

• Average estimated readers per edition during the audit period: 2.6

* Readership estimates compiled from 2017 CVC circulation & readership study data.

1. Up & Coming Weekly is distributed regularly in your area. Do you regularly read or look through Up & Coming Weekly?

YES 263 Survey Respondents

2. Do you frequently purchase products or services from ads seen in Up & Coming Weekly?

YES 211 80.2%
NO 52 19.8%

3. How long do you keep Up & Coming Weekly before discarding it?

33% 1-2 Days
33% 3-4 Days
15% 5-6 Days
19% 1 Week or More

4. What range best describes your age.

Reader Demographics	Market Demographics
01%	07% 18 - 20
11%	10% 21 - 24
24%	23% 25 - 34
30%	16% 35 - 44
20%	18% 45 - 54
10%	14% 55 - 64
04%	07% 65 - 74

5. Reader Gender? (Voice recognition – Gender Bias Rotation)

50% 48% Male Readers
50% 52% Female Readers

6. What category best describes your combined annual household income for last year?

Reader Demographics	Market Demographics
09%	12% \$25,000 - \$34,999
16%	15% \$35,000 - \$49,999
27%	19% \$50,000 - \$74,999
19%	12% \$75,000 - \$99,999
11%	08% \$100,000 - \$124,999
06%	04% \$125,000 - \$49,999
04%	03% \$150,000 - \$199,999

7. What is the highest level of education you have obtained?

Reader Demographics	Market Demographics
01%	09% Some High School or Less
20%	26% Graduated High School
42%	44% Some College
28%	14% Graduated College
05%	05% Completed Master Degree

8. Which of the following products or services do you plan to purchase during the next twelve months? (% = Positive respondents)

86%	Dining & Entertainment	56%	Pharmacist / Prescription Service	68%	Medical / Physicians
51%	Furniture / Home Furnishings	25%	Florist / Gift Shops	49%	Tax Services
62%	Men's Apparel	20%	Home Heating / Air Conditioning (service, new equipment)	35%	Health Club
70%	Women's Apparel	59%	Vacations / Travel	32%	Cleaning Services
39%	Children's Apparel	50%	Automobile Accessories (tires, brakes & service)	30%	Veterinarian/Pet Supplies
19%	Jewelry	26%	Lawn & Garden Supplies	21%	Used Automobiles
36%	Television or Electronics	30%	Home Improvements / Supplies	23%	Computer/Tablets or Laptops

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of the audit in compliance with CVC Rule and Requirements. In our opinion, this report fairly and accurately represents the publication's printing, distribution, and circulation for the period indicated.

***The current status of this report expires September 30, 2019.**

If this is presented after September 30, 2019 please call the toll-free number listed below.

UP & COMING WEEKLY

Fayetteville, Fort Bragg and Cumberland County's Community Newspaper
www.upandcomingweekly.com

2019 ADVERTISING RATES

Page Size

Full Page	\$1360.00
3/4 Page	\$1099.00
1/2 Page	\$758.00
3/8 Page	\$608.00
1/4 Page	\$417.00
1/8 Page	\$248.00
1/16 Page	\$128.00

• All placements include full color

Guaranteed Placement25% of ad cost

COVER RATES

Inside Front (w/color)	\$1488
Inside Back (w/color)	\$1378
Back Cover	\$1620
Double Truck	\$2678

Deadlines are 10 days prior to publication date for ALL Ads/Content

DESIGN SERVICES

Layout and Design.....	\$75 - \$250
Design Changes (over 50% of ad)	\$50
Provide an ad to another publication	\$50
Logo Design	\$350 & up

SHOWCASE MARKETING PROGRAMS

Special Editions & Non-Profit Rates & Advertising both in print and online

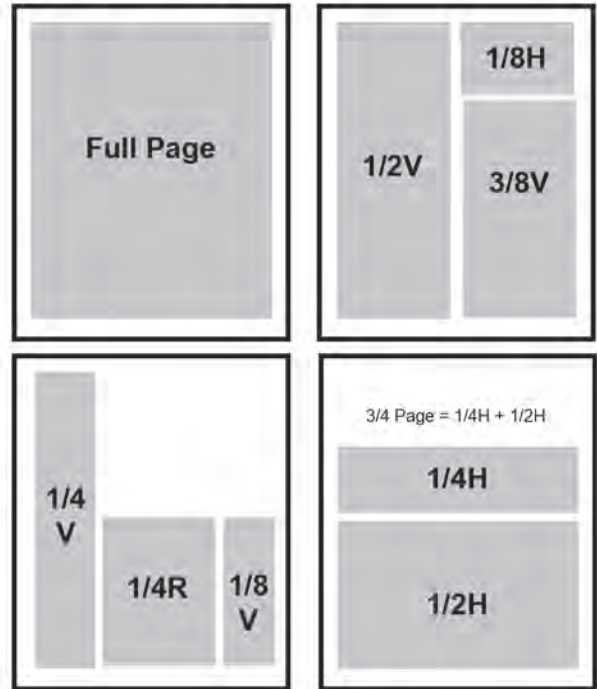
Up & Coming Weekly offers marketing incentive programs for businesses and organizations who initiate programs with frequency of 6 or more placements. This includes special annual editions such as the Dogwood Festival, Best of Fayetteville and Pocket Guide which offer great value to all advertisers.

* All sizes based on width x length.

Ads sent in distilled pdf format are preferred.

Eps, tif or jpg files can also be accepted.

Minimum DPI 300



AD SIZES

Full Page	9.75" x 12"
3/4 Page	9.75" x 8.87"
1/2 Vertical	4.75" x 12"
1/2 Horizontal	9.75" x 5.87"
3/8 Vertical	4.75" x 8.87"
1/4 Horizontal	9.75" x 2.87"
1/4 Regular	4.75" x 5.87"
1/8 Horizontal	4.75" x 2.87"
1/16	2.25" x 2.87"

Up & Coming Weekly supports over 45 local non-profit charitable organizations. Ask your marketing representative for more information about these programs.



Pocket Guide
 Business & Community Directory



www.kidsvillenews.com/cumberland

(910) 484-6200

Fax (910) 484-9218

208 Rowan Street • Fayetteville, NC