

NOW THAT'S CIRCULATION!

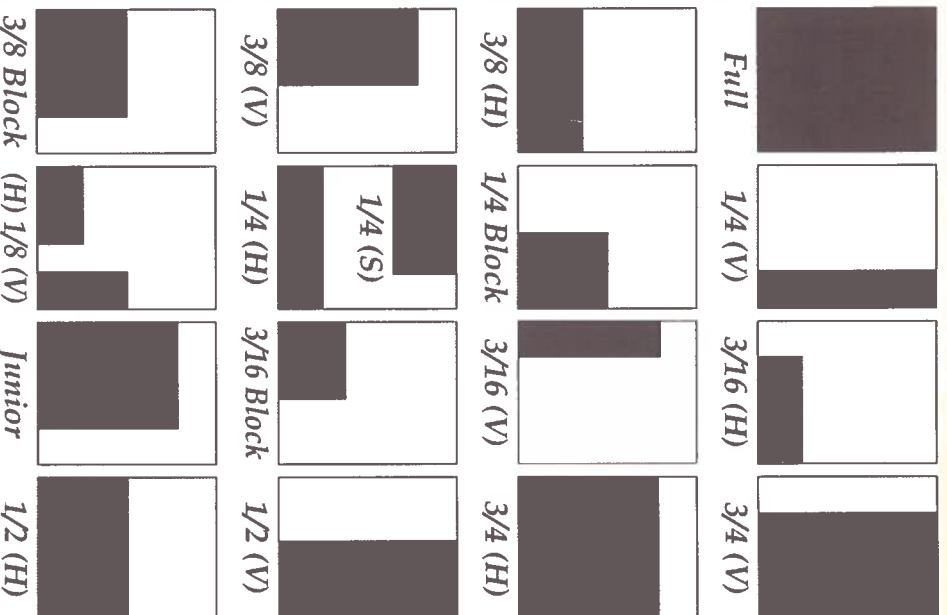


■ Lagniappe's controlled circulation method uses over 300 distribution points to deliver superior results to our advertisers via nearly 65,000 loyal readers.

No other non-daily in Southwest Louisiana comes even close to matching our market penetration.



ADD SIZES AND LAYOUTS



DIMENSIONS

(In inches: width x depth)

Dbl Truck	20 x 14	1/4 (H)	9 3/4 x 3 1/4
Full	9 3/4 x 14	1/4 (B)	4 3/4 x 6 7/8
3/4 (H)	9 3/4 x 10 1/2	1/4 (S)	7 1/4 x 5 1/4
3/4 (V)	7 1/4 x 14	1/4 (V)	2 1/4 x 14
Junior	7 1/4 x 10 1/2	3/16 (H)	7 1/4 x 3 1/4
1/2 (H)	9 3/4 x 6 7/8	3/16 (B)	4 3/4 x 5 1/4
1/2 (V)	4 3/4 x 14	3/16 (V)	2 1/4 x 10 1/2
3/8 (H)	9 3/4 x 5 1/4	1/8 (H)	4 3/4 x 3 1/4
3/8 (B)	7 1/4 x 6 7/8	1/8 (V)	2 1/4 x 6 7/8
3/8 (V)	4 3/4 x 10 1/2	1/16 (H)	4 3/4 x 1 5/8
		1/16 (V)	2 1/4 x 3 1/4

ADVERTISING RATES

- Rates are per issue
- Substantial discounts for higher frequency

SIZE	24x	12x	6x	2x	1x
Full	685	855	945	1095	\$1395
3/4	525	665	825	975	1145
Junior	420	505	655	790	955
1/2	370	455	590	680	765
3/8	290	375	480	580	665
1/4	195	275	385	415	495
3/16	160	215	275	305	370
1/8	105	145	190	220	235
1/16	55	75	85	115	135
Back	835	1015	1315	1560	1805
Dbl Truck	1255	1580	1850	2275	2540

PREPRINT INSERTS

- Rates are per 1,000
- 5,000 minimum
- Targeted Zip Distribution is available

Single Sheet	\$50
4-page Tab	\$75
6-page Tab	\$75
8-page Tab	\$85
10+ Tab	\$95

Single sheet inserts are machine fed. All tab inserts are hand inserted.



TARGET OUR LOYAL READERS

Our loyal readers are better educated and more affluent than the average Lake Charles resident. Active, upscale adults aged 25 to 54 lead the way and set the trends in Southwest Louisiana. This same group represents the primary audience (over 75%) of Lagniappe. They're providing for their families and building their careers. They're stable, well-educated adults. They're active and involved. Twice a month, Lagniappe puts you in touch with them ... the prime consumer base in Southwest Louisiana!



AGE.
14-49 25-34 24-29 45-54
39.5% 35-44 15.3% 55-64

INCOME.
The average annual household income of a Lagniappe reader is \$49,217
77.6% earn \$30,000+
44.1% earn \$50,000+
19.3% earn \$75,000+

EDUCATION.
69.7% of Lagniappe readers have attended college

HOME OWNERSHIP.
79.6% of Lagniappe readers own their home

MARITAL STATUS.
73.8% of Lagniappe readers are married

CHILDREN.
38.6% of Lagniappe readers have children under 18

THE BEST OF THE BEST

Comparing Lagniappe's readership with Lake Charles averages in major demographic categories...

Annual Income: \$49,217	Attended College: 69.7%
Lake Charles Avg - \$33,900	Lake Charles Avg - 41.1%
Home Ownership: 79.6%	Married: 73.8%
Lake Charles Avg - 58.8%	Lake Charles Avg - 50.5%

Information obtained from sources compiled by Lantz & Vosen, PwD, Tribeca Enterprises, Census, Statistics, Chambers, WVA, Corp.