

SOUTH BERGENITE

The Meadowlands' award-winning community newspaper

Circulation - Free

Broadsheet Size | Delivery Method: Carrier

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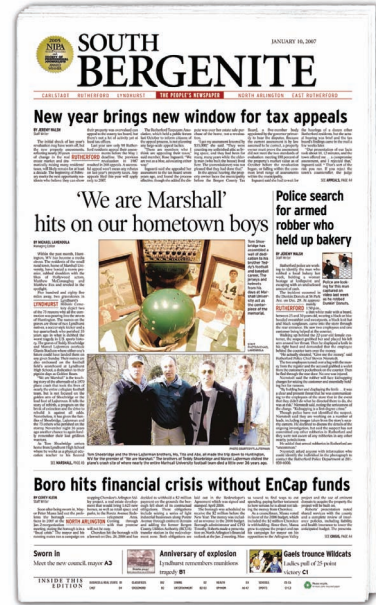
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Located in the heart of the thriving Meadowlands market area, which boasts the premier sports complex in the nation, the *South Bergenite* provides unique local coverage. Devoted to its southern Bergen County readers, *South Bergenite* has kept residents up to date on their communities for 32 years.



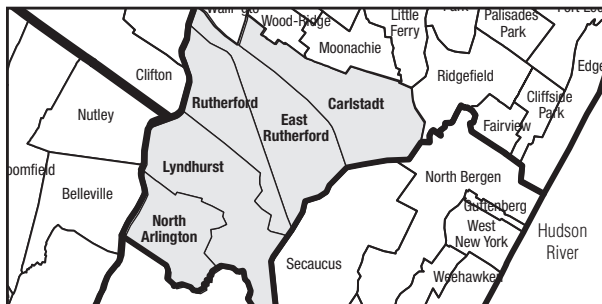
Market Demographics

South Bergenite Towns

Population.....	68,294
Households	27,349
Median Age	40.9
Median Household Income.....	\$60,699
% Bachelor's Degree (pop 25+).....	20.8%
% Graduate or Professional School Degree.....	8.3%
% Female Population	51.9%
% Male Population	48.1%

South Bergenite Readers

Male	38%
Female	62%
18-34	20%
35-54	40%
55+	40%
Have Children	30%
College Graduate+	30%
Household Income \$100K+.....	25%
Own Home	71%



Reader Overview

Eight out-of-ten (80%) adults read the *South Bergenite* in the past 30 days. Nearly six out-of-ten (59%) have read in the past 7 days.

THE SOUTH BERGENITE IS READ FREQUENTLY...

74% of those reading in the past 30 days have read three/four issues. 62% have read all four

A GOOD PERCENTAGE OF SOUTH BERGENITE READERS GIVE THE NEWSPAPER HIGH RATINGS FOR ITS NEWS COVERAGE OF KEY CATEGORIES...

75% rate "Local high school sports" as excellent/good
72% rate "Children's recreational sports" as excellent/good
72% rate "Local calendar events" as excellent/good
71% rate "Local news" as excellent/good

LEADING READER DESCRIPTIONS OF THE SOUTH BERGENITE PROVIDE EVIDENCE OF WHY LOOKED UPON SO FAVORABLY...

82% indicate it "is very well organized and easy to get through."
74% say it "makes it easy to find the information you want."
71% reveal it "really understands the things that are of special interest and importance to people who live in this area."

Sources:
Demographic data ©2005 by Experian/Applied Geographic Solutions.
Clark, Martire & Bartolomeo, 2006
Circulation Numbers - Certified Audit of Circulations 9/30/05
Households - Applied Geographic Solutions, Inc. 2005



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