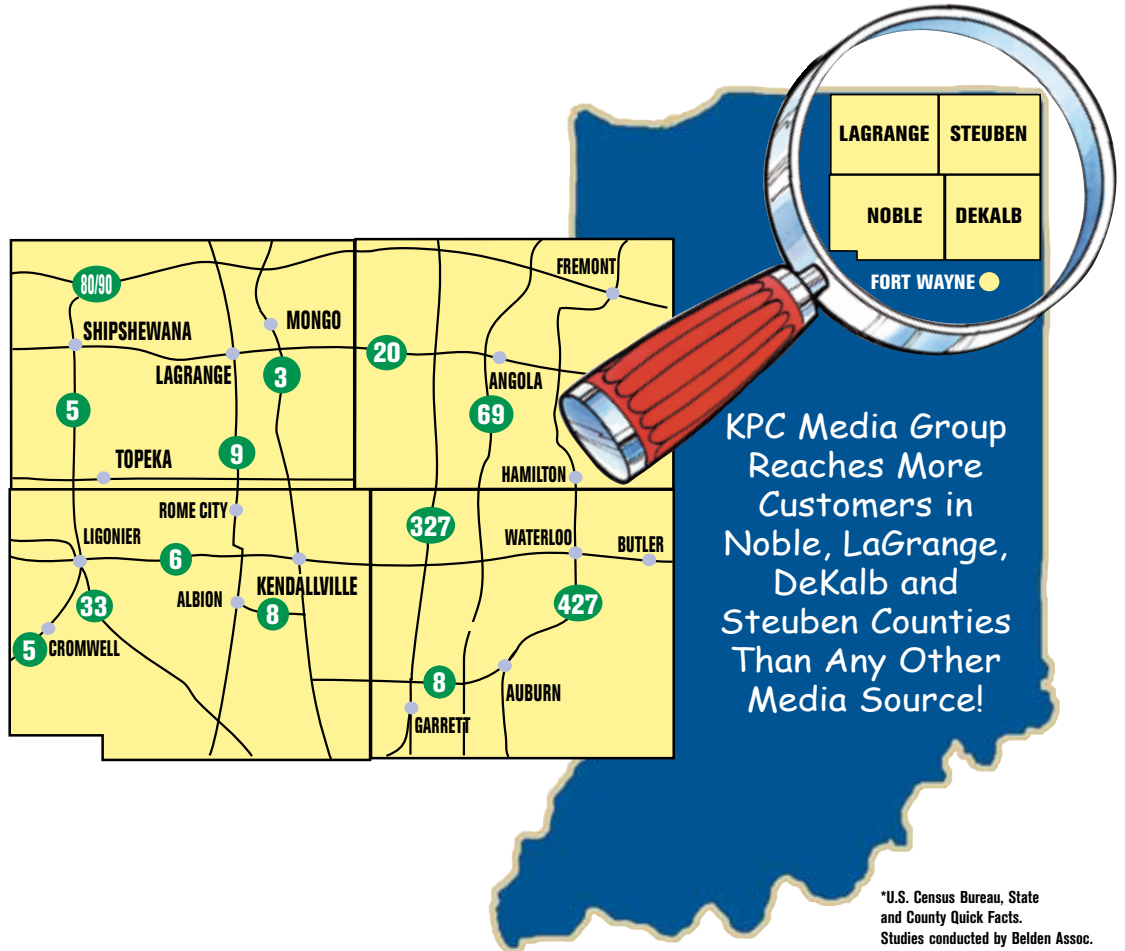


Bringing the Pieces Together



NORTHEAST INDIANA'S Leading Media Source



*U.S. Census Bureau, State and County Quick Facts. Studies conducted by Belden Assoc.

- THE NEWS SUN**
Noble & LaGrange Counties
- The Star**
DeKalb County
- THE HERALD REPUBLICAN**
Steuben County
- The Advance Leader**
Ligonier
- The Garrett Clipper**
Garrett
- THE Butler Bulletin**
Butler
- SmartShopper**
DeKalb, Steuben,
Noble & LaGrange Counties

2 to 1 Coverage in Areas with Buying Power

Median Household Income - \$46,200
41% Above \$50,000 Income
18% Above \$75,000 Income
Percent of Home Ownership 80%

	<u>KPC Media Group Inc.</u>	<u>Ft. Wayne Newspapers</u>
Noble County	36%	16%
DeKalb County	42%	24%
Steuben County	36%	17%
LaGrange County	17%	6%

Add the Smart Shopper to reach every household.

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