

Atlanta Journal-Constitution

Demographics

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

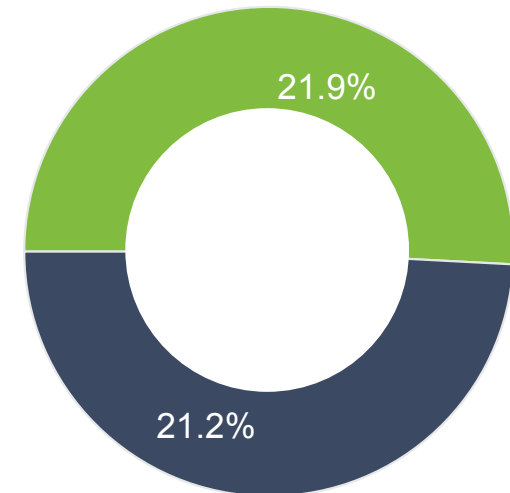
FINANCIAL SERVICES (HAS OR USE)

10.7%
Certificates of Deposit
10.4%

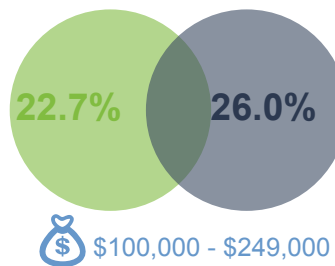
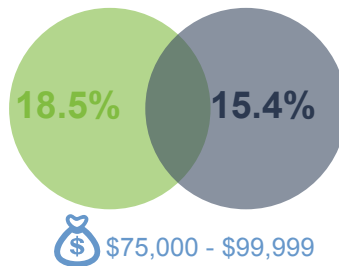
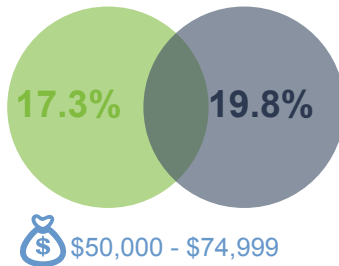


65.6%
Savings Account
66.8%

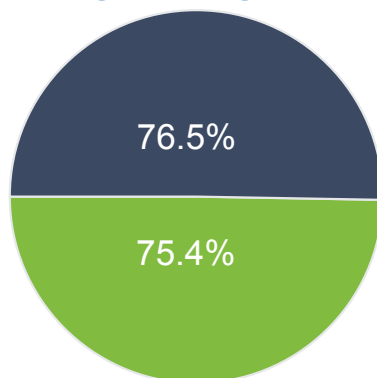
COLLEGE GRADUATE



HOUSEHOLD INCOME



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