

FARIBAUT AREA

	<u>Circulation</u>	<u>Publish Day(s)</u>
DAILY		
Faribault Daily News	4,926 paid	Tue-Sat
Super Tuesday - extra delivery of the Faribault Daily News	12,100 paid/free	Tuesday
SHOPPER		
Faribault Area Shopper	7,859 free	Saturday
TOTAL MARKET COVERAGE		
Faribault Daily News & Faribault Area Shopper	12,785 paid/free	Saturday
WEBSITES	Monthly Visits	
Faribault.com	245,124	

NORTHFIELD AREA

	<u>Circulation</u>	<u>Publish Day(s)</u>
TWICE-WEEKLY		
Northfield News	3,605 paid	Wednesday
Super Saturday - extra delivery of the Northfield News	9,690 paid/free	Saturday
WEEKLY		
Lonsdale Area News-Review	2,495 free	Tuesday
TOTAL MARKET COVERAGE		
Northfield News & Lonsdale Area News-Review	12,185 paid/free	Sat-Tue
WEBSITES	Monthly Visits	
NorthfieldNews.com	147,343	
LonsdaleNewsReview.com	6,135	

MINNESOTA RIVER VALLEY AREA

	<u>Circulation</u>	<u>Publish Day(s)</u>
WEEKLY		
St. Peter Herald	1,663 paid	Thursday
Le Sueur News-Herald	1,073 paid	Wednesday
Le Center Leader	875 paid	Wednesday
TOTAL MARKET COVERAGE		
Minnesota River Valley Shopper	11,341 free	Saturday
WEBSITES	Monthly Visits	
StPeterHerald.com	51,126	
LeSueurNews-Herald.com	32,751	
LeCenter.com	27,564	

KENYON AREA

	<u>Circulation</u>	<u>Publish Day(s)</u>
WEEKLY		
Kenyon Leader	3,325 voluntary pay	Wednesday
Total Market Coverage Product		
WEBSITES	Monthly Visits	
TheKenyonLeader.com	26,329	

OWATONNA AREA

	<u>Circulation</u>	<u>Publish Day(s)</u>
DAILY		
Owatonna People's Press	6,227 paid	Tue-Sat
Super Tuesday - extra delivery of the Owatonna People's Press	12,116 paid/free	Tuesday
WEEKLY		
The Leader	2,052 free	Saturday
<i>(Serving Blooming Prairie and Ellendale)</i>		
SHOPPER		
Owatonna Area Shopper	7,256 free	Saturday
TOTAL MARKET COVERAGE		
Owatonna People's Press, Owatonna Area Shopper & The Leader	15,535 paid/free	Saturday
WEBSITES	Monthly Visits	
Owatonna.com	286,031	
BPLLeader.com	3,036	

WASECA AREA

	<u>Circulation</u>	<u>Publish Day(s)</u>
WEEKLY		
Waseca County News	2,205 paid	Friday
TOTAL MARKET COVERAGE		
Waseca Area Shopper	8,500 free	Tuesday
WEBSITES	Monthly Visits	
WasecaCountyNews.com	115,176	
JanesvilleArgus.com	3,790	

REGIONAL

	<u>Circulation</u>	<u>Publishes</u>
WOMEN'S LIFESTYLE		
Girlfriends Magazine	5,500 free	6x per year
Girlfriends.mn		
ENTERTAINMENT, ARTS, ACTIVITIES		
Southernminn SCENE	8,000 free	Monthly
SouthernminnSCENE.com		
BUSINESS		
Southernminnbiz.com	Regional business news and information.	

SOUTHERN MINN DIGITAL

Southernminndigital.com Custom digital marketing services.

SOURCES:

All shopper publication numbers reflect current distribution numbers.
 All website statistics are from Google Analytics October 2013.
 All paid circulation numbers are from Publisher's Sworn Post Office statements for 12 months ending 9-30-13.
 Owatonna People's Press circulation is based on the Certified Audit of Circulations Audit 12-31-12.
 Total paid circulation uses the Sunday paid circulation number for the Owatonna People's Press.