

## Bay Weekly's Targeted Distribution

- **60,000-Plus Readers Weekly** ~ 25,000 issues x 2.625 readers per issue –NEWSPAPER ASSOCIATION OF AMERICA
- **Targeted Distribution** ~ where readers are already out spending money
- **Weekly News Offers Timely Visibility** ~ Bay Weekly hits the streets Thursdays, as readers are winding down their week and planning their weekends.
- **FREE!** people pick it up because they *want* to read it ~ not because it is dropped on their doorstep or shoved in their mailbox
- **Controlled Circulation** throughout the greater Annapolis-Chesapeake Bay region ~ from Severna Park to Solomons, from Crofton to the Bay Bridge
- **You're in Good Company** ~ Bay Weekly reflects and caters to a community you'll be proud to be a part of.



### GENERAL ZIP-CODE SATURATION

Community	ZIP Code	Pop.	Papers delivered	saturation rate
Crofton	21114	24,645	1,200	5%
Crownsville	21032	7,965	200	5%
Davidsonville	21035	7,369	200	5%
Tracy's Landing	20779	1,096	200	18%
West River	20778	1,796	200	12%
Severna Park	21146	24,895	1,500	6%
Arnold	21012	21,001	1,200	6%
Annapolis	21401	40,164	5,750	15%
Annapolis	21403	31,174	3,550	12%
Riva	21140	3,417	250	8%
Edgewater	21037	16,309	2,500	15%
Galesville	20765	363	200	90%
ShadySide	20764	3,921	200	5%
Churchton	20733	2,810	200	9%
Deale	20751	2,237	500	22%
Lothian	20711	6,065	200	5%
Lusby	20711	2,859	350	12%
North Beach	20714	4,008	1,000	25%
Chesapeake Beach	20732	8,205	1,000	12%
Owings	20736	6,633	300	5%
Dunkirk	20754	6,525	1,000	15%
Prince Frederick	20678	9,239	2,000	22%
Solomons	20688	1,210	1,000	90%
St. Leonard	20685	5,585	300	6%
<b>TOTALS</b>		<b>254,742</b>	<b>25,000</b>	<b>23.5%</b>

SOURCES: 2010 U.S. Census; Maryland Office of Planning

\* Saturation rate based on papers delivered multiplied by the Newspaper Association of America's 2.625 readers per paper, divided by population.