

READER PROFILE

The Cabinet Press readership age is 35-plus.

The Cabinet Press reaches the consumer with greater disposable income. They show strong loyalty to the articles and features in The Cabinet, Bedford Journal, Hollis Brookline Journal and the Merrimack Journal and use them as their guide to what's going on within their community.

THE CABINET PRESS READER

- 69.5% are married
- Average household income of \$62,000.
- 67% attended college or received a college degree.
- 71% own their own home
- Average age is 47 years old.
- Community oriented
- Well-informed
- Literate

CABINET PRESS READERS HAVE ACTIVE LIFESTYLES

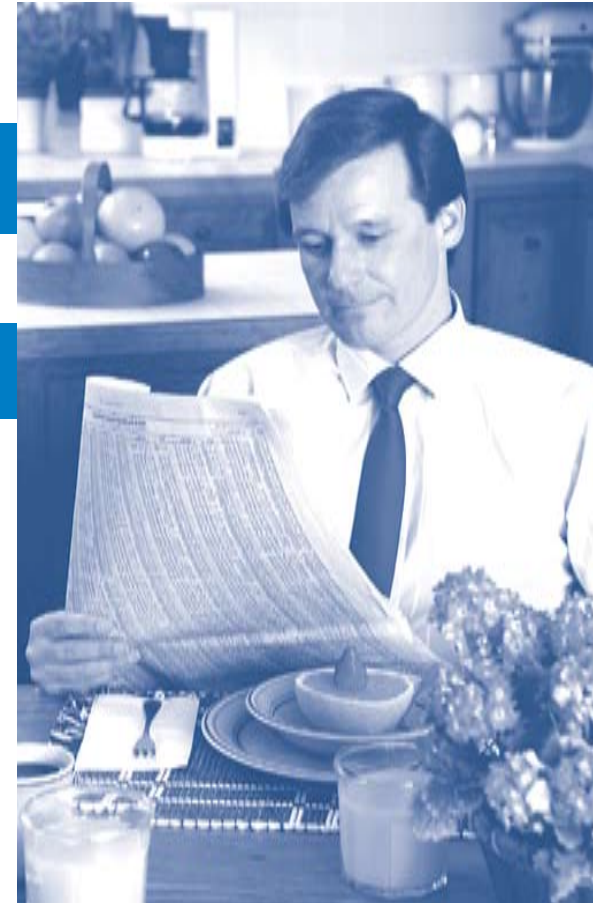
- 90% Go Out to Eat
- 71% Go to the Movies
- 63% Garden
- 62% Attend Concerts or Theatre
- 45% Camp or Hike
- 43% Take Self Improvement Courses
- 32% Go Boating
- 28% Fish or Hunt
- 25% Play Golf
- 21% Go Skiing

For more information, call your ad reps:

Susan Jennison (603) 594-6599

Karen Johnson (603) 594-6460

Lorian Jewett (603) 594-6537



The Cabinet
16,250 readers

Bedford Journal
18,400 readers

Hollis Brookline Journal
10,200 readers

Merrimack Journal
20,400 readers

Fax: (603) 594-6569 Att: Cabinet Sales

Email: advertise@cabinet.com