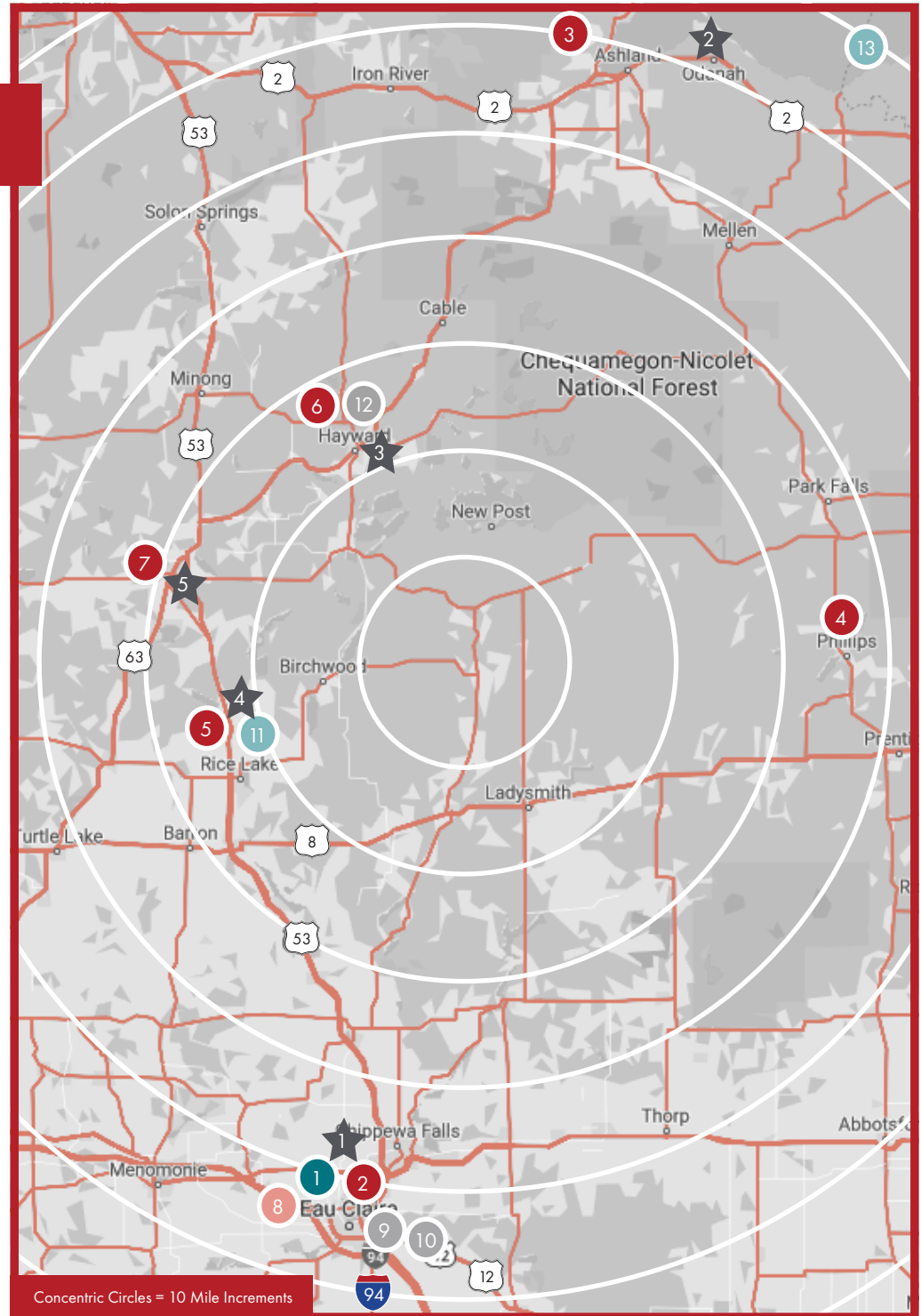


NORTHERN WISCONSIN

- 1 LEADER-TELEGRAM**
Eau Claire, WI | Circ./dist: 30,565
- 2 THE COUNTRY TODAY**
Eau Claire, WI | Circ./dist: 9,100
- 3 ASHLAND DAILY PRESS**
Ashland, WI | Circ./dist: 6,075
- 4 PRICE COUNTY REVIEW**
Phillips, WI | Circ./dist: 3,060
- 5 RICE LAKE CHRONOTYPE**
Rice Lake, WI | Circ./dist: 4,400
- 6 SAWYER COUNTY RECORD**
Hayward, WI | Circ./dist: 4,050
- 7 SPOONER ADVOCATE**
Spooner, WI | Circ./dist: 2,240
- 8 BUSINESS LEADER**
Eau Claire, WI | Circ./dist: 5,500
- 9 COUPON BONANZA**
Eau Claire, WI | Circ./dist: 14,000
- 10 TODAY'S REAL ESTATE**
Eau Claire, WI | Circ./dist: 12,550
- 11 BARRON CO. VISITOR GUIDE**
Rice Lake, WI | Circ./dist: 20,000
- 12 VISITOR**
Hayward & Cable, WI | Circ./dist: 7,000
- 13 FALL FUN GUIDE**
North West WI | Circ./dist: 20,000

TMC

- ★ 1 AD EXTRA**
Eau Claire, WI | Circ./dist: 28,265
- ★ 2 NORTHWOOD'S SHOPPER**
Ashland, WI | Circ./dist: 25,735
- ★ 3 THE FOUR SEASONS SHOPPER**
Hayward, WI | Circ./dist: 6,940
- ★ 4 THE EARLY BIRD**
Rice Lake, WI | Circ./dist: 28,980
- ★ 5 WEEKENDER NORTH**
Spooner, WI | Circ./dist: 10,470



Concentric Circles = 10 Mile Increments