

# N MAGAZINE CIRCULATION STATISTICS

## REPORT: PERIOD ENDING NOVEMBER 2012

No attempt has been made to rank the information contained in this report in order of importance. This is a judgment which must be made by the user of this report.

Since the first issue in May of 2005, N magazine has set the standard for quality communications to the Natomas region of the Sacramento Valley.

N magazine is a full color award-winning lifestyle magazine mailed free to the diverse Natomas community and parts of West Sacramento. This publication is mailed to nearly 27,000\* home and business owners monthly.

N magazine celebrates the community and the diverse people and businesses who make it a vibrant place to live. This magazine promotes active involvement in the community and a look at the positive news that comes from that involvement.

N magazine has nearly 80,000 readers in the Natomas Region and West Sacramento

Visit [www.nmag.net](http://www.nmag.net) for the latest in media material and information on community resources

### BASE SYMBOL



### PUBLICATION NAME

# N magazine

N Communications  
2121 Natomas Crossing Dr.  
N# 200-130  
Sacramento, CA 95834  
916-927-9024 x2

### PUBLICATION TAG

Celebrate Neighbors

Year Established: 2004  
Official Publication of: N/A  
Issues Per Year: 12

### FIELD SERVED

N magazine serves business and home owners in the Natomas Region and parts of West Sacramento

### DEFINITION OF RECIPIENT QUALIFICATIONS

Qualified recipients are individuals who own a home or business within the following zip code regions. 95837, 95835, 95834, 95833, 95605, 95691.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	copies	percent	copies	percent	copies	percent
Individual and business Single Copy Sales	26,850	100.0	26,850	100.0	N/A	N/A
Total Circulation	26,850	100.0	26,850	100.0		

### AVERAGE CIRCULATION NOTES

Not all home and business owners receive N magazine. Depending on businesses opening and closing along with purchasing and selling of homes, the circulation range over a 12 month period can have a fluctuation of 2,000 +/-

2. READERSHIP AGE RANGE		
Range of Ages	Percent	
18 to 40	47.76	
41 to 55	40.30	
56 to 65	10.45	
66 and over	01.49	
Total	100.00	

6. READERSHIP INCOME (THOUSANDS)		
Income (k = thousands)	Percent	
20-40k	13.75%	
41-60k	28.38%	
61-90k	35.88%	
91-100k	20.34%	
101k plus	01.65%	
Total	100.00	

3. CREDIBILITY OF N MAGAZINE		
Reader Trust	Percent	
Very Credible	89.55%	
Somewhat Credible	10.45%	
Total	100.00	

7. HOUSEHOLD DISTRIBUTION	
Household Type	Percent
Non Family Households	10.18%
Married Couple without Children	19.44%
Married Couple with Children	21.11%
Male Household without Children	01.72%
Male Household with Children	02.23%
Female Household without Children	05.09%
Female Household with Children	10.73%
Single Person Households	29.50%
Total	100.00

4. MAGAZINE SHELF LIFE		
Time Held by Reader	Months	Percent
Single Magazine	1	48.51
Single Magazine	2 - 4	51.49
Total		100.00

5. ADVERTISER PATRONAGE		
Patronage	Percent	
Frequent/Occasional	86.57%	
Not Sure	10.45%	
Do Not Patronize	02.98%	
Total	100.00	

\*Data was collected from online responses of readers. Non responses were factored out. While non-scientific, this data gives a clear view of N magazines' readership within the Natomas and West Sacramento region.

N magazine is strategically targeted within the zip codes shown under average circulation notes. Not all homes and businesses may receive the magazine.

Much of the data shown was checked using Melissa Data, Atwell Media Services, the US Census, the US Post Office distribution data, specific reader survey and other reputable sources.

