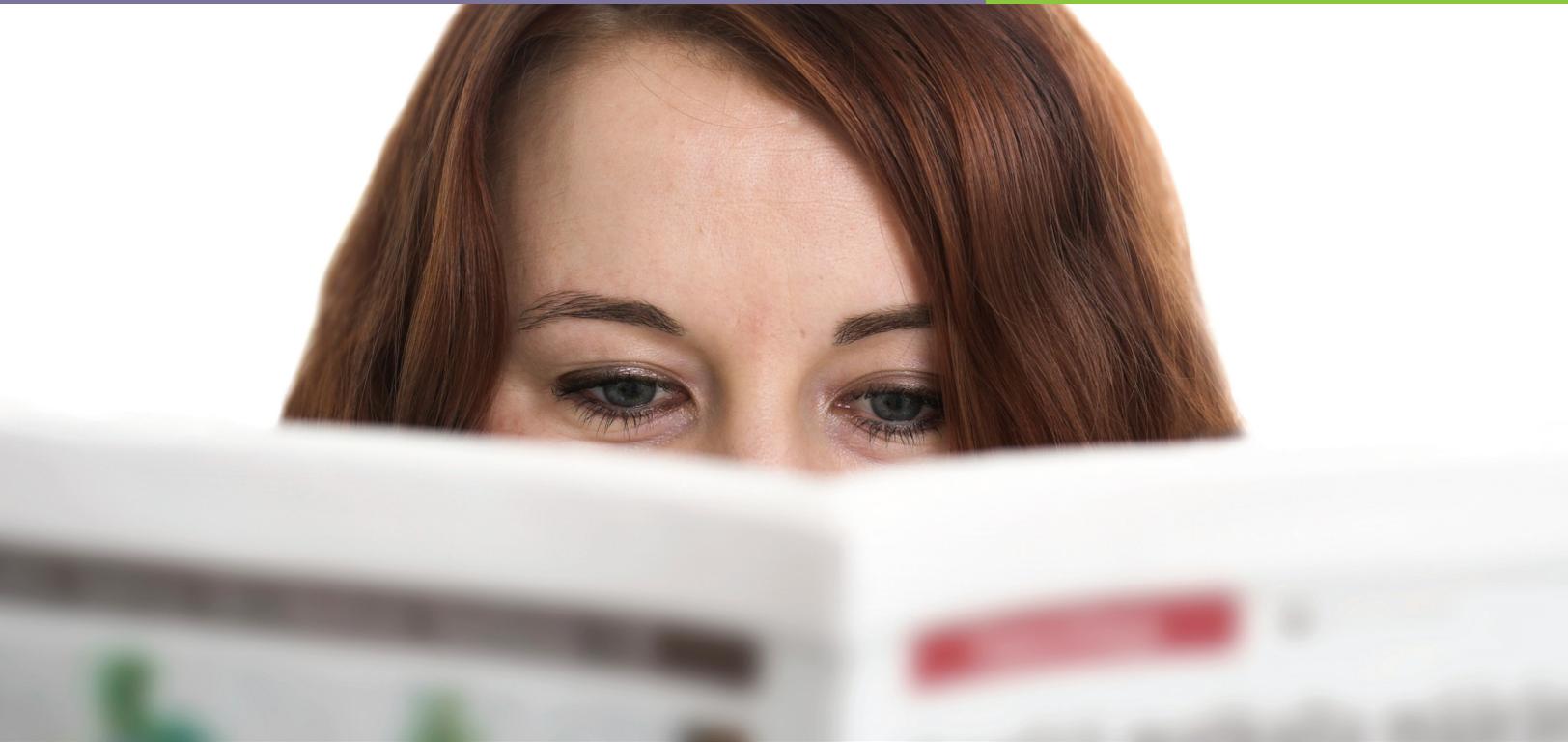




# Bee Group Newspapers



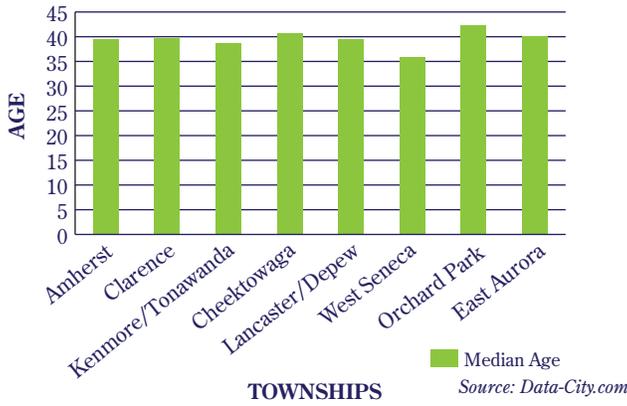
*When you want to reach  
the largest, most affluent  
households in the  
suburban area  
surrounding Buffalo*

**THERE'S ONLY ONE PLACE TO TURN...**



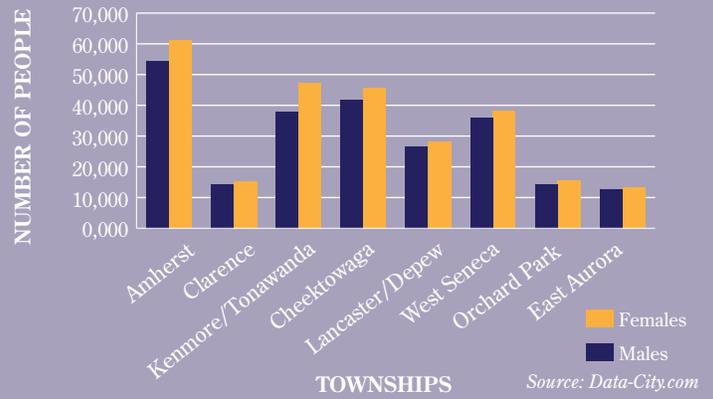
## MEDIAN AGES

Median Age



## ADULTS BY GENDER

Number of Adult Males & Females in Bee Distribution Areas



## POPULATION

Population in Bee Distribution Areas



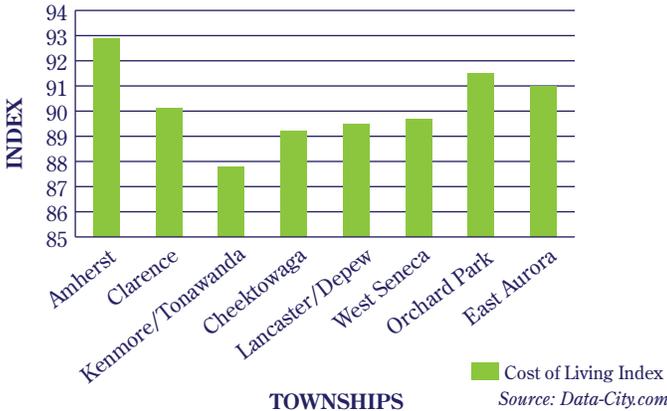
## HOUSEHOLDS

% Of Households with Families



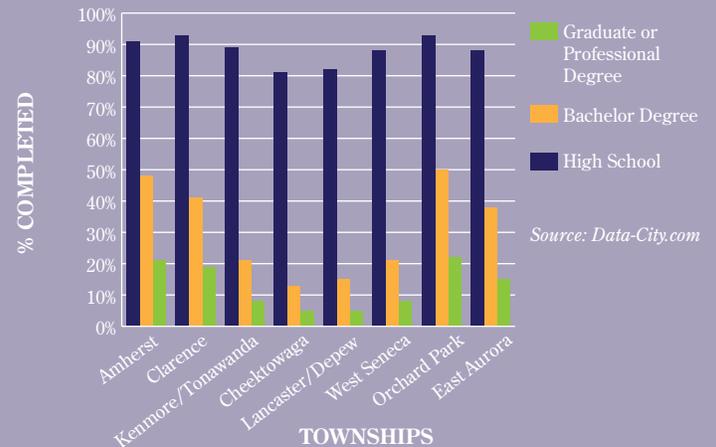
## COST OF LIVING INDEX

100 = U.S. Average



## EDUCATION

Education Levels in Bee Distribution Areas



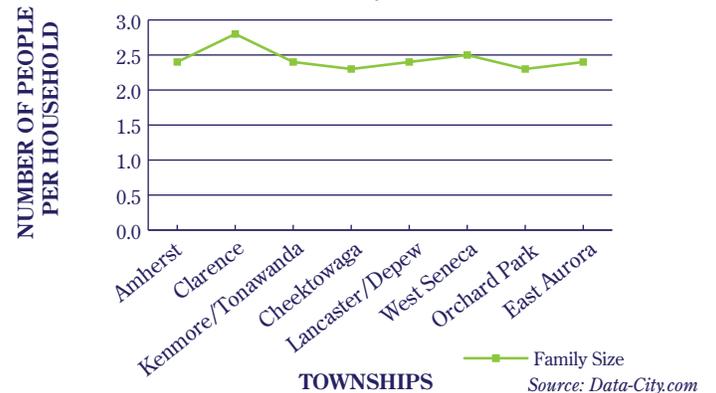
## INCOME LEVELS

Average Household Income



## FAMILIES

Family Size



# Demographics with BUYING POWER



The Bee Newspapers encompass nine local weekly newspapers mailed to paid subscribers and requester copies picked up from selected businesses and news boxes. Our customers have grown up reading Bee newspapers. Our papers have been a part of their life, having been in business for 130 years.

All Bee Newspapers are in the suburban areas surrounding Buffalo, N.Y. The Bee concentrates on high-income, college-educated, community-involved residents in our affluent suburban marketplace. Every week, more than 168,000 people read a Bee newspaper.

Our readers are interested in their schools, government and most of all the quality of life that they have grown to expect from their communities. We deliver this information to readers in a manner that explains how changes will affect them, their family and their lifestyle.

Our readers have also learned to trust our newspapers, and they know businesses that advertise in The Bee can be trusted and are reliable. If you wish to reach upscale readers in Western New York, your message should be in The Bee. If you would like to see a copy of any Bee newspaper, its great process color and professional editorial stories, just give us a call or send an e-mail.

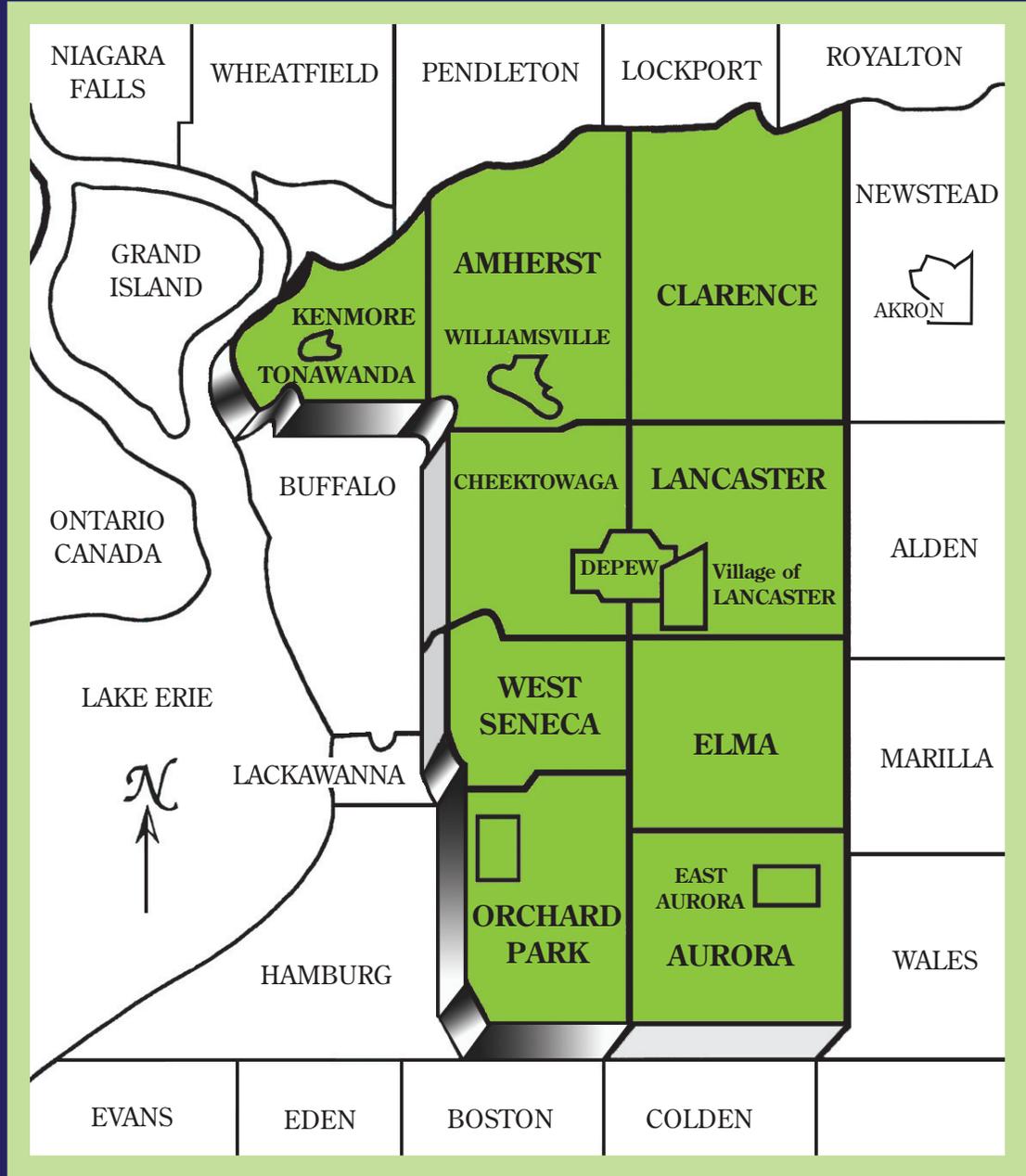
 **Bee Group Newspapers**  
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