





## HOW CAN WE HELP YOU GROW YOUR BUSINESS?

### **We provide ways for you to reach and develop new business with print and online solutions!**

- Classified Network - Print & Online
- Display Network - Print Only
- Banner Advertisements - Online Only
- Email Marketing - Online Only
- Inserts - Print Only

MACnet Audited Circulation in the Mid-Atlantic Region provides you with:

- Over 1.4 million reach
- Community Newspapers, Shoppers, Parenting, Ethnic, Business Publications, and Online Only Publications.
- 535,323 Average Net Circulation
- 56% Mailed, 26% Home Delivered, 18% Controlled Bulk
- 397,441 Average Website Unique Users
- 80,802 Average Facebook Users
- 13,365 Average Twitter Users
- 24,296 Average Instagram Users
- 892 Average LinkedIn Users
- 3,726 Average Text Subscribers
- 165,788 Average E-Newsletter Subscribers with a 32.2% open rate
- DMA coverage in Pennsylvania, New York, Ohio, New Jersey, Maryland, Virginia, and Washington DC

**To learn more about our affordable rates and special packages,  
contact MACPA @ 800-450-6631.**

# Purchasing Power

## *What makes up a MACnet Network?*

In its simplest terms:

- It is a group of publications, free circulation publications distributed either weekly, bi-weekly, or monthly as well as online only publications providing local news and marketing.
- They are distributed through the mail, by carriers, through rack distribution, or digitally.
- The MACnet network includes the states of Pennsylvania, Ohio, New York, New Jersey, Delaware, Maryland, West Virginia, Virginia, and Washington DC.

## *Purchasing Power*

When surveyed, our readers indicated they plan to purchase during the next twelve months:

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75%	Dining & Entertainment
69%	Women's Apparel
49%	Vacations/Travel
47%	Men's Apparel
47%	Medical Services/Physicians
47%	Pharmacist/Prescription Service
43%	Furniture/Home Furnishings
39%	Lawn & Garden Supplies
34%	Automobile Accessories (tires, brakes, or service)
34%	Veterinarian
33%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
32%	Pet Supplies
31%	Home Improvements or Home Improvement Supplies
28%	Tax Advisor/Tax Services
27%	Computers, Tablets or Laptops
26%	Health Club/ Exercise Class
24%	Cell Phone or Smart Phone (New Service or Update Service)
23%	Lawn Care Service (Maintenance & Landscaping)
22%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
22%	Major Home Appliances
22%	Children's Apparel
22%	Financial Planner (Retirement, Investing)
21%	Television or Electronics

# GET TO KNOW OUR COVERAGE

MACnet Networks are predetermined areas of coverage in the Mid-Atlantic Region offering the following coverage areas:

**Full Network**  
(All the states)

**East Network**

(Eastern areas of New York, Pennsylvania & Maryland. Full coverage in New Jersey & Delaware)

**Central Network**

(Central Areas of New York, Pennsylvania & Maryland, Eastern areas of Virginia & West Virginia. Full coverage in Washington, DC)

**Western Network**

(Western areas of New York, Pennsylvania, Virginia & West Virginia. Full coverage in Ohio.)

**Pennsylvania Only**

**New Jersey Only**

MACnet publications consist of a mix of audited\* and self-reported circulation figures, featuring independently owned and online-only publishers.

\*Contact the office for a current copy of the MACnet circulation audit and readership study.

