



Household Name
For Over 30 Years

Largest Regional
Print Coverage

Digital Coupon
Distribution

Reach App

Professionally
Designed Ads

Experienced
Consultive
Sales Staff

**MEASURABLE
RESULTS!**



Greater Cincinnati & Northern Kentucky 2016 Reach® Magazine Mailing Schedule

January
Week of 12/28
Copy Due: 11/30

February
Week of 2/1
Copy Due: 1/4

March
Week of 2/29
Copy Due: 2/1

April
Week of 3/28
Copy Due: 2/29

May
Week of 5/2
Copy Due: 4/4

June
Week of 5/30
Copy Due: 5/2

July
Week of 6/27
Copy Due: 5/30

August
Week of 8/1
Copy Due: 7/4

September
Week of 8/29
Copy Due: 8/1

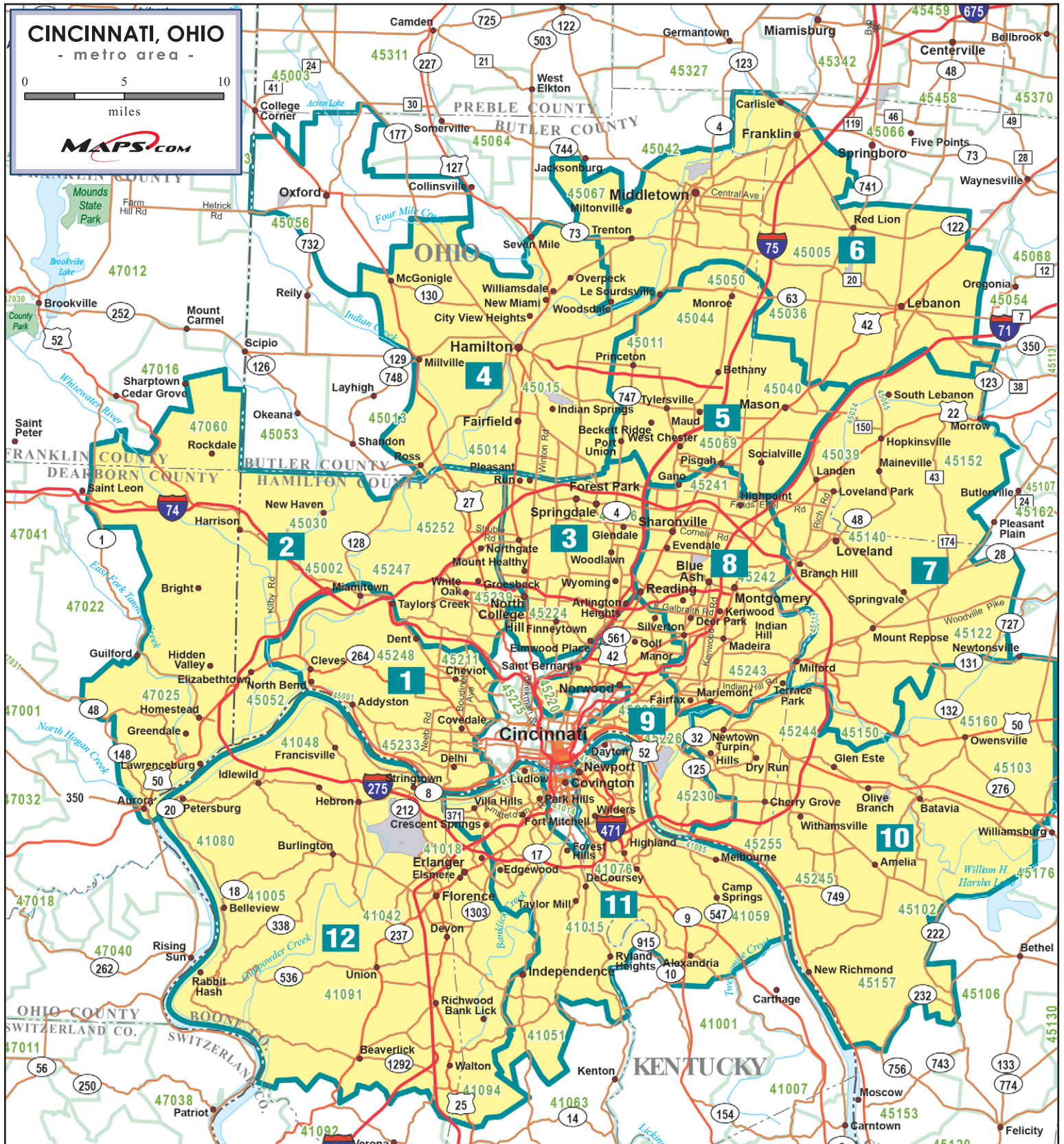
October
Week of 9/26
Copy Due: 8/29

November
Week of 10/31
Copy Due: 10/3

December
Week of 11/28
Copy Due: 10/31

ZONE	ZIP CODES	HOUSEHOLDS
☐ 01 Western Hills / Delhi / Bridgetown / Westwood Cheviot / Covedale / Dent / Price Hill	45238,45211,45248,45233,45002 45205,45052,45204	47,000
☐ 02 Northgate / Groesbeck / White Oak / Monfort Heights College Hill / Colerain-North / Northside / Harrison / Lawrenceburg	45239,45247,45251,47025,45030 47060,45252,47001,45002,45052	47,000
☐ 03 Forest Park / Wyoming / Finneytown / Springdale Glendale / N. College Hill / Greenhills / Brentwood / Lockland / Mt. Healthy / Woodlawn	45231,45240,45224,45215,45246 45218,45216	47,000
☐ 04 Fairfield / West Hamilton East Hamilton / Lindenwald / West Liberty Twp	45014,45013,45011,45015	48,000
☐ 05 Mason / West Chester East Liberty Twp / Monroe	45040,45069,45011,45044,45050	50,000
☐ 06 Middletown / Lebanon / Franklin Trenton	45044,45036,45005,45042,45067	48,000
☐ 07 Loveland / Milford / Maineville Landen / Goshen / Morrow / S. Lebanon / Symmes Twp / Kings Mills	45140,45150,45039,45249,45122 45152,45065,45034	50,000
☐ 08 Kenwood / Sharonville / Montgomery / Blue Ash / Indian Hill Madeira / Deer Park / Symmes Twp / Reading / Evendale / Mariemont / Terrace Park	45236,45241,45242,45243,45249 45215,45111,45227,45174	50,000
☐ 09 Hyde Park / Oakley / Mt. Lookout / Mt. Washington Anderson Twp. / Norwood / Clifton Gaslight / East Walnut Hills St. Bernard / Mt. Adams / Amberley Village / Pleasant Ridge / Roselawn	45230,45208,45212,45209,45226 45220,45206,45217,45229,45202 45213,45237	48,000
☐ 10 Anderson Twp. / Cherry Grove / Eastgate Newtown / Amelia / Batavia / New Richmond / Owensville / Turpin Hills	45103,45244,45255,45245,45102 45157,45160	50,000
☐ 11 Ft. Mitchell / Ft. Thomas / Crescent Springs Villa Hills / Edgewood / Ft. Wright / Highland Hts. / Taylor Mill Alexandria / Independence / Cold Spring / Park Hills / Crestview Hills / Covington	41017,41011,41075,41076,41015 41051,41071,41001,41016,41073 41059	47,000
☐ 12 Florence / Erlanger/Union Burlington / Hebron / Walton / Petersburg	41042,41018,41005,41091,41051 41048,41094,41017,41080	50,000
☐ NKY Northern Kentucky Market Coverage Zones 11 & 12		107,000
☐ NE North / East Market Coverage Zones 3, 5, 7, 8, 9 and 10		295,000
☐ All Ohio Coverage Zones 1-10		485,000
☐ TM Total Market Coverage All zone coverage listed above, outlying zip codes include Oxford, Mt. Orab & Batesville, IN.		600,000

Greater Cincinnati & Northern Kentucky 2016 Reach® Magazine Zoned Map



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MKTG0915.093

WHO'S READING REACH® MAGAZINE?

872,085 people living in Greater Cincinnati read Reach® Magazine



That's more than **2.5 TIMES** the number of people that listen to the most listened to radio station in Cincinnati, WLW



550,695 Reach® readers have no exposure to newspaper, daily or Sunday

WHO THEY ARE

WOMEN

542,317 of the readers are women

MARRIED

564,242 are married

PARENTS

491,213 have kids living at home, 226,180 have kids aged 6 – 12

\$ AFFLUENT

543,917 have household incomes greater than \$50K

327,007 have HH incomes greater than \$75K

★ YOUNG

503,023 are between 25 and 54

SMART SHOPPERS

656,173 have used coupons in the past month

HOMEOWNERS

716,572 own their own home. 165,672 are homeowners with an income of \$100K+

CAR OWNERS

355,978 have 2 or more cars

THEY LIVE ACTIVE LIFESTYLES

665,839

have made an online purchase in past year

237,397

Attended 3 or more sporting events in the past year

740,405

search with Google

334,623

own a tablet



100,819

Dine out 3 times in one week

510,289

own a Smart Phone

275,971

exercised 12 or more times at a health club in the past year

THEY TAKE PRIDE IN THEIR HOME

219,879

plan to remodel their home in the next year

432,678

have lived at same address 10 plus years

674,190

Updated lawn or garden in the past year

246,997

have lived at same address 5 years or less

202,452

Have a home market value of \$200,000 plus

521,019

Shopped at a Hardware/Building Supply Store in the past year



Data from The Media Audit, Jan-Feb 2013 Survey