

CIRCULATION MARKET OVERVIEW



	TOTAL MONTHLY CIRCULATION	DIRECT MAILED TO HOMES	NEWSTAND DELIVERED	TOTAL MONTHLY READERS	AVERAGE INCOME	AVERAGE HOME VALUE
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INSIDE EAST SACRAMENTO 95816 95817 95819 95820	19,900	18,100	1,800	37,000	\$108,630	\$674,000
INSIDE LAND PARK/GRID 95814 95817 95818 95822	21,250	18,800	2,450	40,000	\$101,305	\$620,000
INSIDE ARDEN 95608 95825 95864	21,050	19,350	1,700	42,000	\$109,420	\$750,000
INSIDE POCKET 95822 95831	17,900	16,600	1,300	34,000	\$99,940	\$595,000
MONTHLY TOTALS	80,100	72,200	7,250	165,000	\$104,824	\$659,750

* Average Household Income \$54,800 in Sacramento County
 ** Average Home Value \$315,000 in Sacramento County

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