

# 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
<b>INSIDE EAST SACRAMENTO</b> 95816   95817   95819   95820	19,900	18,100	1,800	37,000	\$108,630	\$674,000
<b>INSIDE LAND PARK/GRID</b> 95814   95817   95818   95822	22,500	18,800	3,700	40,000	\$101,305	\$620,000
<b>INSIDE ARDEN</b> 95608   95825   95864	21,050	19,350	1,700	42,000	\$109,420	\$750,000
<b>INSIDE POCKET</b> 95822   95831	17,900	16,600	1,300	34,000	\$99,940	\$595,000
<b>MONTHLY TOTALS</b>	<b>81,350</b>	<b>72,850</b>	<b>8,500</b>	<b>165,000</b>	<b>\$104,824</b>	<b>\$659,750</b>

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

# INSIDE

S A C R A M E N T O