

Where Do Your Customers Live?

Reach Them At Home With A Targeted Direct Mail Advertising Campaign

DIRECT MAILED CIRCULATION

GUARANTEED WEEKLY BY



AUDITED BY



March 2005

CONTROLLED BULK DISTRIBUTION

In addition to its mailed circulation, 5,000 copies of the *Pennysaver** are rack distributed each week throughout the following areas:

- BETHEL
- BROOKFIELD
- DANBURY
- NEWTOWN
- NEW FAIRFIELD
- NEW MILFORD
- RIDGEFIELD
- SANDY HOOK
- SHERMAN
- LITCHFIELD
- BANTAM
- BAKERVILLE
- GOSHEN
- MORRIS
- WINSTED
- HARWINTON
- BREWSTER, NY
- PATTERSON, NY
- PUTNAM LAKE, NY
- PAWLING, NY

*Distributed as *YankeeSaver* in some areas.

Market #1

DANBURY (06810)13,767

Market #2

DANBURY (06811)10,853

BROOKFIELD (06804).....6,495

TOTAL.....17,348

Market #3

BETHEL (06801)6,945

NEWTOWN (06470)5,561

SANDY HOOK (06482)3,741

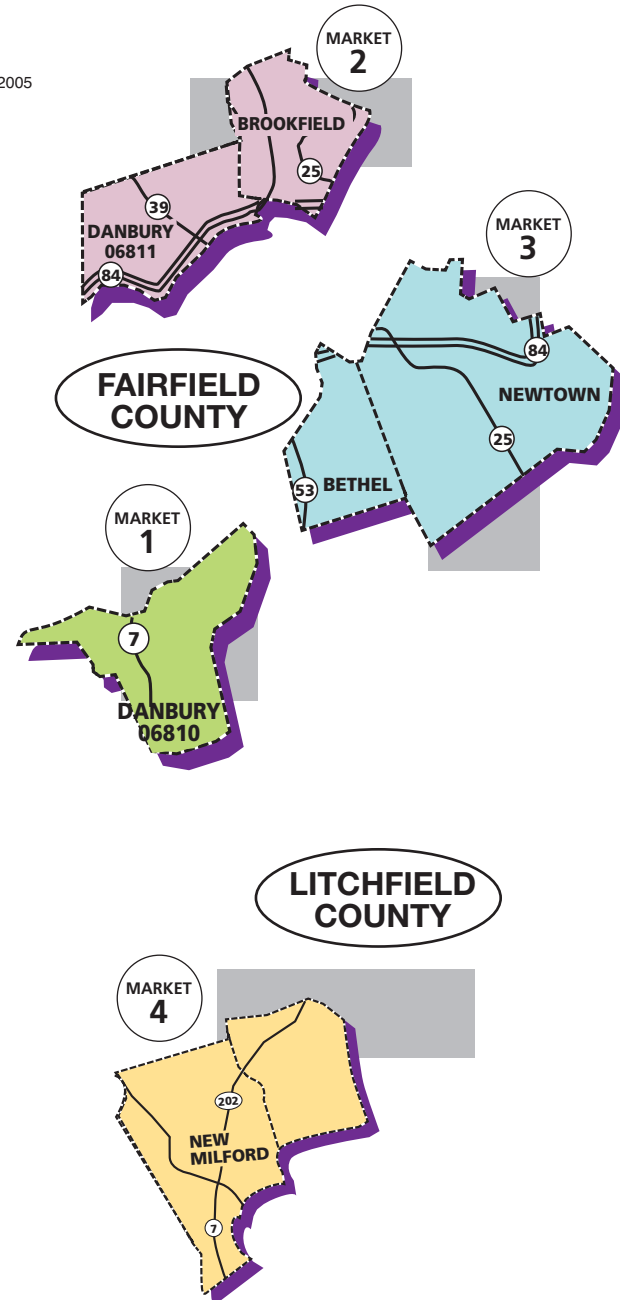
TOTAL.....16,247

Market #4

NEW MILFORD (06776)10,288

GAYLORDSVILLE (06755)370

TOTAL.....10,658



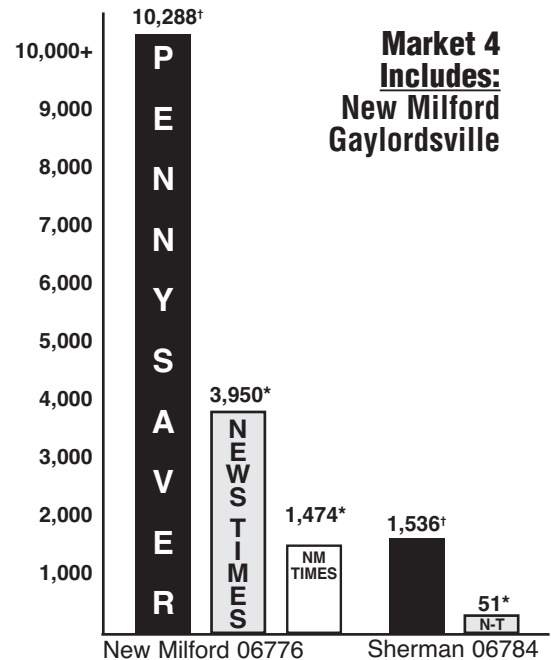
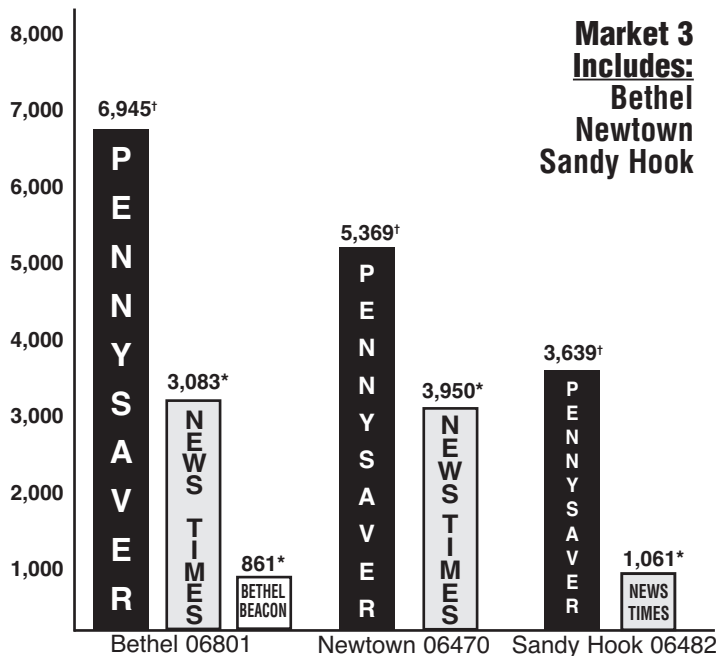
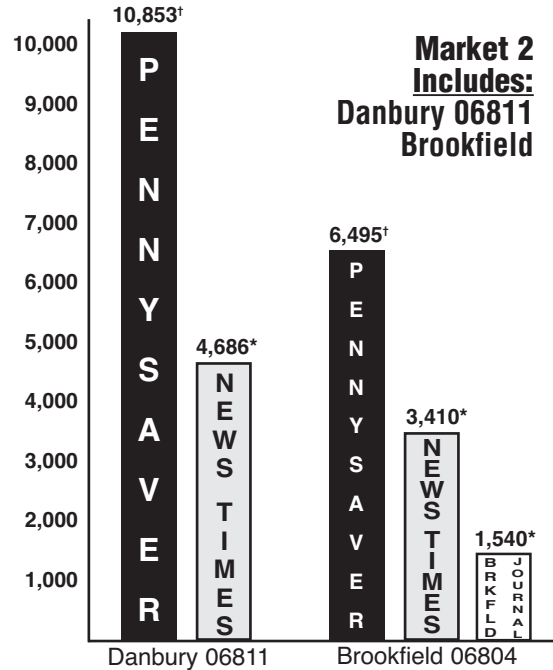
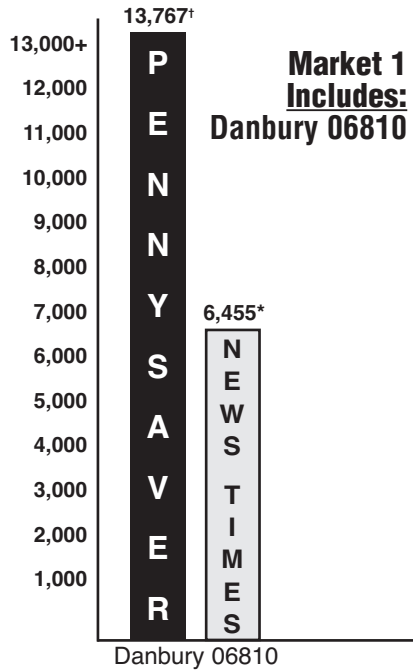
246 Federal Road, Brookfield, CT 06804
(203) 775-9122

www.ctpennysaver.com • Fax: (203) 775-9623

Your Direct Mail Alternative to Declining Newspaper Circulation

Pennysaver is #1 in Fairfield County!

Why settle for less circulation?



Put Connecticut's #1 Best Seller To Work For You.

YANKEE PENNYSAVERTM

246 Federal Road, Brookfield, CT 06804

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* Paid Subscribers †CVC Audit 12/05 ††Distributed as The Ridgefield Paper, a Pennysaver affiliate.