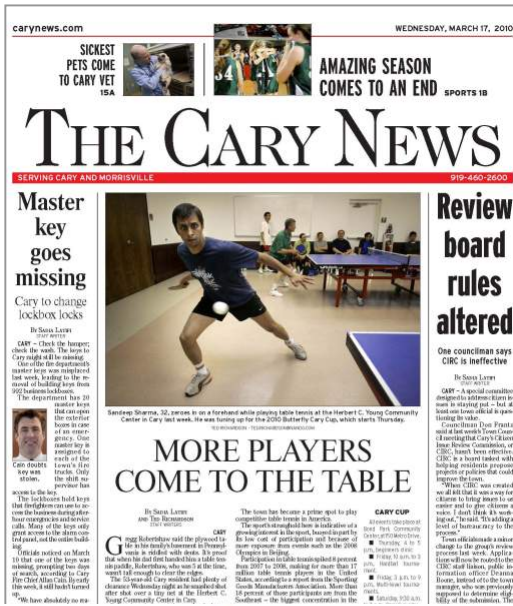


The Cary News has been Cary's hometown newspaper since 1963!



Distribution Area: Cary, Morrisville and select Raleigh ZIP codes (ZIP codes 27511, 27513, 27518, 27519, 27560, 27606, * and 27607*)

- Population up 42% since 2000.
- Projected to grow an additional 14% in the next 5 years.
- Four of the seven ZIP codes are ranked within the top 20 in the state for median HH income.

Circulation: 49,000 – Wednesday; 54,400 - Sunday

Average Issue Readership: 71,300 adults in Wake County

Demographic Profile of Adults in the Distribution Area:

Median age:	41.6
Median HH Income:	\$74,383
Median Value, owned home:	\$263,209
Own home:	76%
Children under 18 at home:	42%

Editor: Jack Hagel

Ad Director: Mark Alston

Awards - 2009 N.C. Press Association:

- 2nd Place – Sports Feature Writing – J. Mike Blake
- 2nd Place – Special Section, Cary Today – Staff
- 3rd Place – Sports News Reporting – J. Mike Blake
- 3rd Place – Sports Column – J. Mike Blake

Miscellaneous: The Cary News is the most used information source among Cary citizens – up from 4th most used information source in 2008.

* Partial ZIP code

Sources: Claritas Inc., 2010; Scarborough Research; Town of Cary Biennial Citizen Survey