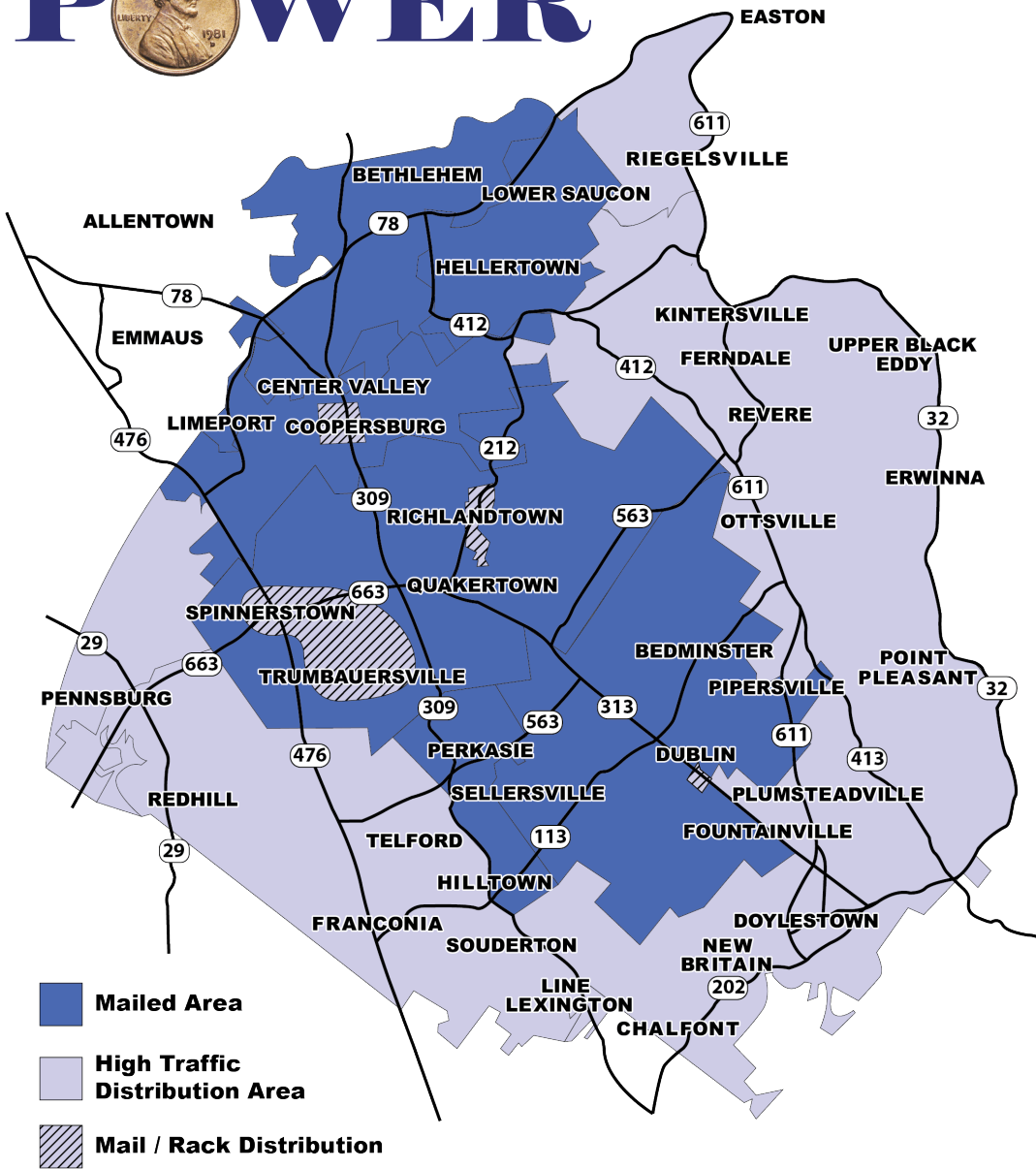


PENNY POWER



Circulation

(eff. 4/20/2023)

Mailed
 Zone A ... 16,392
 Zone B ... 13,754
 Zone C ... 15,803

Total Mail Circulation ... 45,949
 Total Rack Circulation ... 6,475
 Total Print Circulation ... 52,424

Zone A

MAILED TO:

Coopersburg, 18036
 Limeport, 18060
 Bethlehem, 18015
 Hellertown, 18055
 Center Valley, 18034

PICK-UP LOCATIONS IN:

Coopersburg, 18036
 Durham, 18039
 Erwinna, 18920
 Ferndale, 18921
 Ottsville, 18942
 Revere, 18953
 Riegelsville, 18077
 Springtown, 18081
 Upper Black Eddy, 18972

Zone B

MAILED TO:

Quakertown, 18951

PICK-UP LOCATIONS IN:

Bedminster, 18910
 Fountainville, 18923
 Milford Square, 18935
 Pennsburg, 18073
 Pipersville, 18947
 Plumsteadville, 18949
 Red Hill, 18076
 Richlandtown, 18955
 Spinnerstown, 18968
 Trumbauersville, 18970

Zone C

MAILED TO:

Perkasie, 18944
 Sellersville, 18960
 Dublin, 18917

PICK-UP LOCATIONS IN:

Hilltown, 18927
 Line Lexington, 18932
 New Britain, 18901
 Silverdale, 18962
 Souderton, 18964
 Telford, 18969
 Blooming Glen, 18911
 Chalfont, 18914
 Doylestown, 18902
 Dublin, 18917
 Franconia, 18924
 Hatfield, 19440

CIRCULATION VERIFICATION COUNCIL 2022 PENNY POWER AUDIT SUMMARY

Audit Edition (6/11/2022)

Print Publication: Average Net Circulation: 53,049 Weekly
Website: Average Website Unique Users: 3,243 Monthly
 CVC Estimated Edition Readership 71,658 Weekly
 CVC verification confirms that 79.8% report they regularly read or look through Penny Power

Website Monthly
 Unique Users 3,243
 Website sessions 5,152
 Website page views 40,726
 Pages per visit 7.91
 Average time spend on website 00:02:37

Readership study
 73% frequently purchase products or services from ads seen in Penny Power

The complete audit can be found on our website:
www.pennypowerads.com

	READER DEMOGRAPHICS	MARKET DEMOGRAPHICS
READER GENDER		
Male	42%	49%
Female	58%	51%
READER AGE		
18-24	01%	12%
25-34	07%	14%
35-44	20%	16%
45-54	27%	21%
55-64	28%	17%
65-74	15%	10%
75 plus	04%	10%
ANNUAL HOUSEHOLD INCOME		
Under \$15,000	00	07%
\$15,000-\$24,999	01%	07%
\$25,000-\$34,999	03%	08%
\$35,000-\$49,999	06%	11%
\$50,000-\$74,999	21%	18%
\$75,000-\$99,999	19%	14%
\$100,000-\$124,999	15%	11%
\$125,000-149,999	12%	08%
\$150,000-\$199,999	12%	08%
Over \$200,000	11%	08%
HIGHEST LEVEL OF EDUCATION OBTAINED		
Some High School/less	00%	09%
Graduated High School	25%	33%
Some College	25%	24%
Graduated College	29%	21%
Completed Masters Degree	15%	10%
Completed Professional Degree	05%	02%
Completed Doctorate Degree	01%	01%