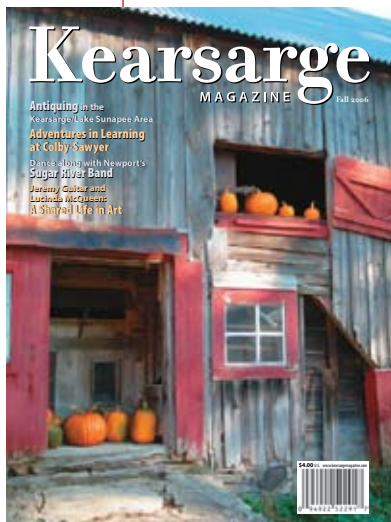


# fact sheet for advertisers



kearsarge magazine readers

**GENDER**

34% male  
66% female

**AGE**

56% age 31 to 50  
23% age 51 to 65

**MARRIED**

68%

**FAMILY**

42% no children  
26% adult children  
19% 13 to 18 years old  
19% 4 to 6 years old

**EDUCATION**

49% bachelor's degree  
19% master's degree

**INCOME**

27% \$75,000 to \$99,999  
22% \$100,000 to \$149,000  
18% \$150,000+

**EATING OUT**

53% 4 to 5 times a month  
17% 3 to 4 times a week  
6% daily

**FOR MORE INFORMATION**

about advertising, please call  
(603) 863-7048 or e-mail  
info@kearsargemagazine.com

## why advertise with kearsarge magazine?

**KEARSARGE MAGAZINE IS NOT A FREE THROWAWAY PUBLICATION**

Readers don't just read one or two articles — they read every single page and they see every single ad. Your advertisement won't get lost, as they so often do in newspapers or free fliers. People purchase *Kearsarge Magazine*, read it, save it and read it again.

**KEARSARGE MAGAZINE PROVIDES VALUE**

There's more than just pages of ads; *Kearsarge Magazine* hires professional photographers (many have been published nationally) and qualified writers (book authors and Associated Press bureau writers). *Kearsarge Magazine* has won two APEX Awards of Excellence: New Magazines & Journals category in 2006 and Magazine & Journal Writing in 2007.



**KEARSARGE MAGAZINE IS EVERYWHERE, SO YOUR AD IS EVERYWHERE**



*Kearsarge Magazine* is mailed to historical societies, inns/hotels in the Kearsarge area and distributed to locations where people need something to read: hospitals, nursing homes and doctor's offices; hair salons; auto service waiting rooms; to name a few. Our circulation has been certified by the Circulation Verification Council.

**PROSPECTIVE AND NEW RESIDENTS SEE KEARSARGE MAGAZINE FIRST**

*Kearsarge Magazine* is provided to new Eastman residents, new students and parents at Proctor Academy and Tuck School of Business, and new hires at New London Hospital and Colby-Sawyer College.

**KEARSARGE MAGAZINE SUPPORTS THE COMMUNITY**

*Kearsarge Magazine* is proud to sponsor local events, such as SunFest in Newbury, and local organizations, such as the Lake Sunapee Region Visiting Nurses Association in New London.

**NO ISSUE IS THROWN AWAY**

Past issues of *Kearsarge Magazine* are provided to patient reading carts and waiting rooms at Alice Peck Day, Dartmouth-Hitchcock Medical Center, Valley Regional Hospital, New London Hospital, Franklin Regional Hospital and Newport Health Center.

*I have been running Jack's for eight years and have never seen a publication do as well as yours sales wise; most were half the price and they could not give them away.*

—Jack's of New London