



Effective 07.01.08

**MESSENGER POST MEDIA**

|                                       |                |
|---------------------------------------|----------------|
| <b>MONROE COUNTY</b>                  | <b>166,000</b> |
| Post and Community Post combined zone |                |
| <b>B</b> Brighton-Pittsford           | 28,400         |
| <b>F</b> Fairport-ER                  | 19,700         |
| <b>P</b> Penfield                     | 12,400         |
| <b>W</b> Webster                      | 19,200         |
| <b>I</b> Irondequoit                  | 20,100         |
| <b>G</b> Greece                       | 33,300         |
| <b>C</b> Gates-Chili                  | 19,000         |
| <b>R</b> Rush-Henrietta               | 13,900         |

|   |               |
|---|---------------|
| <b>ONTARIO COUNTY</b>                       | <b>29,375</b> |
| Daily Messenger and Community Post combined |               |
| <b>D</b> Daily Messenger *                  | 14,375        |
| <b>V</b> Canandaigua-Victor *               | 15,000        |

**RETAIL ZONES TOTAL: 234,875**

These totals are estimates only.  
 \* Subscription only  
 \*\*Non-subscription only.

|  |               |
|--|---------------|
| <b>WAYNE COUNTY</b>                    | <b>14,000</b> |
| Courier Journal and Timesaver combined |               |
| <b>J</b> Courier-Journal *             | 2,200         |
| <b>T</b> Timesaver **                  | 11,800        |

|   |       |
|---|-------|
| <b>AD GROUP</b>                         |       |
| <b>A</b> Newark Pennysaver              | 7,200 |
| Lyons - Clyde - Savannah Shopping Guide | 6,200 |
| Sodus - Williamson Pennysaver           | 8,100 |
| Courier Gazette                         | 4,000 |