

# Demographics and Distribution

## DEMOGRAPHICS

Women's Lifestyle-Northshore is designed to reach a progressive audience of women ages 24 to 64 in Muskegon, Oceana, Mason, Manistee and Northern Ottawa counties. Everything from fonts, layout, editorial and photos are selected to reach our readers.

## DISTRIBUTION

With 11,000 copies at over 250 key locations as distribution points you can rest assured we are reaching your target audience. Women's Lifestyle Northshore is available for pickup monthly (by the 5th of each month) in grocery stores, hair salons, bookstores, restaurants, libraries, office buildings, health clubs and retail stores throughout the designated counties.

Our features focusing on special events, social, educational and recreational activities keep us a current and useful resource all month long.



**Magazines are delivering a larger adult audience to marketers than top television shows, and are doing even better with female consumers.**

(American Demographics 2002)

