

Atlanta Journal-Constitution

Demographics

Daily Newspaper Readership 864,190
Sunday Newspaper Readership 1,456,882

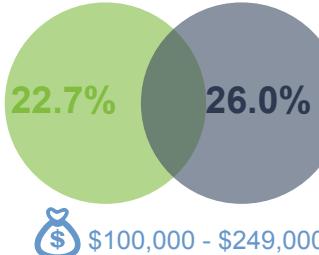
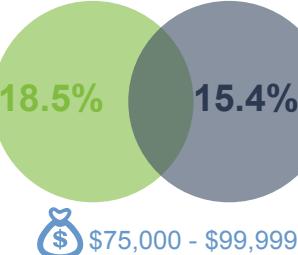
FINANCIAL SERVICES (HAS OR USE)

10.7%
Certificates of Deposit
10.4%



65.6%
Savings Account
66.8%

HOUSEHOLD INCOME

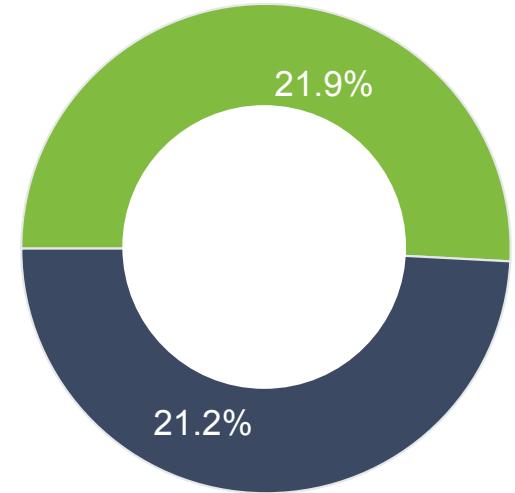


 \$50,000 - \$74,999

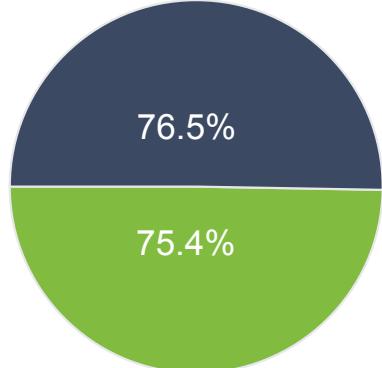
 \$75,000 - \$99,999

 \$100,000 - \$249,000

COLLEGE GRADUATE



OWN A HOME

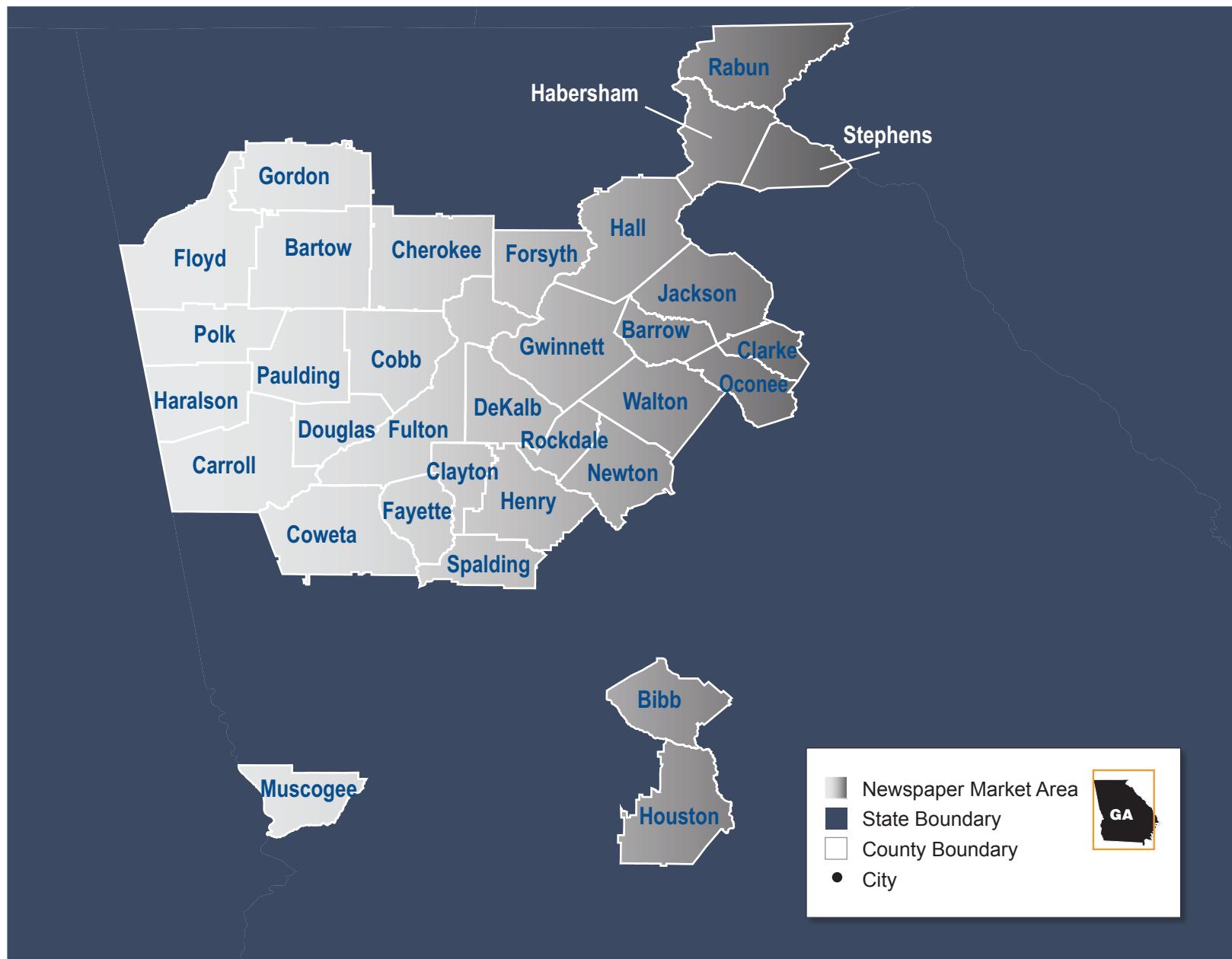


Source: Market/Release: Scarborough USA+ 2015 Release 1 Total (Feb 2014 - Mar 2015)

Bankrate®

Atlanta Journal-Constitution

Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 299

Bankrate®