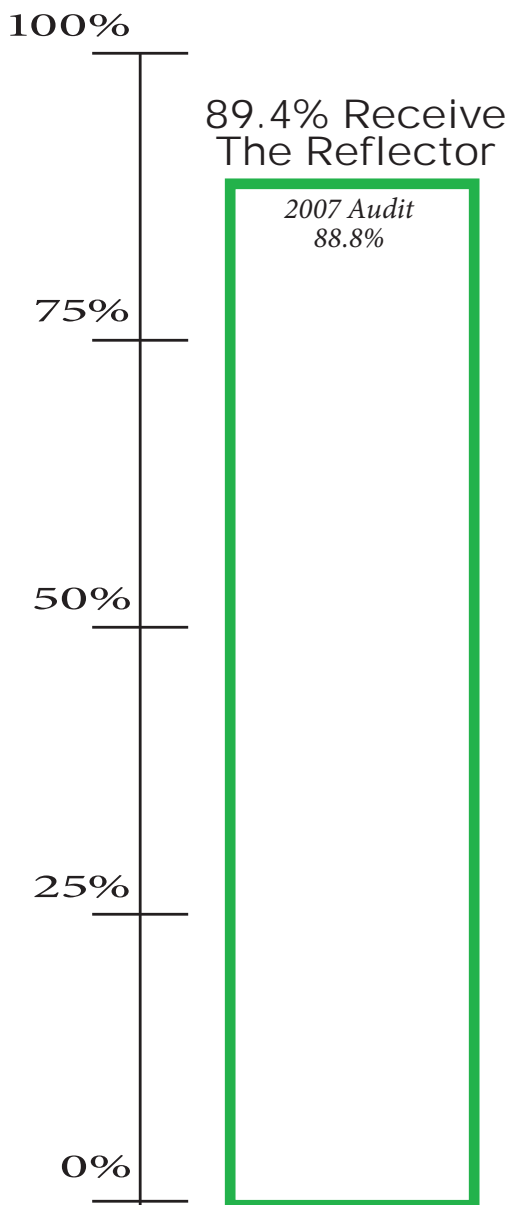


REFLECTOR CIRCULATION & READERSHIP

Serving North Clark & South Cowlitz Counties Since 1909

THE REFLECTOR NEWSPAPER GROWS EVEN STRONGER!



89.4% RECEIVE The Reflector
(2007 Audit - 88.8%)

91% READ The Reflector
(2007 Audit - 90.2%)

82.9% PURCHASE POWER*
(2007 Audit - 81.5%)

*Readers frequently purchase products & services from ads in The Reflector according to the Circulation Verification Council.

COMPARE TO OTHER NEWSPAPERS

CIRCULATION

The Reflector is received by at least
2.5 times more
people than any other newspaper
in our circulation area!!

Oregonian
8.4%

2007 Audit
10.4%

Longview
Daily News
1.3%

2007 Audit - 1.4%

Other
7.6%

2007 Audit
7.5%

Advertise with the newspaper that is read in North Clark & South Cowlitz Counties!



The Circulation Verification Council interviewed 681 residents in the primary market area of The Reflector. The CVC report survey was conducted through December 31, 2008.

The population studied consisted of adults age 18 and over, living within households within the survey area.

The Reflector

The Newspaper With Integrity

Serving The Community For 100 Years

20 NW 20th Avenue, Battle Ground

687-5151 • 1-800-909-0075 • 687-5162 FAX

E-Mail: ads@TheReflector.com • www.TheReflector.com