

CIRCULATION MARKET OVERVIEW



Verified
USPS
Every Door Direct Mail

| | TOTAL MONTHLY CIRCULATION | DIRECT MAILED TO HOMES | NEWSTAND DELIVERED | TOTAL MONTHLY READERS | AVERAGE INCOME | AVERAGE HOME VALUE |
|--|---------------------------|------------------------|--------------------|-----------------------|------------------|--------------------|
| 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 | 22,500 | 18,800 | 3,700 | 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 | 81,350 | 72,850 | 8,500 | 165,000 | \$104,824 | \$659,750 |

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

ADD DIGITAL REACH WITH...

INSIDE

SACRAMENTO

