

DISTRIBUTION

NORTHERN BERKS

Merchandiser

30,868

Area	Zip Codes	Mail	Rural Carried	Intown Carried	Drop Boxes	Totals
Auburn	17922	1486		270		1756
New Ringgold	17960		1030	220		1250
Orwigsburg	17961		1515	860	40	2415
Schuylkill Haven	17972	306	2138	2642	15	5101
Summit Station	17979	125				125
Bernville	19506		815		295	1110
Centerport	19516			131		131
Hamburg	19526		1680	2355	330	4365
Kempton	19529				30	30
Leesport	19533		950	745	147	1842
Lenhartsville	19534		195		145	340
Mohrsville	19541		1165			1165
Port Clinton	19549			140	15	155
Shartlesville	19554			240	110	350
Shoemakersville	19555		875	820	260	1955
Strausstown	19559			190		190
Alsace Manor	19560		210			210
Temple	19560		1000	1665	85	2750
Reading (R.D. #2)	19601		560			560
Laureldale	19605			2934		2934
Riverview Park	19605			1858		1858
Miscellaneous		31			245	276
TOTAL DISTRIBUTION		1948	12,133	15,070	1717	30,868

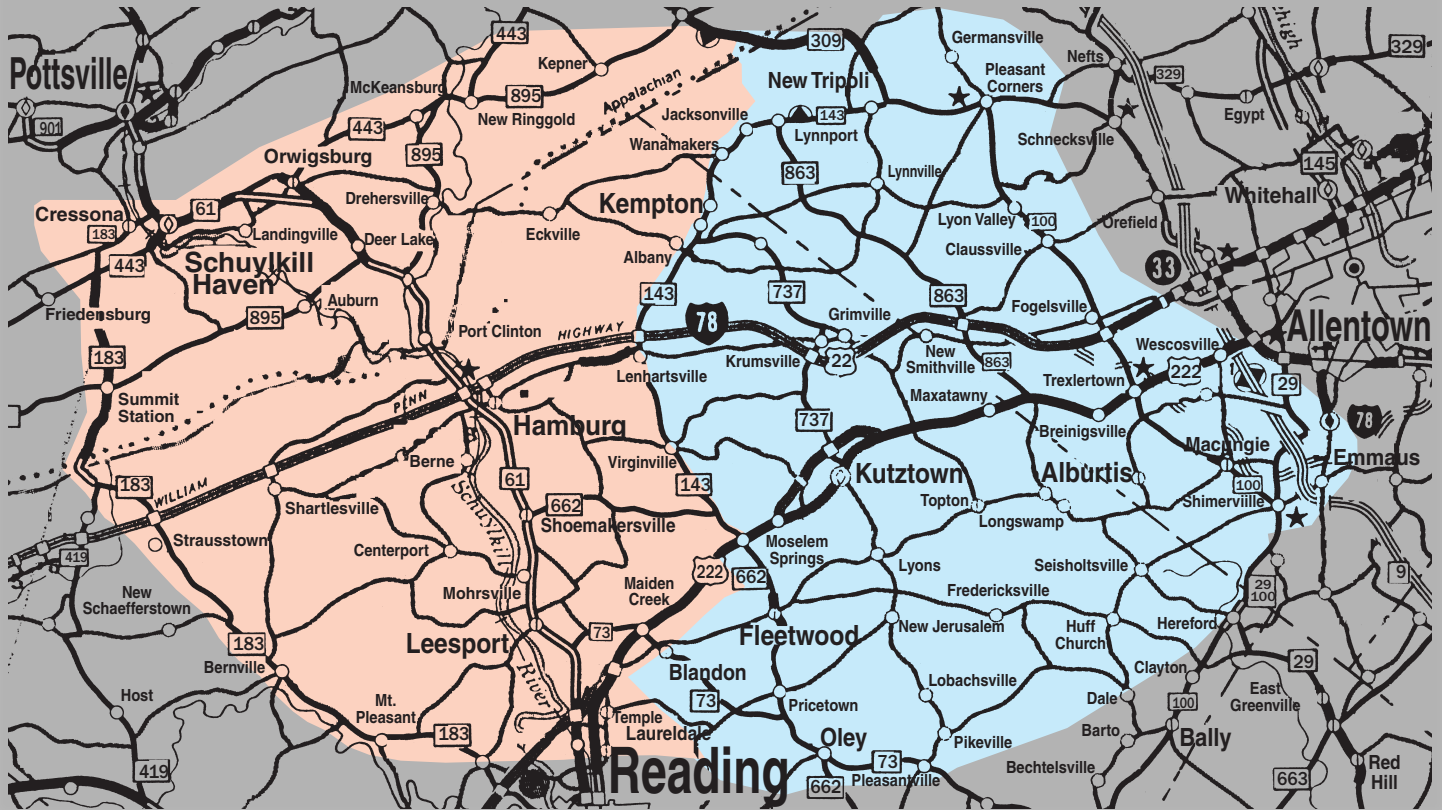
EAST PENN VALLEY

Merchandiser

40,075

Area	Zip Codes	Mail	Rural Carried	Intown Carried	Drop Boxes	Totals
Alburtis	18011		645	610	8	1263
Breinigsville	18031		1000		50	1050
Emmaus	18049	1860		3408	85	5353
Fogelsville	18051			175	90	265
Ancient Oaks	18062			930		930
Macungie	18062	6388		590	100	7078
New Tripoli	18066		1385		125	1510
Trexlerstown	18087	632				632
Wescosville	18106	2155		411	150	2716
Blandon	19510			365		365
Bowers	19511			145		145
Fleetwood	19522		5615	1733	220	7568
Hamburg	19526		100		210	310
Kempton	19529		950		30	980
Kutztown	19530		1980	1945	625	4550
Lenhartsville	19534		415		155	570
Lyons Station	19536			250	25	275
Mertztown	19539		1230		330	1560
Oley	19547		850	355	185	1390
Alsace Manor	19560		170			170
Topton	19562			990	123	1113
Miscellaneous		62			220	282
TOTAL DISTRIBUTION		11,097	14,340	11,907	2731	40,075

DISTRIBUTION MAP



These publications are distributed in Northern Berks County and parts of Lehigh and Schuylkill Counties in Eastern Pennsylvania.

GRAND TOTAL WEEKLY DISTRIBUTION

70,943

CIRCULATION AUDIT BY



CERTIFIED AUDIT -

The NORTHERN BERKS and EAST PENN VALLEY MERCHANDISERS are members of an independent auditing organization . . . Circulation Verification Council (CVC). Every two years, they audit and verify our circulation and then issue standardized reports to advertisers and their advertising agencies.

We believe membership in such an organization is good business for us...for our advertisers...their advertising agencies...and, most important, for our readers.

Our advertisers know exactly how many homes they reach. These standards result in higher quality advertising...and, consequently, a higher quality of merchandise for you, the consumer.