

## TOP 10 REASONS TO ADVERTISE

**1. DELAWARE TODAY** has excellent reach and distribution. Our readers are not limited to one area like the beach, the city of Wilmington, or New Castle County. Your ads will be seen by a significant number of loyal readers throughout the state of Delaware and areas of adjoining states. Every issue contains information targeting every county.

**2. NO WASTED DISTRIBUTION.** Delaware Today is sold at over 500 newsstands and bookstores throughout the state. We are not a freebie that gets deposited in stacks on restaurant floors. We do not have "controlled" circulation - meaning we do not mail out our publication to people that have not requested it and may not read it.

**3. TARGETED DISTRIBUTION.** When our magazine reaches people outside the state of Delaware, it is because they requested it. Our magazine's distribution numbers are accurate and proven, not inflated with readers outside of the state who are not relevant to our market.

**4. DELAWARE TODAY IS VALUED.** Our circulation includes people that value the magazine so highly that they are willing to spend their hard-earned dollars on it. Our circulation is paid and the bulk of the distribution is paid by subscribers who want to read the magazine month after month. We are an ABC-audited publication.

**5. A PROVEN TRACK RECORD IN THE PUBLISHING INDUSTRY.** Delaware Today has been publishing well-written and researched features for over 45 years. Our editors have been recognized and won awards from the Delaware Press Association, the National Federation of Press Women and the Advertising Club of Delaware.

**6. IMPRESSIVE DEMOGRAPHICS.** The demographic literature we distribute to our clients and prospective advertisers is researched and verified by a third-party institution. Mediamark Research, Inc. is the leading U.S. supplier of multimedia audience research. In other words, the numbers we tell you are REAL, not simply portions of U.S. census reports. The statistics relate directly to our readership.

**7. ACTIVE IN THE COMMUNITY.** Delaware Today participates in over 60 events every year where we share our publications and supplements with the community. This bonus distribution gives the advertiser even more exposure throughout the year.

**8. DELAWARE TODAY HAS STAYING POWER.** 49% of our readers save the entire issue and refer to it again and again. Meanwhile each issue is passed along four times on average. This equates to over 100,000 readers per issue and a positive return on your advertising investment.

**9. DELIVERS RESULTS.** A significant number of our advertisers are repeat clients. They know that their advertisements in Delaware Today are getting results. 95% of our readers follow up with a specific action as a result of reading Delaware Today.

**10. READERSHIP.**  
Delaware Today  
readership is over  
**152,824**  
readers every  
month.\*

**Readership Numbers Source:**  
December 2009 Audit Bureau of  
Circulations Publisher's Statement;  
2006 Delaware Today Subscriber  
Study, MRI Market Solutions; The  
New Single Copy, January 14, 2008.

**Demographics Source:**  
2006 Delaware Today Subscriber  
Study, MRI Market Solutions.