



14,381



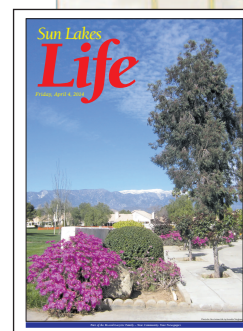
14,691



21,197



19,547



4,000



## Our newspapers serve the booming Inland Empire in Southern California

In a nation dominated by corporate newspaper ownership, the Century Group is proud of the fact that we survive — and thrive — as a locally-owned, completely independent group of community newspapers dedicated to serving some of Southern California's most desirable markets in what's known as the Inland Empire.

Verified Audit Circulation (VAC) has determined that our Total Qualified Circulation is 69,816 copies, which means that more than 174,540 people (assuming 2.5 readers per copy) look to Century Group newspapers each week as the primary source of information about their hometowns. Our products provide more comprehensive local coverage and local shopping information than any other media in the markets we serve.

## Our markets are big and BOOMING.

- **Yucaipa/Calimesa News Mirror** serves Yucaipa and Calimesa. The current population in the area is 59,987. The number of households is 23,484 with a median household income of \$52,532.
- **The Record Gazette** serves Banning, Beaumont and Cherry Valley. The current population in the area is 72,340. The number of households is 31,100 with a median household income of \$50,056. Sun Lakes Life is a semimonthly tabloid published exclusively for the Sun Lakes retirement community in Banning. It's nonaudited circulation is 4,000, which adds to The Record Gazette's penetration.
- **Highland Community News** serves Highland, which is east of San Bernardino and north of Redlands. The current population is 56,747. The number of households is 17,951 with a median household income of \$65,156
- **Fontana Herald News** serves the city of Fontana. The current population in the area is 222,136. The number of households is 56,593 with a median household income of \$66,224.