



sacramento magazine circulation & distribution

CIRCULATION AUDIT CVC JAN-JUN '10

MONTHLY CONTROLLED DISTRIBUTION: **13,001**

MONTHLY PAID DISTRIBUTION: **29,894**

MONTHLY GROSS DISTRIBUTION: 42,895

DISTRIBUTION

468 total newsstand locations including:

- 137 Starbucks Coffee Stores
- 39 CVS Stores
- 36 Raley's Grocery Stores
- 22 Bel Air Markets
- 29 Safeway Food & Drug Stores
- 29 Save Mart Supermarkets
- 8 Sacramento International Airport Newstands & bookstores
- 6 Borders Books Stores
- 3 Barnes & Noble Booksellers
- 159 Additional Independent Outlets

sacramento magazine delivers a huge quantity of quality readers...

197,332

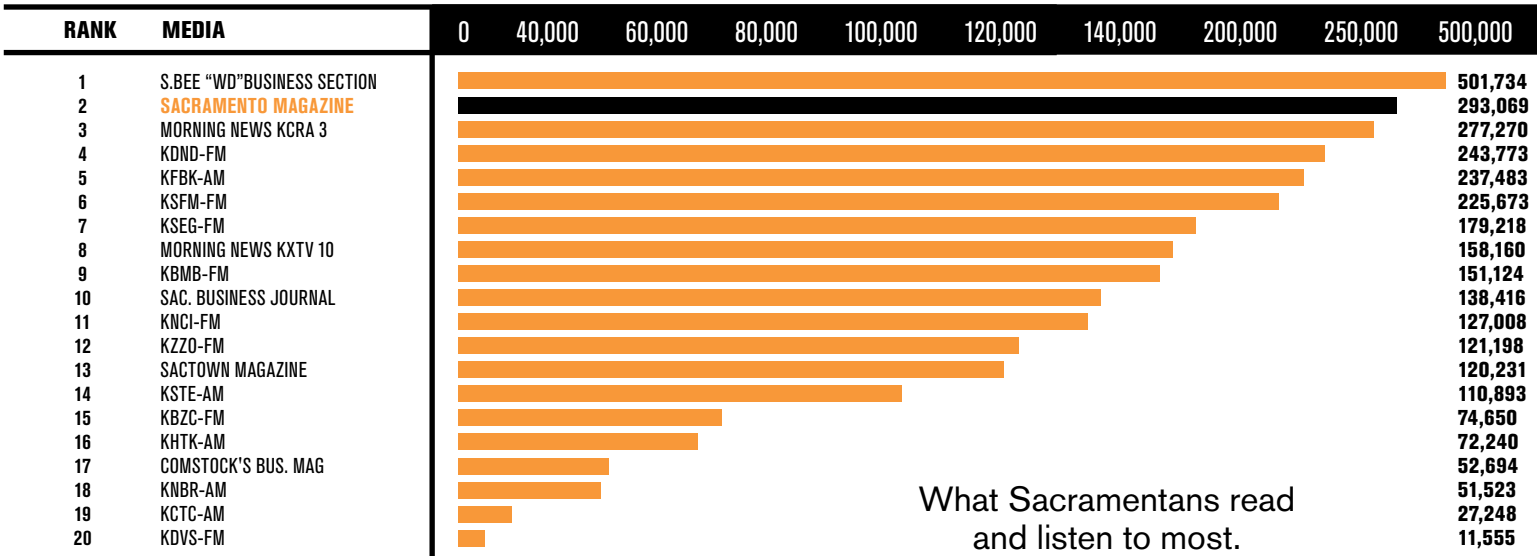
adult readers in one issue

288,538 total readership in past four issues

MOST IMPORTANTLY, HERE IS WHO THOSE READERS ARE:

- 45** is the median age of our readers
- \$78,089** is the median family income
- 90%** are older than 25
- 58.5%** are women
- 75.2%** have attended college
- 82%** are homeowners
- 72.5%** are older than 35 years of age
- 60.5%** have an annual income of over \$50,000
- \$354,298** is the mean home value

HOW SACRAMENTO MAGAZINE STACKS UP WITH ADULTS 18+*



*The Media Audit Report, December 2010 Cumulative Report. Daily newspaper=read yesterday, other print media=last edition, radio=station most-often listened to.