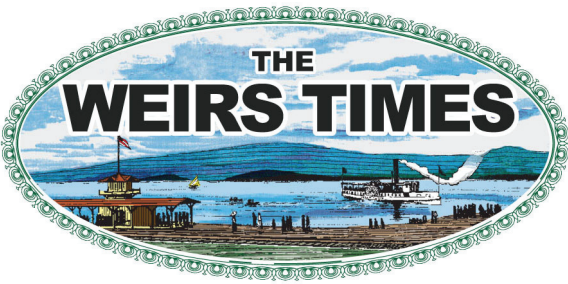


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**Total  
32,000**

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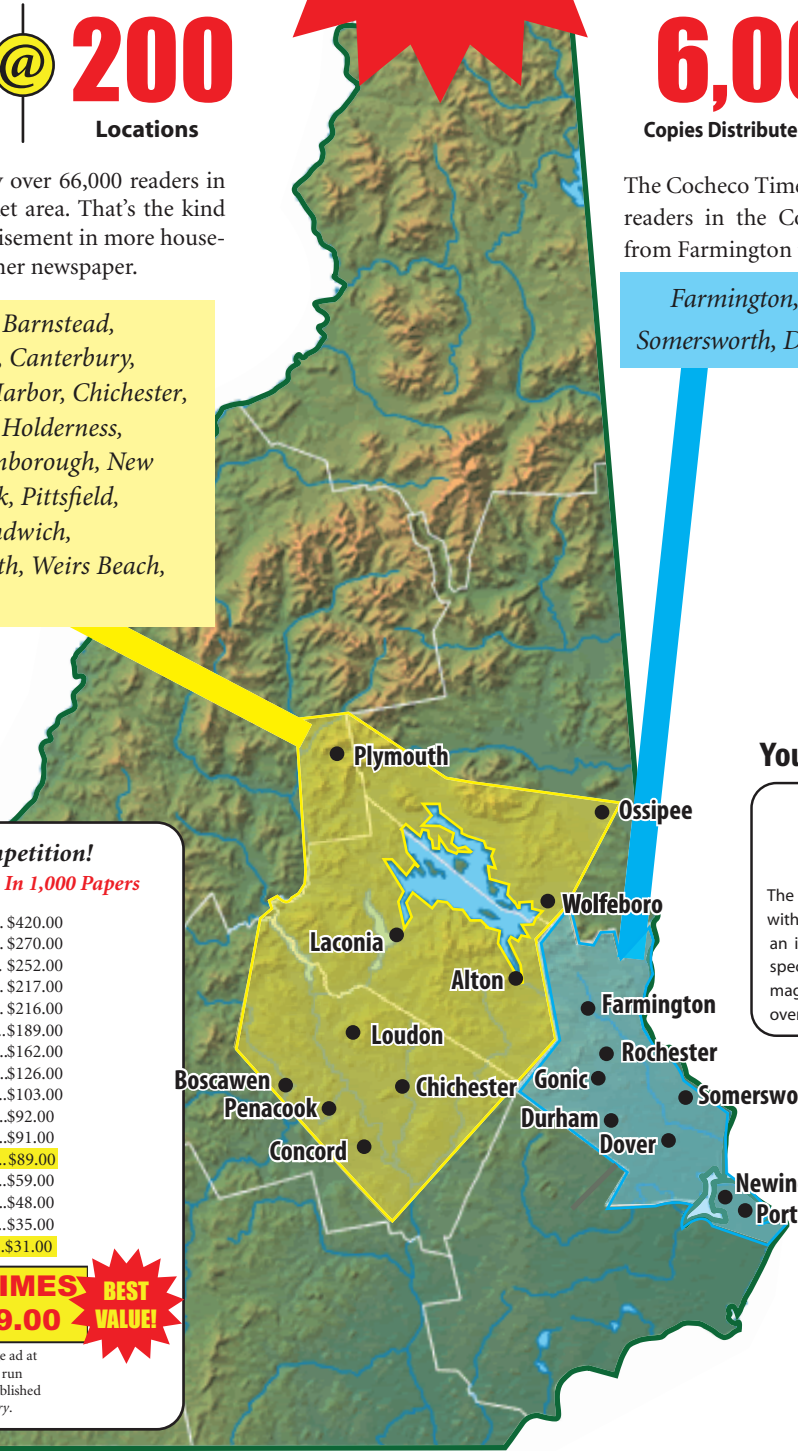
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The Weirs Times is picked up by over 66,000 readers in the Concord/Lakes Region market area. That's the kind of coverage that puts your advertisement in more households for less money than any other newspaper.

The Cochecho Times is read by over 13,000 each week by readers in the Cochecho Valley/Seacoast market area from Farmington to Portsmouth.

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The Weirs Times backs its circulation information with a Circulation Verification Council audit. CVC is an independent, third-party audit company that specializes in community newspapers, shoppers, magazines and niche publications. CVC audits over 4,200 community papers nationwide.

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This cost comparison is based on a full page ad at open rate and total distribution or print run provided to *Business NH Magazine* and published in their 2009 *Business Resource Directory*.