

More Detroit suburban travelers

If you advertise anything to do with travel, this is the best possible place for your ad.

Because this is one of the fifty SPRING Newspapers.

And the SPRING Newspapers' circulation more than *doubles* the daily suburban circulation of either The Detroit News or Free Press.

In fact, SPRING's suburban circulation is greater than the two metro dailies' *combined*.

And that's not all.

According to the 1991 Belden newspaper readership study, SPRING reaches more of the affluent suburban shoppers who have more to spend—and who spend more.

► 146,100 more suburban Detroit vacationers than the daily News

(55,400 more than the Free Press).

► 91,800 more suburban Detroit purchasers of airline tickets than The News (9,700 more than the Free Press).

► 80,700 more suburban business travelers than The News (7,900 more than the Free Press).

More suburban boat owners.

More suburban travel agency clients.

Simply put, one order in SPRING delivers *more*.

Shouldn't you be advertising in SPRING more?



The **SPRING** Newspapers *Detroit Suburban Press Ring*

SPRING is the network of 50 suburban Detroit newspapers published by the Adams, Associated, Heritage, HomeTown, and Observer & Eccentric groups. SPRING gives you all the selling power of local newspaper, and all of the economic power of Detroit's affluent suburbs. To get all the facts, call your SPRING or Observer & Eccentric representative, or (313) 445-8200.

Sources: 1990 ABC, CAC, 1991 Belden

ADAMS PUBLISHING: Daily Tribune, Tribune Plus, Troy Source, Rochester Source, Micoomb Daily, Sterling Heights Source, Ulica/Shelly Source, Warren Advisor, East Detroit/Roseville Advisors, Macomb Township/North Clinton Advisors, Mt. Clemens, South Clinton, Fraser, Chesterfield, Harrison Advisors, Romeo/Washington Advisor, St. Clair Shores Advisor. ASSOCIATED NEWSPAPERS: Belleville Enterprise, Canton Eagle, Inkster Ledger Star, Romulus Hornet, Wayne Eagle, Westland Eagle. HERITAGE NEWSPAPERS: Dearborn Heights Press & Guide, Dearborn Press & Guide, Lincoln Park, Southgate, Ecorse, River Rouge News-Herald, Riverview, Flat Rock, Rockwood, Gilmurtar, Hamon Township News-Herald, Taylor, Melvindale, Allen Park, Romulus News-Herald, Warrendale Press & Guide, Woodhaven, Brownstown News-Herald, Wyandotte, Trenton News-Herald. HOMETOWN NEWSPAPERS: Milford Times, Northville Record, Novi News, South Lyon Herald, Brighton Argus, Livingston County Press, Fowlerville Review, Hartland Herald, Pinkney Post. OBSERVER & ECCENTRIC: Livonia Observer, Redford Observer, Westland Observer, Garden City Observer, Plymouth Observer, Canton Observer, Birmingham Eccentric, West Bloomfield/Lakes Eccentric, Troy Eccentric, Rochester Eccentric, Southfield Eccentric, Farmington Observer