

More Detroit suburban car-buyers

If your business has anything to do with cars or trucks, this is the best possible place for your ads to appear.

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.

► 44,500 more purchasers of new vehicles than The News (21,900 more than the Free Press).

► 53,900 more purchasers of used vehicles than The News (23,100 more than the Free Press).

► 52,500 more households with three or more vehicles than The News (and 5,700 more than the Free Press).

Not to mention more purchasers of tires, batteries, and accessories, more boat owners, and more owners of expensive homes...

Simply put, one order in SPRING delivers more.

Shouldn't you advertise 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 call (313) 445-8200.

Sources: 1990 ABC, CAC; 1991 Belden

ADAMS PUBLISHING: Daily Tribune, Tribune Plus, Troy Source, Rochester Source, Macomb Daily, Sterling Heights Source, Utica/Shelby Source, Warren Advisor, Eastpointe/Roseville Advisors, Macomb Township/North Clinton Advisors, Mt. Clemens, South Clinton, Fraser, Chesterfield, Harrison Advisors, Romeo/Washington Advisor, St. Clair Shores Advisor, ASSOCIATED NEWSPAPERS: Benneville Enterprise, Canton Eagle, Inkster Ledger Star, Romulus Roman, 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, Gibraltar, Huron 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, Pinckney 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.