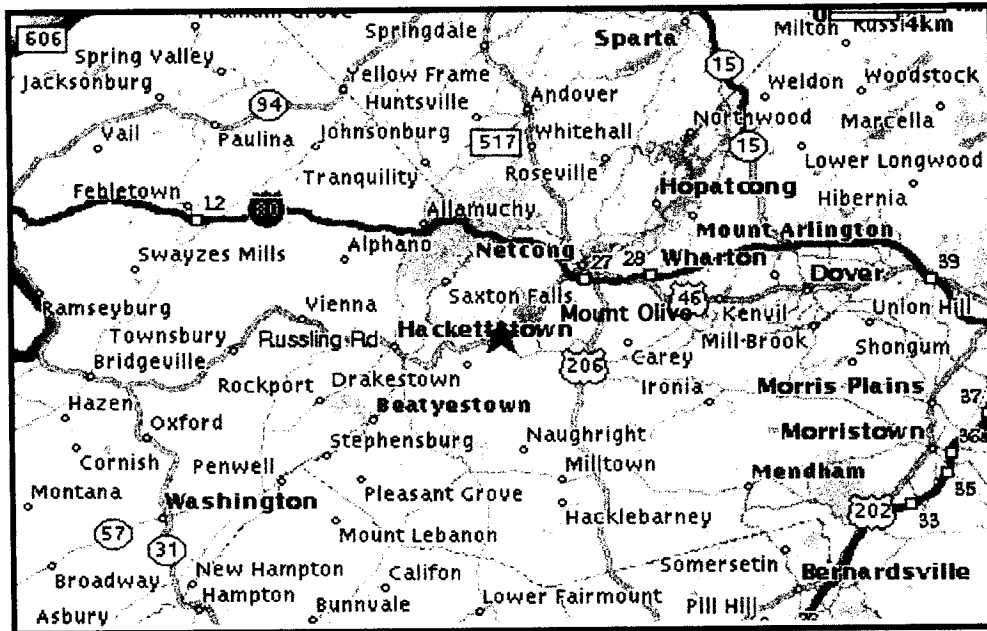


We've got you covered in Flanders, Budd Lake, Netcong and Hackettstown!



We deliver to **27,598**
homes and businesses every Thursday!

100% saturation mail delivery to these zip codes:

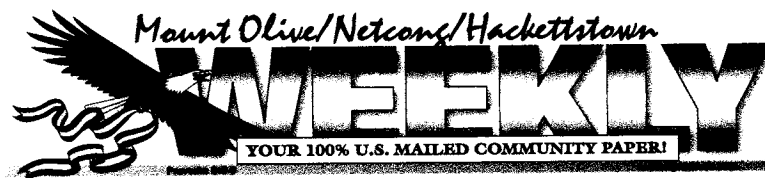
07836 - Flanders: 5,403

07828 - Budd Lake: 5,950

07857 - Netcong: 1,846

07840 - Hackettstown: 14,399

We grow with the market...and we can help you grow, too!



Lakeview Plaza, 1 Old Wolfe Road, Budd Lake, NJ ■ 973-691-3002

Distribution effective May, 2004

Mechanical Requirements

R.O.P. Column Widths

<u>Columns</u>	<u>Inches</u>	<u>Picas</u>
1	1 ⁵ / ₈	9.5
2	3 ⁵ / ₁₆	20
3	5	30
4	6 ¹⁰ / ₁₆	40
5	8 ¹ / ₄	50
6	10 ¹ / ₈	61

Standard Ad Sizes

Full Page	6 col. x 12"
Half Page (H) ...	6 col. x 6"
Half Page (V) ...	3 col. x 12"
Quarter Page	3 col. x 6"
Sixth Page (H) ..	3 col. x 4 ¹ / ₄ "
Sixth Page (V) ..	2 col. x 6"
Eighth Page	2 col. x 4 ³ / ₄ "
Twelfth Page	2 col. x 3"
Business Card....	2 col. x 2"

e-mail your ad copt to: graphics@mjmediallc.com





THE RESULTS ARE IN!

2004 READER SURVEY



*In an average week,
52,878
people read the
Weekly!*

*Weekly Readers are
able to buy...*

AVERAGE INCOME OF WEEKLY READERS

Under \$25,000	6%
\$25,001 - \$49,999	20%
\$50,000 - \$74,999	37%
\$75,000 - \$99,000	24%
Over \$100,000	13%

*74.1% of
Weekly Readers frequently
purchase goods or services
from ads seen in the
Weekly...*

PURCHASES PLANNED OVER THE NEXT 12 MONTHS

Automobiles	20%
Antiques	25%
Home Furnishings	41%
Major Appliances	30%
Home Computers	19%
Home Improvement/Supplies.....	45%
Televisions/Electronics.....	29%
Carpet/Flooring.....	15%
Auto Accesories/Repairs.....	45%
Dining & Entertainment.....	79%
Jewelry.....	15%
Lawn & Garden.....	53%
Wedding Items.....	15%
Athletic/Sports Equip.....	23%
Vacations.....	71%
Real Estate.....	10%

*Weekly Readers are in
their buying years...*

AVERAGE AGE OF WEEKLY READERS

18 - 24	4%
25 - 34	11%
35 - 44	33%
45 - 54	31%
55 or older	21%

*Weekly Readers are
well educated...*

EDUCATION OF WEEKLY READERS

Graduated High School.....	26%
Some College	39%
Graduated College	29%
Post Graduate	4%

100% delivered via the US Mail every Wednesday!

