

SENIOR BEACON

Circulation Report



(as of 12-18-2018)

Locations, Circulation & Readership

We're all across the Southern Colorado Triangle of **Colorado Springs, Canon City and Pueblo (with Pueblo West)--157 locations**

- * Grocers * Senior centers
- * Medical buildings *
- * Convenience stores *
- Restaurants and more
- * multiple Wal-Marts * King Soopers * Albertson's
- multiple Goodwill stores * multiple ARCs * Captain D's
- * multiple Golden Corrals * Silver Key Senior Center
- * Fountain Senior Center * Hancock Sr Ctr

The newspaper industry standard measures readership as 2.5 times higher than circulation. For example, one newspaper is actually read by 2.5 people by the time it is shared and passed around. Since the Senior Beacon is monthly it resembles a magazine, with a multi-month "shelf life". Magazines have readership of 4-5 times and higher. We'll stick with the more conservative 2.5 times circulation to arrive at our readership numbers:

14,750 circulation x 2.5 readers = 36,875 monthly readers

PLUS THE FAST-GROWING SENIORBEACON.INFO WEBSITE:

--November 2018: 1,438 unique visits --Annualized 2018: 13,055 visits

Demographic Report of the "Southern Colorado Triangle"

	COLORADO SPRINGS	CANON CITY	PUEBLO	PUEBLO WEST
Population:	465,084	16,337	110,295	29,637
Median Age:	34.6 years	42.6 years	37.0 years	38.9 years
Household Income:	\$60,308	\$42,652	\$38,380	\$68,647
Home Value:	\$243,600	\$175,980	\$126,200	\$195,300
Top 3 Industries:	retail, construction, professional	public admin, retail, construction	retail, construction, manufacturing	public admin, construction, manu.

ARE YOU READY TO INCREASE YOUR EXPOSURE TO A SUPER CONSUMER??

* CALL: Ron at (719) 247-6580 * VISIT: SeniorBeacon.info
or * EMAIL: BeaconNewsGroup@gmail.com