



**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 Dayton & Springfield 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

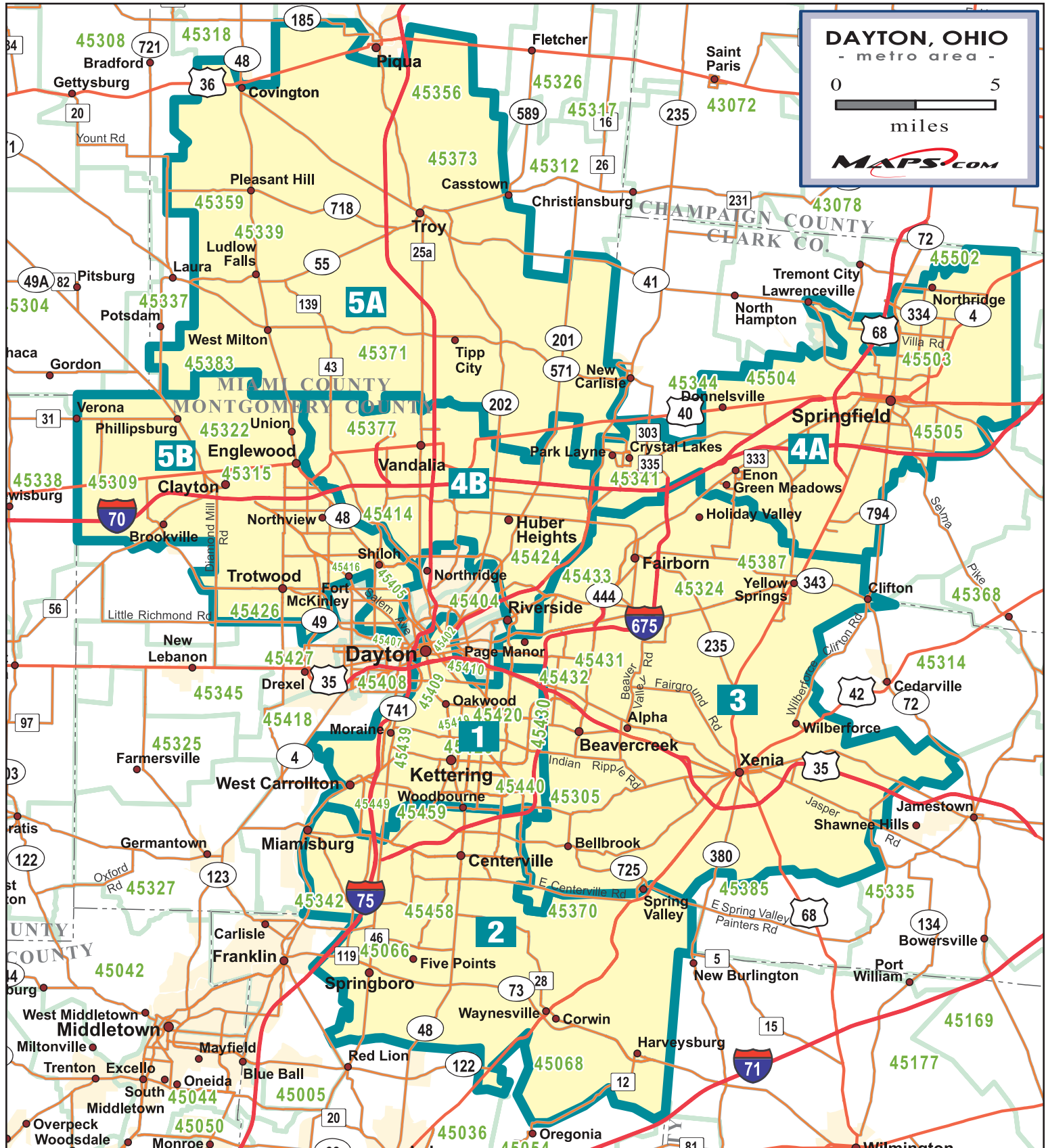
October
Week of 9/26
Copy Due: 8-29

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

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

ZONE	ZIP CODES	HOUSEHOLDS
☐ 1 Oakwood / Kettering / Dayton (Historic Districts) West Carrollton / Moraine / Centerville	45429, 45420, 45419, 45440, 45449, 45439 45409, 45432, 45459, 45402, 45403, 45410	50,000
☐ 2 Centerville / Springboro / Washington Twp. / Miamisburg / Waynesville Clear Creek Twp. / Spring Valley	45342, 45458, 45459, 45066 45068, 45036, 45370	50,000
☐ 3 Beavercreek / Bellbrook / Fairborn / Xenia / WPAFB Yellow Springs / Spring Valley / Sugarcreek Twp. / Enon	45324, 45385, 45431, 45434, 45305, 45432 45430, 45440, 45387, 45323, 45433, 45370	50,000
☐ 4A Springfield / New Carlisle / Enon / Medway	45503, 45504, 45505, 45502 45344, 45323, 45506, 45341	27,500
☐ 4B Huber Heights / Vandalia Riverside	45424, 45377, 45414, 45371	27,500
☐ 5A Troy / Tipp City / Piqua / West Milton New Carlisle / Covington / Ludlow Falls / Pleasant Hill	45373, 45371, 45356, 45383 45344, 45318, 45359, 45339	27,500
☐ 5B Englewood / Brookville / Clayton / Union Dayton / Philipsburg / Trotwood	45322, 45415, 45426, 45309 45406, 45315, 45416, 45405	27,500
☐ S/E SOUTH / EAST MARKET (Includes TTA's 1, 2, and 3)		150,000
☐ N/W NORTH / WEST MARKET (Includes TTA's 4B, 5A, and 5B)		82,500
☐ TM TOTAL MARKET Includes all TTA's		260,000

Greater Dayton & Springfield 2016 Reach® Magazine Zoned Map



REACH® Magazine is a registered trademark of Reach Publishing, LLC.

WHO'S READING REACH® MAGAZINE?

305,889 people living in Greater Dayton read Reach® Magazine



That's almost **2 TIMES** the number of people that listen to the most listened to radio station in Dayton, WHKQ



164,887 of those people spend less than 1 minute per day average reading the newspaper

WHO THEY ARE

WOMEN

193,576 of the readers are women

MARRIED

188,294 are married

PARENTS

126,196 have kids living at home, 57,469 have kids aged 6 – 12

\$ AFFLUENT

134,201 have household incomes greater than \$50K

79,287 have HH incomes greater than \$75K

★ YOUNG

159,523 are between 25 and 54

SMART SHOPPERS

243,761 have used coupons in the past month

HOMEOWNERS

245,214 own their own home. 37,860 are homeowners with an income of \$100K+

CAR OWNERS

226,435 have 2 or more cars

THEY LIVE ACTIVE LIFESTYLES

220,186

have made an online purchase in past year

84,486

Attended 3 or more sporting events in the past year

232,775

search with Google

67,937

own a tablet



34,337

Dine out 4 times in two weeks

147,988

own a Smart Phone

87,370

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

THEY TAKE PRIDE IN THEIR HOME

63,880

plan to remodel their home in the next year

156,226

have lived at same address 10+ years

240,789

Updated lawn or garden in the past year

71,450

have lived at same address 5 years or less

37,382

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

206,087

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



Data from The Media Audit, September 2013 Survey

MKTG0915.084