

# How Will You Know If It's True?

Don't believe everything you read. Many publications claim inflated readership and circulation numbers. The Marketeer is audited by the Circulation Verification Council to insure that your advertising dollars reach your desired audience.

## The 2014 Results Are In!



The Marketeer Circulation Audit conducted by Circulation Verification Council (CVC) of St. Louis, MO. which audits the majority of free circulation papers across The United States. Here are just a few points of interest.



OUR DATA SPEAKS VOLUMES

# 98.8%

of the households in our circulation areas in Livingston and west Oakland Counties receive The Marketeer. That's in the Top 10% in the nation! (The national average is 97.1%)

# 80%

of those households that receive The Marketeer regularly read it. With 1.67 readers per copy\*, that results in 91,055 adults reading The Marketeer monthly (that is approximately 8 out of every 10). "No other media can say that... not radio, not television or even daily newspapers." stated CEO and President of Circulation Verification Council (CVC) at a recent conference of Community Papers of Michigan (CPM), of which The Marketeer is a member. (\*average readers per edition during the audit period)

# 79.8%

of our adult readers purchase products or services from advertisements seen in The Marketeer.

During the 2014 CVC audit our readers were asked several questions pertaining to items they plan to purchase in the next 12 months. Here are just a few of the results:

**86% of readers** (over 78,307 people are going to spend money on dining & entertainment) • **27% (over 33,690 households)** plan to purchase autos • **49% (over 27,457, households)** will purchase furniture • **60% (over 54,643 households)** will purchase tax advice/services • **80% (72,854 readers)** will purchase women's apparel.

**P.S. Our prize-winning graphic arts department will design your advertising at no extra charge to give you the best readership and visibility possible!**

We are extremely proud of our market dominance and encourage our advertisers to call CVC at 1-800-262-6392 or contact any of our Sales Team Members at The Marketeer.

**810-227-1575**  
*The Marketeer*