers Association Region

WHAT GOOGLE SAYS ABOUT NEWSPAPER ADVERTISING.

Myth: Newspaper advertising doesn't work.

Reality: Google's own research shows that 56 percent of consumers researched on purchasing products saw it in a newspaper. Google also says that newspaper advertising reinforces online ads: 52 percent are more likely to buy products if they see it in the paper, especially their community paper.