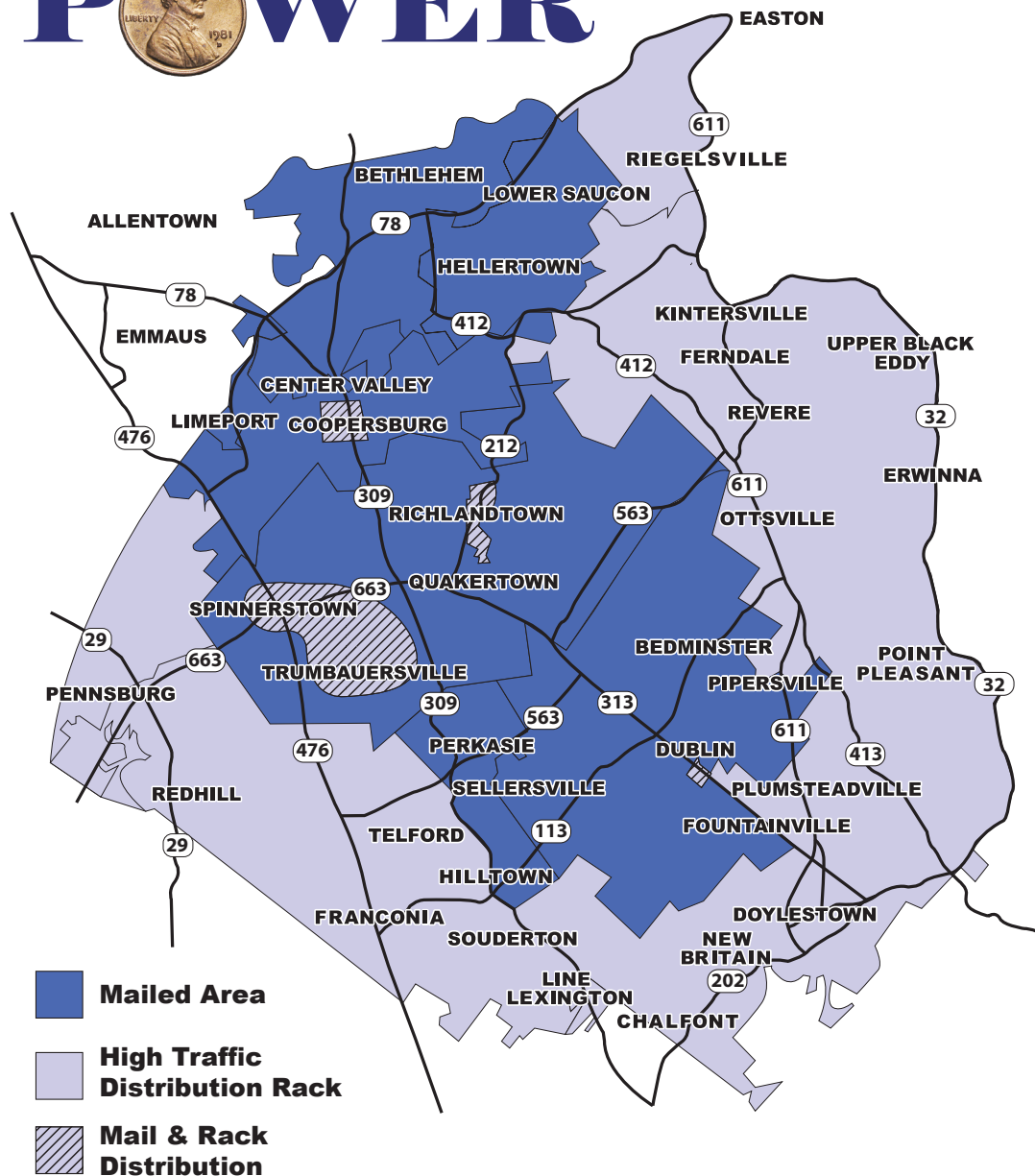


# PENNY POWER



## Circulation

(eff. 12/4/2023)

Total Mail Circulation ... 49,461

Total Rack Circulation ... 4,650+

Total Print Circulation ... 54,111+

### MAILED TO HOMES & BUSINESSES IN:

Coopersburg, 18036  
Limeport, 18060  
Bethlehem, 18015  
Hellertown, 18055  
Center Valley, 18034  
Quakertown, 18951  
Perkasie, 18944  
Sellersville, 18960  
Dublin, 18917

### PICK-UP LOCATIONS IN:

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

.....

Bedminster, 18910	Plumsteadville, 18949
Fountainville, 18923	Richlandtown, 18955
Milford Square, 18935	Trumbauersville, 18970
Pipersville, 18947	

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

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# 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:  
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## 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%