

## More Detroit suburban travelers

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

Because this is one of the fifty SPRING newspapers.

And the combined circulation of all these SPRING newspapers is 728,609. That is more than double the daily suburban circulation of The Detroit News (288,960) or Free Press (358,553).

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 King

SPRING is the network of 50 suburban Detroit newspapers

published by the Observer & Eccentric, Heritage, HomeTown, Associated, and Macomb/Royal Oak 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

ASSOCIATED NEWSPAPERS: Belleville 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, Warrenton 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, Harland Herald, Pinckney Post, MACOMB/ROYAL OAK: 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, 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.