

Monday and Thursday MISSOURI METRO includes both NORTH/WEST and SOUTH/JEFFERSON zip codes

WEEKLY READERSHIP: REACH: **65%** **FREQUENCY: 4.0** **GRPS: 261**
TOTAL HOUSEHOLDS: 729,653 **DAILY CIRCULATION: 182,376** **TOTAL ADULTS: 1,397,292**

Friday MISSOURI NORTH/WEST

WEEKLY READERSHIP: REACH: **66%** **FREQUENCY: 4.0** **GRPS: 264**
TOTAL HOUSEHOLDS: 446,593 **DAILY CIRCULATION: 118,270** **TOTAL ADULTS: 849,384**

Zip	City	Zip	City	Zip	City	Zip	City	Zip	City
63621	Arcadia	63025	Crescent	63042	Hazelwood	63114	Overland	65565	Steelville
63011	Ballwin	63141	Creve Coeur	63043	Hazelwood	65066	Owensville	65566	Steelville
63021	Ballwin	65449	Cook	63044	Hazelwood	63055	Pacific	63080	Sullivan
63013	Beaufort	65565	Courtois	65041	Hermann	63069	Pacific	63017	Town and Country
63622	Belgrade	65453	Cuba	63648	Irondale	63120	Pine Lawn	63088	Twin Oaks
63623	Bellevue	65456	Davisville	63650	Irondale	63664	Potosi	63084	Union
63014	Berger	63636	Des Arc	63136	Jennings	63117	Richmond Heights	63130	University City
63134	Berkeley	63131	Des Peres	63140	Kinloch	63071	Richwoods	63088	Valley Park
63140	Berkeley	63045	Earth City	63122	Kirkwood	63072	Robertsville	65566	Viburnum
65565	Berryman	63011	Ellisville	63055	Labadie	63091	Rosebud	63089	Villa Ridge
65439	Bixby	63021	Ellisville	65535	Leasburg	63074	St. Ann	63121	Vitilas Reid
63626	Blackwell	63038	Ellisville	63056	Leslie	63077	Saint Clair	63675	Vulcan
65014	Bland	63025	Eureka	63060	Lonedell	63102	St. Louis	63090	Washington
65062	Bland	63135	Ferguson	63061	Luebbering	63103	St. Louis	63119	Webster Groves
65441	Bourbon	63030	Fletcher	63011	Manchester	63106	St. Louis	65586	Wesco
63114	Breckenridge Hills	63031	Florissant	63021	Manchester	63107	St. Louis	63005	Wildwood
63144	Brentwood	63033	Florissant	63088	Manchester	63108	St. Louis	63011	Wildwood
63044	Bridgeton	63034	Florissant	63143	Maplewood	63112	St. Louis	63021	Wildwood
63630	Cadet	63131	Frontenac	63043	Maryland Heights	63113	St. Louis	63025	Wildwood
63631	Caledonia	65061	Gasconade	65041	McKittrick	63115	St. Louis	63038	Wildwood
63015	Catawissa	63037	Gerald	63656	Middle Brook	63133	St. Louis	63040	Wildwood
65446	Cherryville	63038	Glencoe	63660	Mineral Point	63137	St. Louis	63069	Wildwood
63005	Chesterfield	63620	Glouer	65061	Morrison	63138	St. Louis		
63017	Chesterfield	63120	Goodfellow Terrace	65062	Mount Sterling	63145	St. Louis		
63105	Clayton	63039	Gray Summit	63068	New Haven	63146	St. Louis		
63124	Clayton	63040	Grover	63132	Olivette	63147	St. Louis		

Friday MISSOURI SOUTH/JEFFERSON

WEEKLY READERSHIP: REACH: **63%** **FREQUENCY: 4.1** **GRPS: 257**
TOTAL HOUSEHOLDS: 282,970 **DAILY CIRCULATION: 64,106** **TOTAL ADULTS: 547,908**

Zip	City	Zip	City	Zip	City	Zip	City	Zip	City
63123	Afton	63023	Dittmer	63048	Herculaneum	63732	New Wells	63111	St. Louis
63732	Altenburg	63637	Doe Run	63049	High Ridge	63129	Oakville	63116	St. Louis
63052	Antonia	63601	Elvins	63050	Hillsboro	63052	Otto	63118	St. Louis
63010	Arnold	63640	Farmington	63051	House Springs	63601	Park Hills	63139	St. Louis
63012	Barnhart	63746	Farrar	63052	Imperial	63653	Park Hills	63673	Saint Mary
63624	Bismarck	63026	Fenton	63651	Knob Lick	63775	Perryville	63670	Ste. Genevieve
63627	Bloomsdale	63028	Festus	63601	Leadington	63776	Perryville	63126	Sappington
63628	Bonne Terre	63601	Flat River	63601	Leadwood	63070	Pevely	63127	Sappington
63737	Brazeau	63653	Flat River	63653	Leadwood	63601	Rivermines	63128	Sappington
63016	Cedar Hill	63601	Frankclay	63125	Lemay	63101	St. Louis	63052	Sulphur Springs
63019	Crystal City	63036	French Village	63776	McBridge	63104	St. Louis	63783	Uniontown
63020	De Soto	63748	Frohna	63129	Mehlville	63109	St. Louis	63087	Valles Mines
63601	Desloge	63041	Grubville	63670	New Offenburg	63110	St. Louis	63748	Wittenberg

Where your customers look before they buy.

Monday, Thursday and Friday ILLINOIS

WEEKLY READERSHIP: REACH: **33%** **FREQUENCY: 3.5** **GRPS: 115**
TOTAL HOUSEHOLDS: 333,395 **DAILY CIRCULATION: 35,082** **TOTAL ADULTS: 658,697**

Zip	City	Zip	City	Zip	City	Zip	City	Zip	City
62214	Addieville	62018	Cottage Hills	62035	Godfrey	62065	Michael	62458	Saint Elmo
62215	Albers	62237	Coulterville	62036	Golden Eagle	62260	Millstadt	62281	Saint Jacob
62001	Alhambria	62019	Donnellson	62037	Grafton	62667	Modesto	62880	Saint Peter
62807	Alma	62021	Dorsey	62040	Granite City	62261	Modoc	62881	Salem
62002	Alton	62022	Dow	62044	Greenfield	62067	Moro	62882	Sandoval
62808	Ashley	62831	Du Bois	62246	Greenville	62069	Mount Olive	62225	Scott A.F. Base
62217	Baldwin	62239	Dupo	62045	Hamburg	62070	Mozier	62683	Scottville
62218	Bartelso	62024	East Alton	62047	Hardin	62262	Mulberry Grove	62685	Shipman
62006	Batchtown	62240	East Carondelet	62048	Hartford	62263	Nashville	62885	Shobonier
62414	Beecher City	62201	East St. Louis	62538	Harvel	62355	Nebo	62284	Smithboro
62220	Belleville	62203	East St. Louis	62248	Hecker	62264	New Athens	62285	Smithton
62221	Belleville	62204	East St. Louis	62649	Hettick	62265	New Baden	62086	Sorento
62223	Belleville	62205	East St. Louis	62249	Highland	62074	New Douglas	62087	South Roxana
62226	Belleville	62206	East St. Louis	62049	Hillsboro	62672	Nilwood	62286	Sparta
62009	Benld	62207	East St. Louis	62050	Hillview	62075	Nokomis	62088	Staunton
62010	Bethalto	62025	Edwardsville	62803	Hoyleton	62268	Oakdale	62288	Steeleville
62011	Bingham	62026	Edwardsville	62051	Irving	62870	Odin	62293	Trenton
62230	Breese	62027	Eldred	62849	Iuka	62269	O'Fallon	62294	Troy
62012	Brighton	62241	Ellis Grove	62052	Jerseyville	62271	Okawville	62295	Valmeyer
62418	Brownstown	62028	Elsah	62053	Kampsville	62674	Palmyra	62471	Vandalia
62013	Brussels	62242	Evansville	62054	Kane	62875	Patoka	62090	Venice
62014	Bunker Hill	62208	Fairview Heights	62853	Kell	62272	Percy	62892	Vernon
62015	Butler	62533	Farmersville	62253	Keyesport	62079	Piasa	62690	Virden
62626	Carlinville	62838	Farnia	62854	Kinmundy	62275	Pocahontas	62572	Waggoner
62231	Carlyle	62030	Fidelity	62254	Lebanon	62277	Prairie Du Rocher	62297	Walsh
62016	Carrollton	62031	Fieldon	62255	Lenzburg	62080	Ramsey	62091	Walshville
62232	Caseyville	62032	Fillmore	62056	Litchfield	62560	Raymond	62298	Waterloo
62801	Centralia	62243	Freeburg	62060	Madison	62278	Red Bud	62092	White Hall
62233	Chester	62244	Fults	62061	Marine	62877	Richview	62094	Witt
62630	Chesterfield	62245	Germantown	62257	Marissa	62081	Rockbridge	62095	Wood River
62017	Coffeen	62033	Gillespie	62062	Maryville	62280	Rockwood	62097	Worden
62234	Collinsville	62640	Girard	62258	Mascoutah	62082	Roodhouse		
62236	Columbia	62034	Glen Carbon	62063	Medora	62084	Roxana		

Monday, Thursday and Friday ST. CHARLES

WEEKLY READERSHIP: REACH: **61%** **FREQUENCY: 3.7** **GRPS: 224**
TOTAL HOUSEHOLDS: 166,369 **DAILY CIRCULATION: 36,737** **TOTAL ADULTS: 333,112**

Zip	City	Zip	City	Zip	City	Zip	City	Zip	City
63330	Annada	63339	Curryville	63441	Frankford	63369	Old Monroe	63379	Troy
63433	Ashburn	63366	Dardenne Prairie	63349	Hawk Point	63373	Portage Des Sioux	63381	Truxton
63332	Augusta	63368	Dardenne Praire	63367	Lake St. Louis	63301	St. Charles	63383	Warrenton
63334	Bowling Green	63341	Defiance	63353	Louisiana	63303	St. Charles	63304	Weldon Spring
63336	Clarksville	63343	Elsberry	63357	Marthasville	63366	St. Paul	63385	Wentzville
63304	Cottleville	63344	Eolia	63359	Middletown	63304	St. Peters	63386	West Alton
63366	Cottleville	63347	Foley	63362	Moscow Mills	63376	St. Peters	63389	Winfield
63376	Cottleville	63348	Foristell	63366	O'Fallon	63377	Silex	63390	Wright City

SOURCE: 2007 R2 St. Louis Scarborough Custom Oversample; Sept. 30, 2007 ABC Audit; 2007 ESRI-BIS

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