

# 1.4 Million Homes

in the State of Wisconsin



wisconsin  
community papers

Delivers



wisconsin  
community papers

still the leaders in readers!

Recent circulation and survey information from **Circulation Verification Council (CVC)\*** has confirmed that Wisconsin Community Papers are still the leaders in readers. More people read a Wisconsin Community Paper than any other newspaper in the area. And best of all, our readers use a Wisconsin Community Paper as they plan their purchases. Advertise in Wisconsin Community Papers and get the Results You Want.

96.9%

of households regularly receive a Wisconsin Community Paper

72.8%

of households regularly read a Wisconsin Community Paper

91%

of our readers are registered voters

CVC/Audit 2013

72.5%

frequently purchase products or services from ads in a Wisconsin Community Paper

\*CVC/Audit 2019

1.63 average readers per household



wisconsin  
community papers

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1,342,687

Audited Circulation

# a snapshot of wisconsin community papers' readers

## age

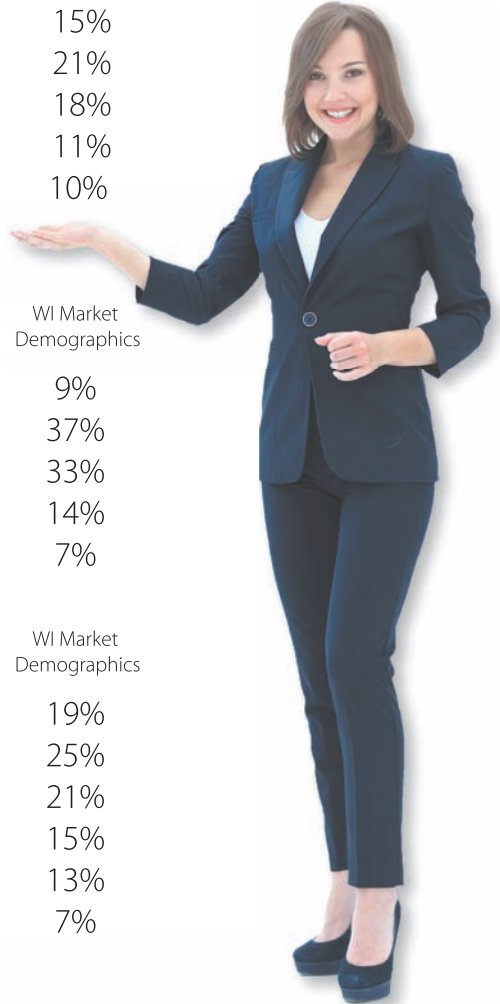
	Reader Demographics	WI Market Demographics	Gender
18 - 20	0%	4%	Male 41% Female 59%
21 - 24	2%	6%	
25 - 34	11%	15%	
35 - 44	18%	15%	
45 - 54	25%	21%	
55 - 64	24%	18%	
65 - 74	15%	11%	
75+	5%	10%	

## education

	Reader Demographics	WI Market Demographics
Some High School or Less	1%	9%
Graduated High School	38%	37%
Some College	33%	33%
Graduated College	21%	14%
Completed Post Graduate	7%	7%

## income

	Reader Demographics	WI Market Demographics
Under \$25,000	4%	19%
\$25,001 - \$49,999	29%	25%
\$50,000 - \$74,999	25%	21%
\$75,000 - \$99,999	19%	15%
\$100,000 - \$149,999	17%	13%
Over \$150,000	6%	7%





delivers  
motivated  
buyers

Our readers  
use our papers  
as a resource tool to buy!

**51%** of our readers keep our papers  
in their homes 1-2 days  
**32%** of our readers keep our papers  
in their homes over 3 days  
The longer your ad is in their house, the more it is seen!

*The following are products or services our readers  
intend to purchase in the next twelve months:*

New Automobile .....	14%	Attorney .....	6%
Used Automobile .....	19%	Veterinarian .....	23%
Antiques / Auctions .....	17%	Chiropractor .....	14%
Furniture / Home Furnishings .....	46%	Financial Planner (Retirement, Investing) .....	24%
Major Home Appliance .....	21%	Tax Advisor / Services .....	48%
Home Computers .....	20%	Health Club / Exercise Class .....	29%
Home Improvements / Supplies .....	33%	Cleaning Services .....	34%
Television / Electronics .....	30%	(Carpet Cleaning, Air Duct Cleaning, Home Cleaning)	
Carpet / Flooring .....	17%	Weight Loss .....	12%
Auto Accessories (Tires, Brakes, Service) .....	49%	Lawn Care Service .....	28%
Lawn & Garden .....	37%	(Maintenance & Landscaping)	
Florist / Gift Shops .....	25%	Legal Gambling Entertainment .....	29%
Home Heating / Air Conditioning .....	19%	(Lottery, Casinos, Racetracks, Bingo)	
(Service, New Equipment)		Pharmacist / Prescription Service .....	53%
Vacations / Travel .....	55%	Cellular Phone New / Update Service .....	23%
Real Estate .....	10%	Dining & Entertainment .....	80%
Men's Apparel .....	62%	Jewelry .....	20%
Women's Apparel .....	73%	Wedding Supplies .....	6%
Children's Apparel .....	37%	Athletic & Sports Equipment .....	25%
Boats / Personal Watercraft .....	2%	Motorcycles/ATVs .....	5%
Art & Crafts Supplies .....	21%	Medical/Physicians .....	60%
Childcare .....	14%	Pet Supplies .....	30%
Education / Classes .....	19%		
		<b>Products or Services from WCP ....</b>	<b>72.5%</b>

$$\begin{array}{rclcl}
 \text{Net Circulation} & \times & \text{Receivership Score} & = & \text{TOTAL POTENTIAL BUYERS} \\
 \text{Total Potential Buyers} & \times & \text{Purchase Intention} & = & \text{MOTIVATED BUYERS} \\
 \text{Motivated Buyers} & \times & \text{Average Purchase} & = & \text{TOTAL POTENTIAL DOLLARS}
 \end{array}$$