

More Detroit suburban shoppers

If your business has anything to do with retail, this is the best possible place for your ad 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.

► 152,700 more suburban buyers of women's fashions than the daily News (78,600 more than the Free Press).

► 145,700 more suburban buyers of men's fashions than The News (64,500 more than the Free Press).

► 115,900 (and 63,600) more suburban buyers of children's clothing.

► 177,100 (and 80,000) more suburban shoppers at malls.

Simply put, one order in SPRING delivers more.

Shouldn't you advertise in SPRING more?



The SPRING Newspapers

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, 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 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