

DEMOGRAPHICS OF OUR READERS

(US Census Bureau)

Primary Edition

Butte County: 225,411 - 39,447 are 65 + (17.5%)

Del Norte County: 27,254 - 4,442 are 65 + (16.3%)

Humboldt County: 135,727 - 21,852 are 65 + (16.1%)

Lassen County: 31,345 - 4,075 are 65 + (13.0%)

Nevada County: 98,877 - 19,083 are 65 + (19.3%)

Placer County: 375,391 - 69,447 are 65 + (18.5%)

Sacramento County: 1,495,000 - 203,320 are 65 + (13.6%)

El Dorado County: 184,452 - 34,308 are 65 + (18.6%)

Shasta County: 179,533 - 35,547 are 65 + (19.8%)

Tehama County: 63,308 - 11,458 are 65 + (18.1%)

Yuba County: 74,492 - 8,790 are 65 + (11.8%)

TOTAL POPULATION: 2,890,790

TOTAL 65 + POPULATION: 451,769

MAGAZINE READERSHIP: 120,000

*based on national average of 3 readers per magazine

AREAS OF DISTRIBUTION:

Sacramento Metro Area:

Nevada, Placer, Sacramento, El Dorado and Yuba Counties (334,948 are 65+)

North Sacramento Valley:

Butte, Shasta and Tehama Counties (51,080 are 65+)

North Coast:

Humboldt and Del Norte Counties (26,294 are 65+)

Our one area edition, the Primary Edition, is distributed to these counties. One magazine for the entire area - SPLASH ADVERTISING

Today's **Senior**
magazine

**LOCAL
MARKETING**

