



HYP ER-LOCAL

2008 Mercury Media Kit

The Mercury

Publication Days	365 days a year
Geographic Area	Western Montgomery, Eastern Berks, Northern Chester Counties
Newspaper Audience	
Men/Women	48%/52%
Median Age	46.8
Median Income	\$65,199
Home Owners	77%
College-Educated	49%
Reach	
Daily Readers	66,000
Sunday Readers	64,300
Monthly Unique Visitors	59,658
Advertising Options	
ROP broadsheet	6 col (11.625") x 20.5"
Classified tabloid	10 col (11.625") x 20.5"
Website	PottsMerc.com

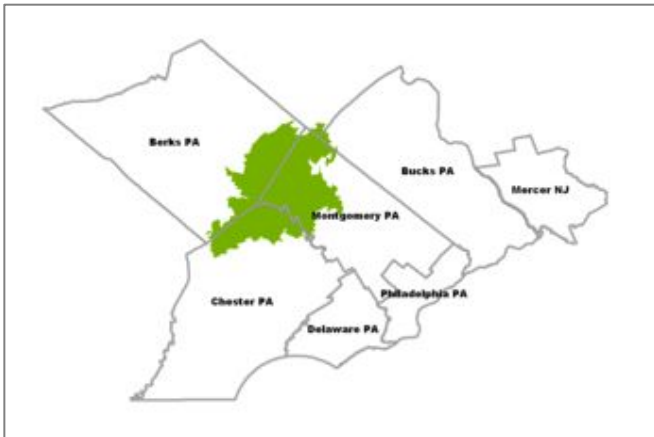


Base: 6,169,300 Philadelphia DMA Adults
 Source: Scarborough 2006.1/2007.1
 Omniture-Avg Monthly Visitors Jan-Aug 2007



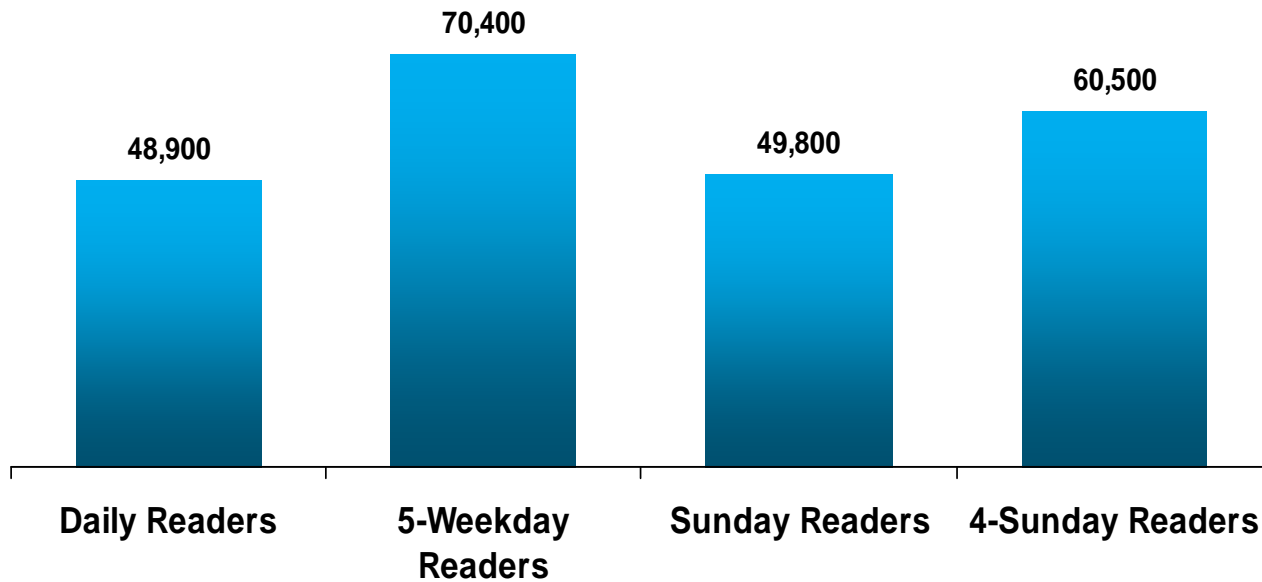
The Mercury market area

	Circulation
Daily	22,762
Sunday	24,331



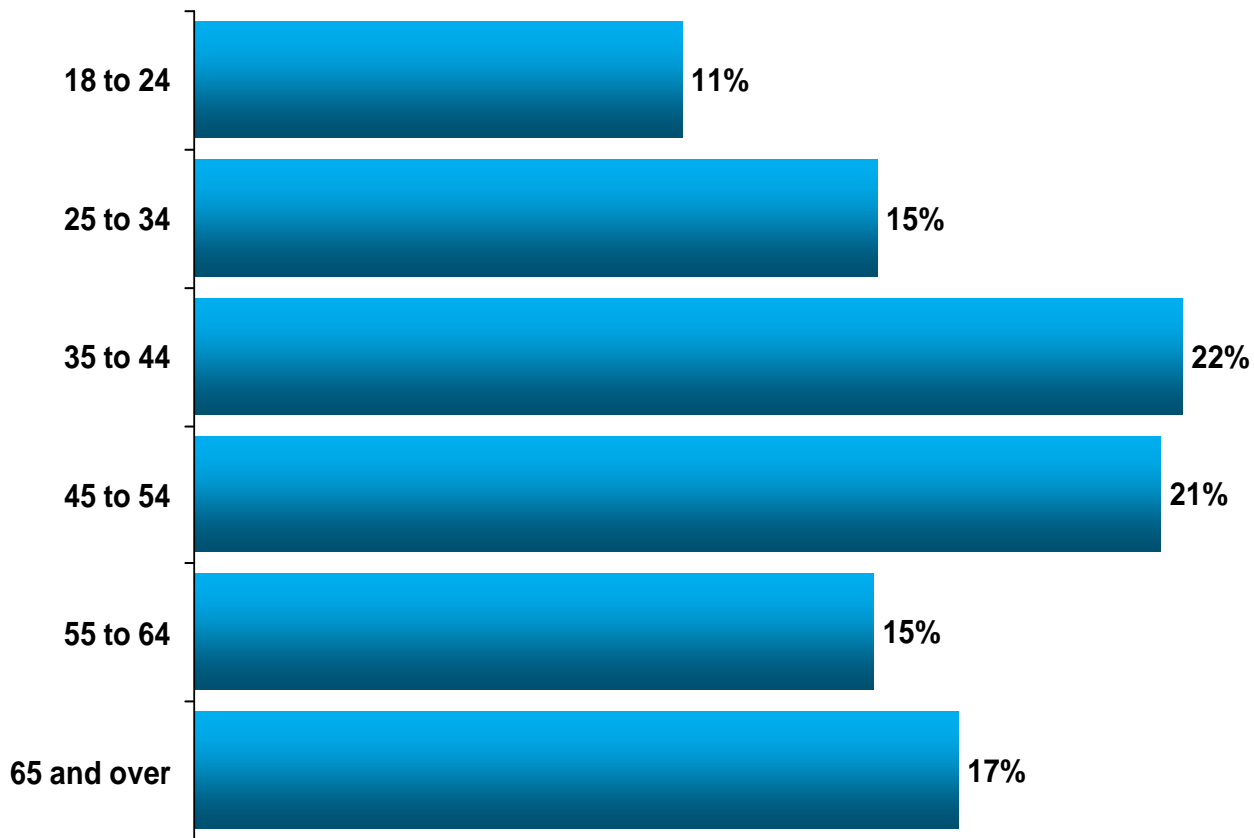
Source: ABC Audit Report, 09-30-06

The Mercury reaches 48,900 adults daily and 70,400 over five weekdays.



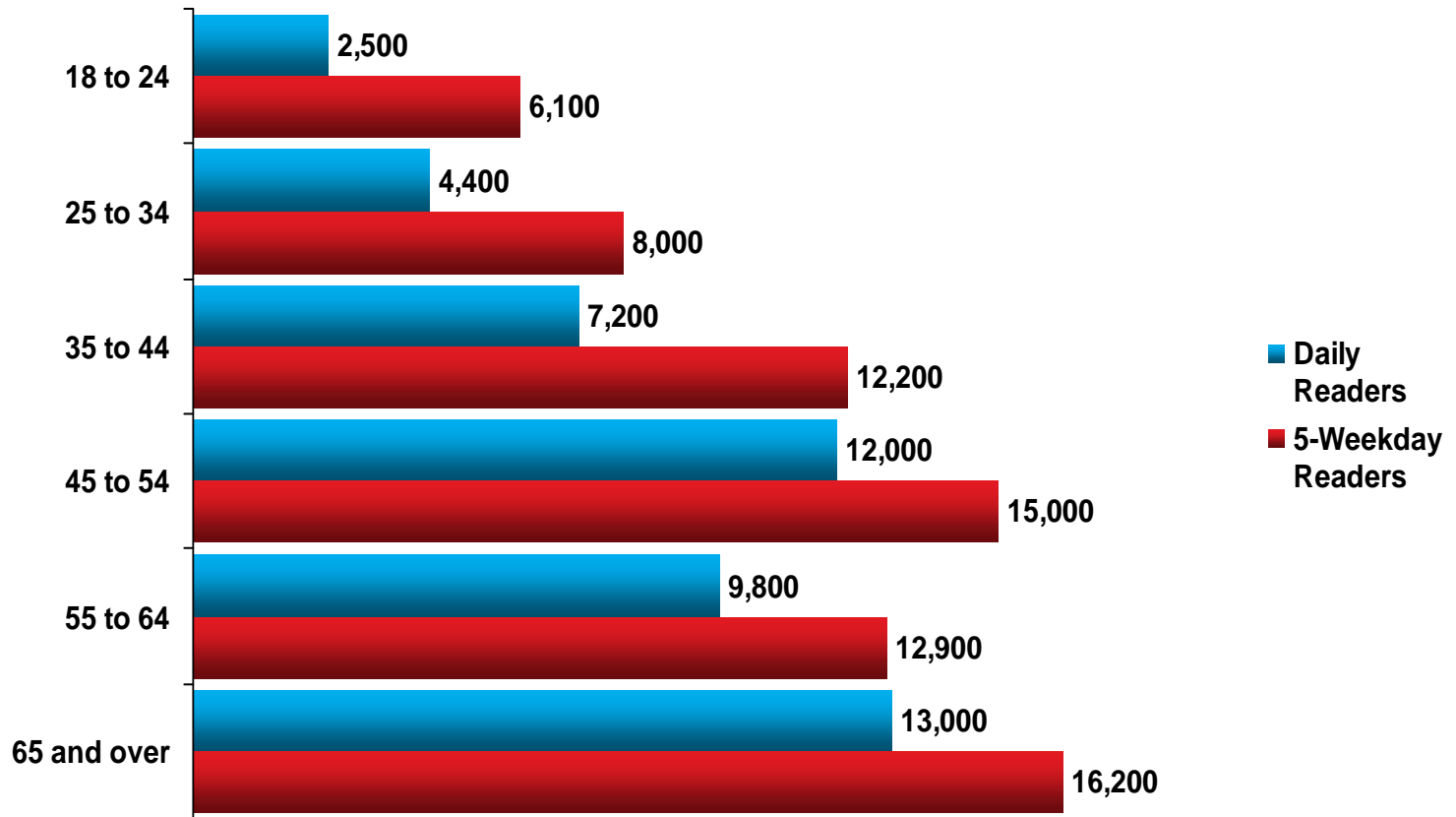
Base: 145,100 adults in the Pottstown Mercury Market
Source: MORI, 2007

Adults of all ages live in the Pottstown Mercury Market.



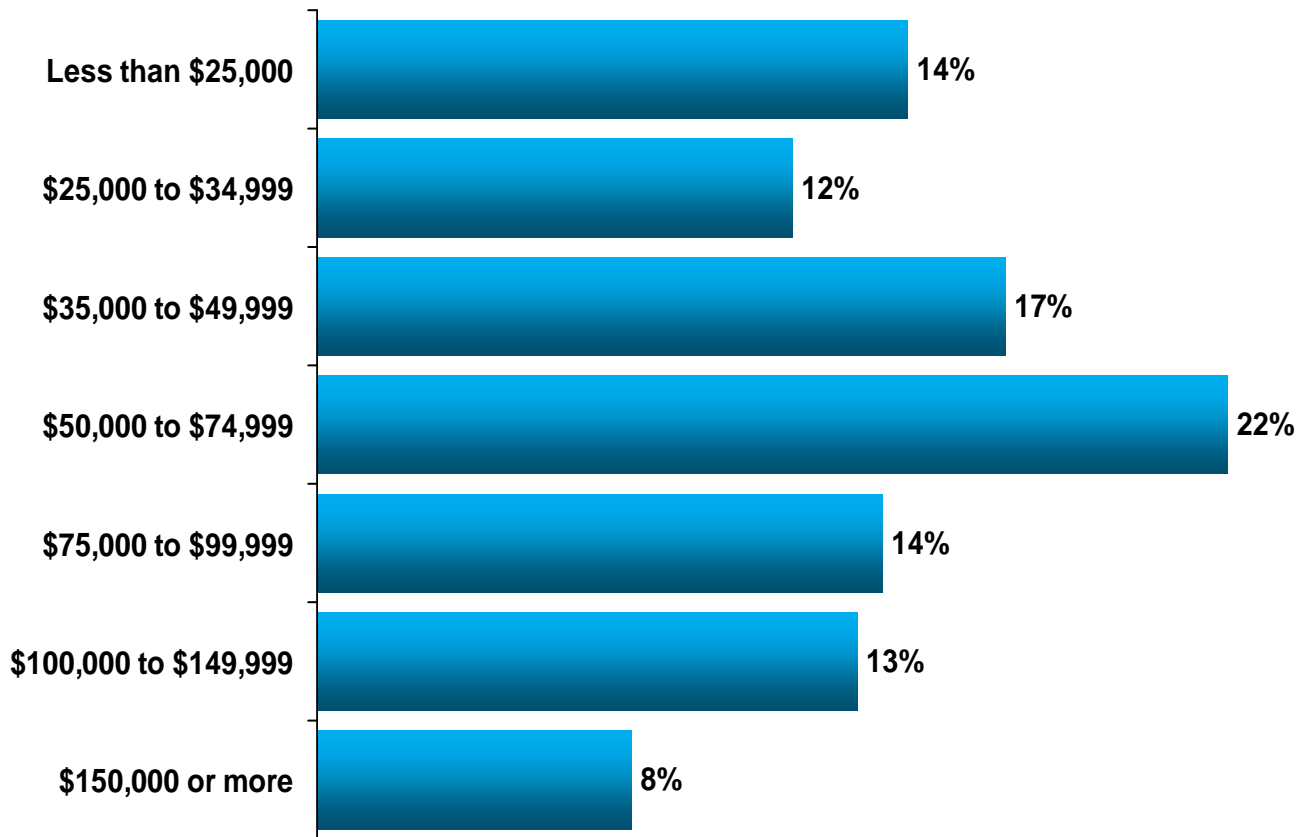
Base: 145,100 adults in the Pottstown Mercury Market
Source: MORI, 2007

The Mercury reaches adults of all ages daily and over five weekdays.



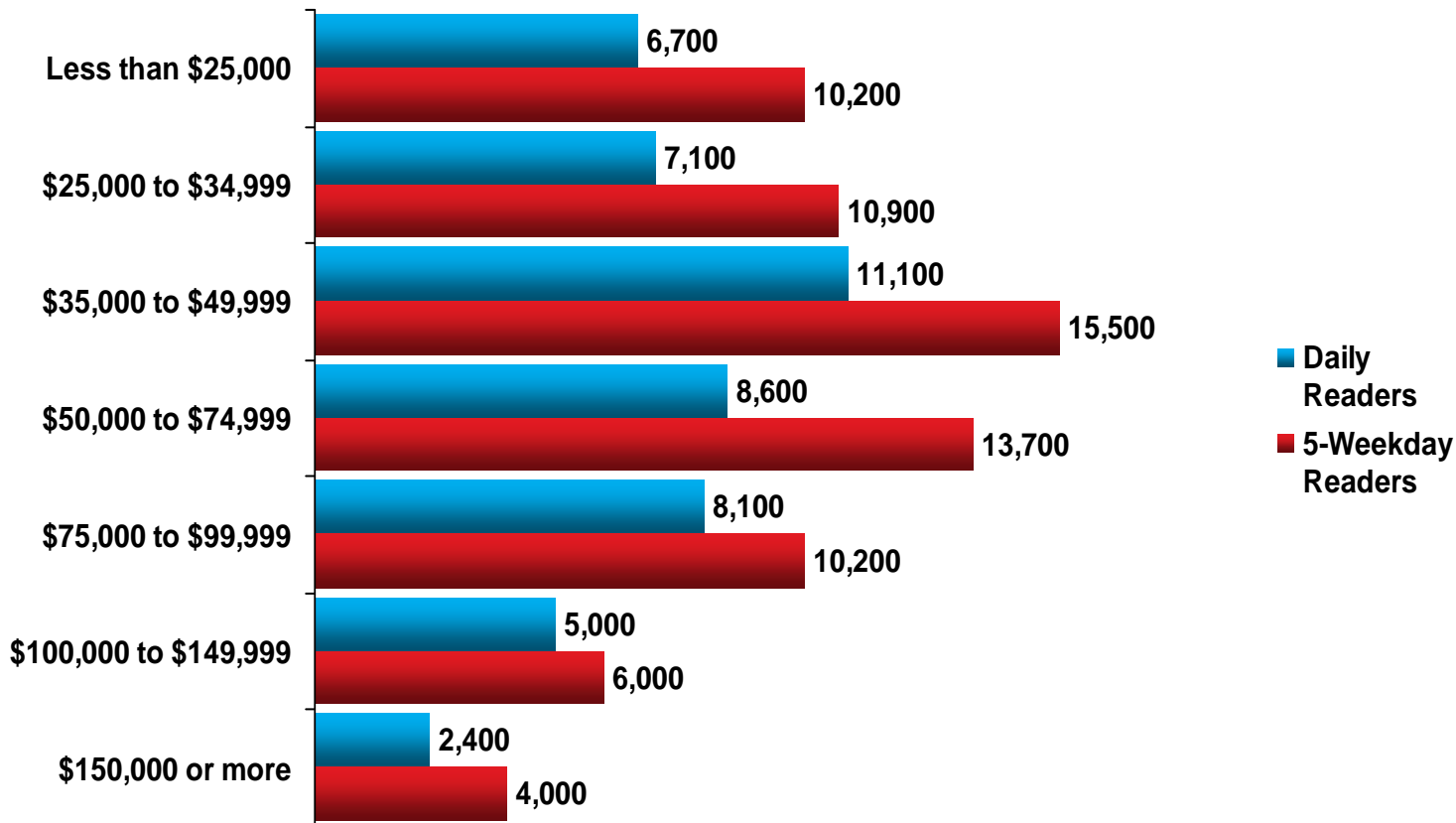
Base: 145,100 adults in the Pottstown Mercury Market
Source: MORI, 2007

Adults of all household incomes live in the Pottstown Mercury Market.



Base: 145,100 adults in the Pottstown Mercury Market
Source: MORI, 2007

The Mercury reaches adults of all household income levels daily and over five weekdays.



Base: 145,100 adults in the Pottstown Mercury Market
 Source: MORI, 2007



Survey Methodology

Research Company:	MORI, 2007
Area Covered:	Pottstown Mercury Market
Period Covered:	Interviews were conducted in 2007
Survey Method:	Telephone interviews
Respondents:	Men and women ages 18 and older
Sample Size:	547 interviews
Projection:	Total sample projected to represent 145,100 adults in the Pottstown Mercury Market
Minimum Base:	No analysis is to include a base with fewer than 50 respondents
Data Presentation:	Numbers in reports are projected from sample numbers and rounded to the nearest hundred



Survey Methodology

Research Company:	Scarborough, 2007
Area Covered:	AAP Network
Period Covered:	Interviews were conducted in 2007
Survey Method:	Telephone interviews
Respondents:	Men and women ages 18 and older
Sample Size:	5,665 interviews
Projection:	Total sample projected to represent 6,169,300 adults in the AAP Network
Minimum Base:	No analysis is to include a base with fewer than 50 respondents
Data Presentation:	Numbers in reports are projected from sample numbers and rounded to the nearest hundred