



MICHIGAN'S FINEST MARKET... AND HOW TO REACH IT.

The areas reached by The Observer & Eccentric constitute Michigan's most affluent market: Incomes within our circulation area are among the highest in the nation, with per family incomes that consistently surpass state and county averages.

But let's get down to specifics.

In the category of buying power, the state's annual median income per family is \$9,572, while the median incomes for Wayne and Oakland Counties are \$9,873 and \$12,475 respectively.

In Bloomfield Hills, however, we find an annual median income of \$46,715 -- the highest in Michigan. The median per family incomes in Birmingham (\$17,292), Livonia (\$15,216), Southfield (\$18,141) and Troy (\$14,955) are well above those for the state and county. And in cities of 50,000 or more population in the United States, Livonia and Southfield rank among the top 10 in the category of per family median income.

Or, let's look at it another way. In the United States as a whole, only 20% of families earn \$15,000 or more per year. In The Observer & Eccentric's circulation area, over 55% of the families are included in this select group.

Next, let's compare incomes in The Observer & Eccentric's circulation area with those of all families in the Tri-County area. The median income in the communities we reach is 58% higher, at \$16,643 per family.

It is also interesting to note that of all families in the Detroit Standard Metropolitan Statistical Area (DSMSA) earning \$25,000 or more per year, 36.2% live within our circulation area, as do 48% of all DSMSA families earning \$50,000 or more per year.

These communities are indeed the communities to reach in Michigan. And The Observer & Eccentric Newspapers reach them best.

Why The Observer & Eccentric? A brief look at the alternatives will explain.

Through The Detroit News' North and West zone editions, you reach about 50% of the homes in this area. Similarly, the Northwest and Southwest zone editions of The Free Press offer only about 50%.

Through The Observer & Eccentric, you reach more than 78% of the families in this prime market...and you reach them effectively, through the well-read pages of their hometown newspapers. No other newspaper or newspaper group in this area can make that statement.

In adding it all up, you find that The Observer & Eccentric Newspapers offer you the greatest penetration of the finest market in Michigan...through the best possible medium.

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Statistics per Sales Management Survey of Buying Power and U.S. Census.

OUT OF A
GREAT PAST IS BORN A
GREAT FUTURE



The Observer & Eccentric Newspapers

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