



>> More than just a weekly, it's **Hippo**.

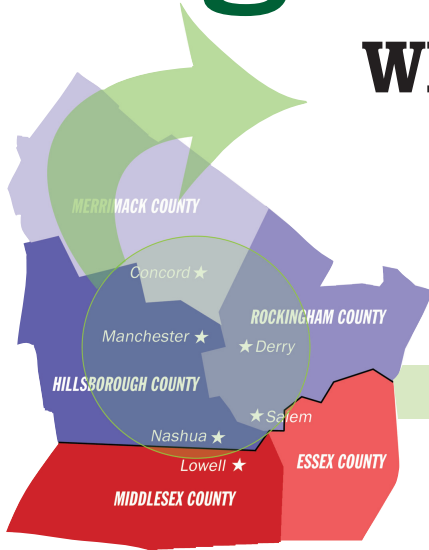
49 Hollis St., Manchester, NH 03101 | Tel: 603-625-1855 | Fax: 603-625-2422 | Web: www.hippopress.com | E-mail: ads@hippopress.com

>> 175,000 Readers

Target customers

with Hippo's 25 mile reach

Hippo reaches 1 in 3 people within a 25 mile radius of Manchester, a 30% penetration.



READERSHIP PROFILE

AGE

41 :: Median age of reader
74% :: 25-54

GENDER

55% :: Women
45% :: Men

INCOME

61% :: \$50K and above
22% :: \$100K and above

EDUCATION

60% :: Some college or higher

FINANCIAL PLANNERS

87% :: Have IRA or 401K retirement plan
35% :: Have CDs/savings cert.
30% :: Liquid assets \$100K+

HOME & HOME REPAIR

74% :: Home owner
50% :: Planning remodel, buy furniture etc.

CARS, TRUCK AND VANS

83% :: Domestic auto owned
57% :: Foreign auto owned
37% :: Three or more vehicles owned
34% :: Own SUV
32% :: Own pick-up truck

ACTIVE, OFTEN

75% :: Eat at sit-down restaurant
47% :: Attended the movies
58% :: Visited lounge, winebar, bar or nightclub
52% :: Attended theater, symphony or
49% :: Attended live music concert
34% :: Skied/snow boarded
85% :: Followed Red Sox on TV

OUR READERS ARE YOUR CUSTOMERS OR COULD BE

40% :: Dog owners
45% :: Cat owners
88% :: Log on to internet regularly
71% :: Bought at hardware or housing store
50% :: Financial optimists (glass half full types)

Source: Media Audit, International Demographics.

RATES

Discount:	CONSECUTIVE INSERTIONS (At least one ad per week every week)					NON-CONSECUTIVE INSERTIONS		
	1x	8x	16x	24x	52x	16x/52	8x/16	24x/52
Full Page	\$1727	1382	1209	1036	863	1554	1468	1209
1/2 Page	\$864	691	605	518	432	778	734	609
1/4 Page	\$431	345	302	259	216	388	366	302
1/8 Page	\$216	173	151	130	108	194	184	151
1/16 Page	\$128	102	90	77	64	115	109	90

AGENCIES
All rates are gross

COLOR
Full-Process: \$300
No discount for spot

BACK PAGE
\$2,600 per insertion

SIZES
Full Page: 10.25"(W) x 13"(H)
Vertical 1/2 Page: 5"(W) x 12.75"(H)
Horizontal 1/2 Page: 10.25"(W) x 6.25"(H)
Vertical 1/4 Page: 2.375"(W) x 12.75"(H)
Horizontal 1/4 Page: 5"(W) x 6.25"(H)
Vertical 1/8 Page: 2.375"(W) x 6.25"(H)
Horizontal 1/8 Page: 5"(W) x 3"(H)
Horizontal 1/16 Page: 2.38"(W) x 3"(H)

INSERT RATES
\$45 per M - full run
\$50 per M - More than 20,000
\$55 per M - Less than 20,000

POSITIONING
20% surcharge
to guarantee position

DEADLINES
Space
• 11 a.m. Monday Material
• 11 a.m. Monday (proof)
• 3 p.m. Monday (no proof)
• 3 p.m. Monday (camera-ready)

Hippo's Geographic Reach of 30%
+
Hippo's active and affluent audience
=
The right place to advertise
(and a great return on your ad dollar)