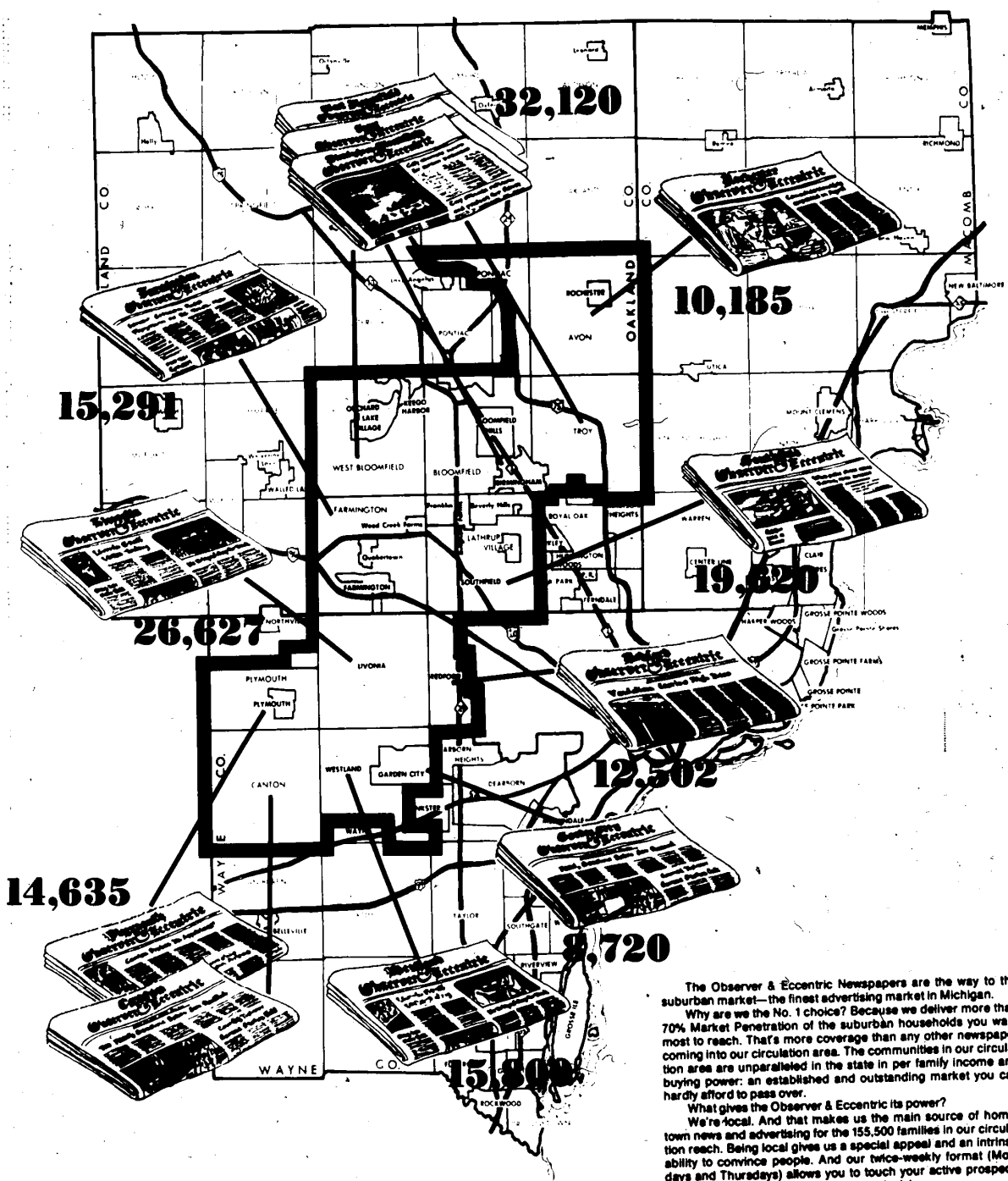


Serving Michigan's Finest Market...



TOTAL CIRCULATION 155,500
70% MARKET PENETRATION

The Observer & Eccentric Newspapers are the way to the suburban market—the finest advertising market in Michigan.

Why are we the No. 1 choice? Because we deliver more than 70% Market Penetration of the suburban households you want most to reach. That's more coverage than any other newspaper coming into our circulation area. The communities in our circulation area are unparalleled in the state in per family income and buying power: an established and outstanding market you can hardly afford to pass over.

What gives the Observer & Eccentric its power? We're local. And that makes us the main source of home-town news and advertising for the 155,500 families in our circulation reach. Being local gives us a special appeal and an intrinsic ability to convince people. And our twice-weekly format (Mondays and Thursdays) allows you to touch your active prospects when they are ready to make purchase decisions.

Clearly, our 12 Observer & Eccentric editions are the best buy in selling the suburbs.

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Observer & Eccentric
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The Most Respected Name in the Suburban Press

Serving Avon Township, Birmingham, Bloomfield, Canton Township, Farmington, Garden City, Livonia, Plymouth, Plymouth Township, Redford Township, Rochester, Southfield, Troy, West Bloomfield and Westland.