

**Courier  
Journal**

**Delivers  
Motivated  
Buyers**

Our readers  
use our papers  
as a resource tool to buy!

Not only do **80% of local households**  
regularly read their Courier Journal,  
**66%** of all recipients keep the  
paper in their homes  
**3 DAYS OR LONGER**

The longer your ad is in the home, the more it is seen!

**Courier Journal readers intend to purchase these  
products or services in the next twelve months:**

New Automobile .....	17%	Education / Classes.....	13%
Used Automobile .....	17%	Attorney.....	6%
Antiques / Auctions.....	15%	Veterinarian .....	31%
Furniture / Home Furnishings.....	52%	Chiropractor .....	11%
Major Home Appliance.....	22%	Financial Planner (Retirement, Investing) .....	22%
Home Computers / Tablet / Laptop.....	21%	Tax Advisor / Services.....	41%
Home Improvement / Supplies .....	36%	Health Club / Exercise Class .....	29%
Television / Electronics .....	30%	Cleaning Services .....	31%
Carpet / Flooring .....	16%	(Carpet Cleaning, Air Duct Cleaning, Home Cleaning)	
Auto Accessories (Tires, Brakes, Service) .....	42%	Weight Loss.....	12%
Lawn & Garden .....	39%	Lawn Care Service .....	31%
Florist / Gift Shops.....	24%	(Maintenance, Landscaping)	
Home Heating / Air Conditioning .....	15%	Legal Gambling Entertainment.....	26%
(Service, New Equipment)		(Lottery, Casinos, Racetracks, Bingo)	
Vacations / Travel .....	50%	Pharmacist / Prescription Service .....	54%
Real Estate .....	9%	Cellular Phone New / Update Service .....	23%
Men's Apparel .....	60%	Dining & Entertainment.....	81%
Women's Apparel .....	72%	Jewelry .....	22%
Children's Apparel .....	30%	Wedding Supplies .....	5%
Boats / Personal Watercraft.....	1%	Athletic & Sports Equipment.....	25%
Art & Crafts Supplies .....	22%	Motorcycles or ATVs .....	5%
Childcare .....	11%	Medical Supplies/Physicians .....	63%
		Pet Supplies .....	29%

Net Circulation	X	Receivship Score	X	Readership %	=	TOTAL POTENTIAL BUYERS
		Total Potential Buyers	X	Purchase Intention	=	MOTIVATED BUYERS
		Motivated Buyers	X	Average Purchase	=	TOTAL POTENTIAL DOLLARS

**Courier  
Journal**

**Delivering  
More Readers**

## The Impact of 73,230 Papers in NW Alabama

Your Account Executive

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Courier Journal  
219 West Tennessee St.  
Florence, AL 35630  
256-764-4268  
[www.courierjournal.net](http://www.courierjournal.net)





## The Leader in Shoals Market Readership

Recent circulation and readership survey information from **Circulation Verification Council (CVC)\*** has confirmed that the Courier Journal sets the pace for local readership. More people read a Courier Journal than any other newspaper in the Shoals area. And best of all, our readers use their Courier Journal as they plan their purchases.

**99.4%**  
of households surveyed recognize regularly receiving a Courier Journal by name.

**80.2%**  
of households regularly read a Courier Journal.

**79.9%**  
of readers frequently purchase products or services from ads in the Courier Journal.

**102,216**  
Average readers per issue



Survey research of over 1.75 readers\* per paper puts the Courier Journal's average readership at

## SNAPSHOT

### CJ Readers vs Shoals Market

219 W. Tennessee Street  
Florence, AL 35630  
256-764-4268  
courierjournal.net

#### age

	CJ Reader Demographics	Shoals Market Demographics
18 - 20	<1%	5%
21 - 24	1%	7%
25 - 34	12%	14%
35 - 44	18%	15%
45 - 54	21%	19%
55 - 64	26%	18%
65 - 74	16%	12%
75+	6%	10%

#### education

	CJ Reader Demographics	Shoals Market Demographics
Some High School or Less	2%	17%
Graduated High School	34%	35%
Some College	38%	27%
Graduated College	19%	13%
Master's Degree or higher	7%	8%

#### income

	CJ Reader Demographics	Shoals Market Demographics
Under \$25,000	8%	31%
\$25,001 - \$49,999	29%	25%
\$50,000 - \$74,999	24%	18%
\$75,000 - \$99,999	17%	11%
\$100,000 - \$149,999	16%	10%
Over \$150,000	6%	5%

\*CVC/Audit-Survey 2018

