



**We offer: • Customer Service
• Quality Printing and Delivery • Results**
Our Mission: Make money for our customers.



Lake & Porter County Family Flyer was audited by Circulation Verification Council Jan. 1, 2008 thru Dec. 31, 2009.

788 residents in the primary market areas indicated in this report are as follows. The Results are above the National Average. Ask your sales representative for a complete audit report.

Average readers per edition during the audit period: 1.725

1. The Family Flyer is distributed every month in your area. Does your household regularly receive The Family Flyer?
YES 781 99.1%
NO 7 00.9%

2. Do you regularly receive or look through The Family Flyer?
YES 663 84.9%
NO 118 15.1%

3. Do you frequently purchase products or services from ads seen in The Family Flyer?
YES 569 85.8%
NO 94 14.2%

4. How long do you keep The Family Flyer before discarding it?
58% Two weeks or less
02% Three weeks
31% One month
09% More than one month

5. Please select the category that best describes your age?

Reader Demographics	Market Demographics
01%	05% 18-20 yrs. old
06%	08% 21-24
16%	15% 25-34
23%	20% 35-44
24%	22% 45-54
20%	15% 55-64
06%	08% 65-74
04%	08% 75 years or older

GOLD STANDARD PUBLICATION



Call now to schedule your advertising campaign.

Lake County...219/689-6262 Porter County...219/916-4554

email: debbie@familyflyer.com
website: www.familyflyer.com
P.O. Box 1004, Crown Point, IN 46308
P.O. Box 2111, Valparaiso, IN 46384

Member of: Cedar Lake, Crown Point, Lowell, Merrillville, Schererville, St. John, Chesterton, Hobart and Valparaiso Chamber of Commerce

