

CROSSROADS NEWS

East Metro Atlanta's Premier Community Newspaper



**Weekly Community Newspaper
Established 1995**

**Circulation: 28,000
Weekly Readership: 102,800***



www.cvcaudit.com

* Source: The Media Audit, Atlanta Market Surveys

Key Readership Demographics

CrossRoadsNews serves a highly desirable market in a number of key consumer categories.

Total Income: \$16,048,250,000

Annual Average Income: \$71,939

Average Age: 43

Homeowners: 74%

Average Home Value: \$189,594

Avg. Miles Driven Past Week: 300



CrossRoadsNews

East Metro Atlanta's Premier Community Newspaper

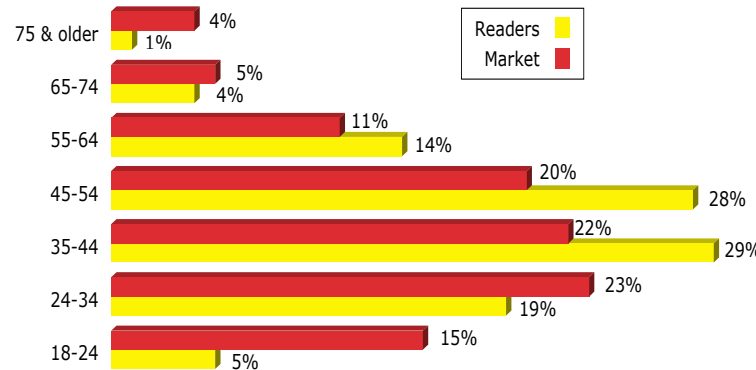
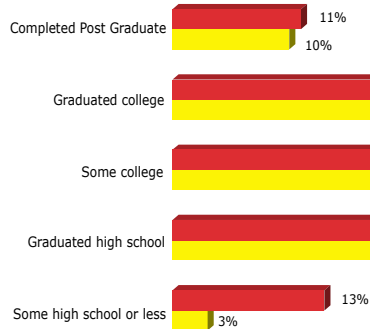
2346 Candler Road • Decatur, GA 30032 • www.crossroadsnews.com
404-284-1888 • Fax: 404-284-5007

CrossRoadsNews Mission Statement

It is the mission of CrossRoadsNews to provide our readers with accurate, unbiased information about their community that is pertinent to their daily lives, information that will empower them to be proactive in protecting and improving the quality of life they have worked so hard to achieve.

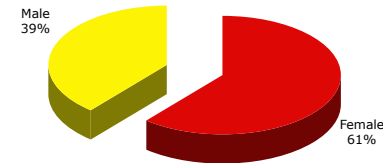
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Average Age: 43
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Average Home Value: \$189,594



**CIRCULATION
VERIFICATION
COUNCIL**

www.cvcaudit.com

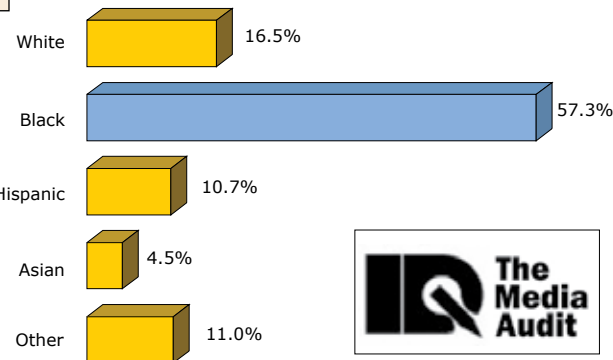
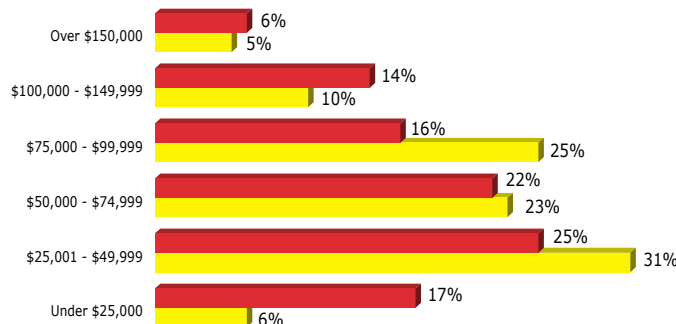


More than 100,000 readers per week.

*Source: The Media Audit, Atlanta Market Surveys

CrossRoadsNews supervises the Southeast Quadrant of metro Atlanta, including the largest black middle class in the United States.

PUBLISHED SATURDAYS



The Media Audit

The Median Income for the United States was \$50,046 in 2010.*

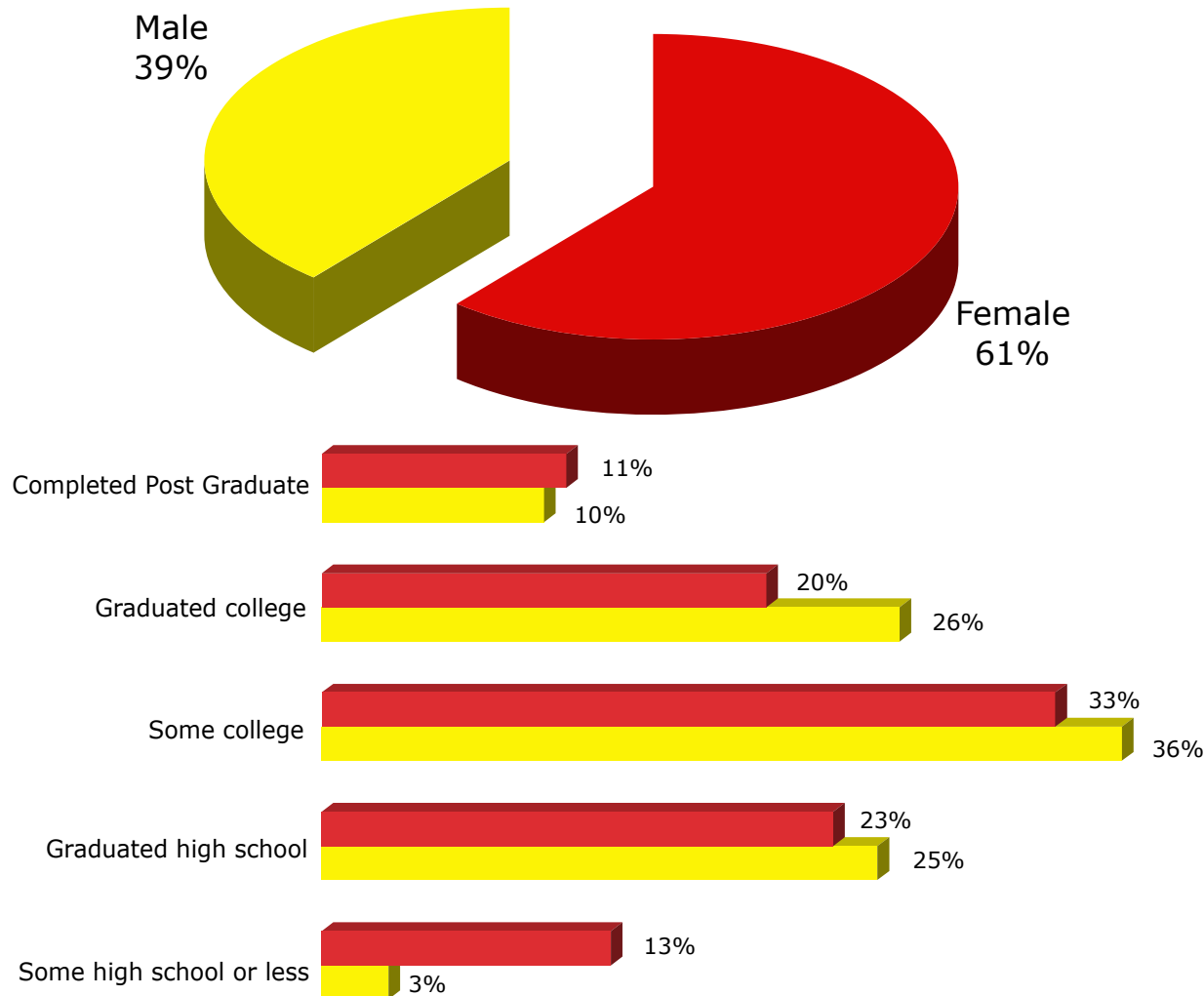
*Source: U.S. Census Bureau, American Community Survey

For more reader stats, including shopping habits and spending plans, call 404-284-1888 or email advertising@crossroadsnews.com



Key Readership Demographics

Women comprise 61% of CrossRoadsNews readers. More than 36% of our readers have graduated from college.



Zip Code Breakdown

CrossRoads
News

East Metro Atlanta

BULK DELIVERY

30316	East Atlanta	3,160
30317	East Atlanta	205
30002	Avondale Estates	3,200
30021	Clarkston	500
30030	Decatur	800
30032	Decatur	2,675
30033	Decatur	135
30034	Decatur	3,655
30035	Decatur	685
30038	Lithonia	2,650
30058	Lithonia	2,100
30079	Scottdale	105
30083	Stone Mountain	940
30087	Stone Mountain	1,350
30088	Stone Mountain	400
30084	Tucker	350
Subscriptions, Tearsheets, etc.		80
Total		23,000

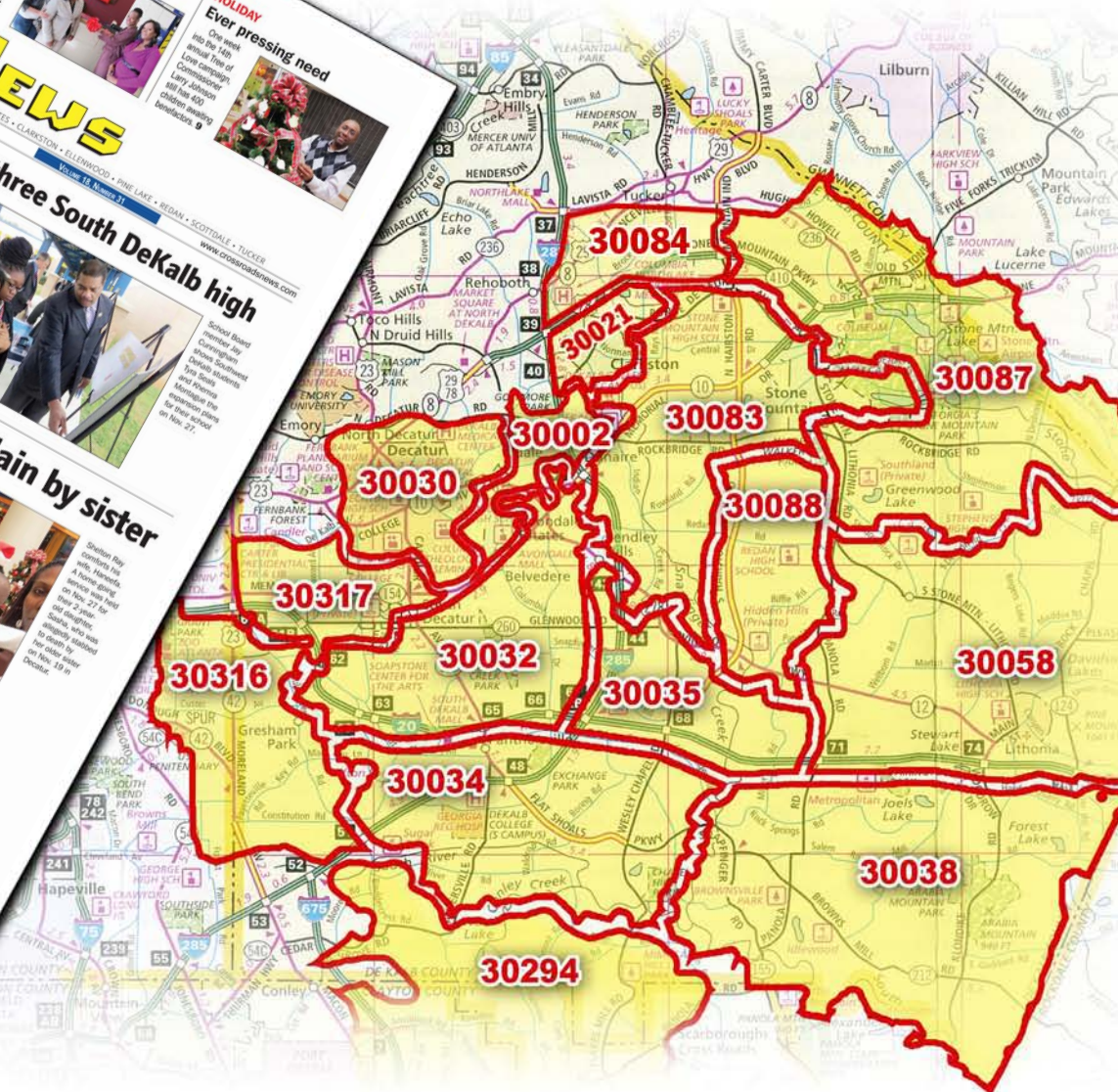
HOME DELIVERY

30032	Decatur	2,000
30034	Decatur	1,500
30038	Lithonia	1,500
Total		5,000

Published weekly on Saturday
Circulation verified by

CIRCULATION
VERIFICATION
COUNCIL

www.cvcaudit.com



Educating & Empowering Our Community

Educating and Empowering Our Community **CROSSROADS**NEWS COMMUNITY EXPOS at the Mall at Stonecrest



Health, Wellness & Beauty Expo January 26, 2013

Healthcare providers, insurance companies, fitness instructors, spas, haircare & natural product providers, and others bring messages of good health and help empower residents to live more active lives. Exhibitors also offer health screenings, fitness & product demos.

Dance & Summer Camp Expo March 23, 2013

Dance & karate schools, cheerleaders, churches, tutors, YMCAs, and other summer activity providers offer options for parents seeking innovative and interesting programs for their children. Organizations offering services and resources to families are also invited.



Family & Back to School Expo August 3, 2013

Businesses and organizations serving families will showcase goods and services to help students have a successful school year. The expo highlights services from afterschool to private schools and options for adults looking to retool and sharpen their skills for new careers.

Seniors Expo September 21, 2013

The spotlight turns to seniors and the Baby Boomer generation in CrossRoadsNews' final expo for the year. Financial advisers, health-care providers, retirement communities and estate planners are among the vendors who can meet numerous potential clients during this excellent marketing opportunity.



CROSSROADSNEWS Award-Winning Expos



2007
Community Service
Award



2007
Great Ideas
Award



2008
Best Public Service/Community Event Promotion
Award



CrossRoadsNews

East Metro Atlanta's Premier Community Newspaper

Our customers include . . .



THE MALL AT
STONECREST

at&t



Walgreens



CHASE



NORTH DEKALB
MALL



CrossRoadsNews

East Metro Atlanta's Premier Community Newspaper

Online

CrossRoadsNews.com

zip2save.com



Banner Ads • Mobile • Coupons • Deals • Business Directory

Preprints

- 28,000 copies distributed weekly
- Zoning by ZIP code available (10,000 minimum)



CROSSROADSNEWS

East Metro Atlanta's Premier Community Newspaper

Winner of 8 Awards for Journalistic Excellence *in the Atlanta Association of Black Journalists' 30th Pioneer Black Journalists Awards Competition**

CROSSROADSNEWS

East Metro Atlanta's Best Source for Local News

- Best Community / Public Affairs Reporting
- Best Deadline Reporting
- Best Non-Deadline Reporting
- Best News Series
- Best Hard Feature Story
- Best Soft Feature (2) -- Tie
- Best Photojournalism

* Print Category - Under 100,000 circulation



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CrossRoadsNews

East Metro Atlanta's Premier Community Newspaper



Award-winning, hyper-local community journalism

Through the years, CrossRoadsNews has garnered many awards for its community coverage. Here are a few:

2012

Winner, MillerCoors Messenger Awards
"Cell Phone Towers Going to Schools"

Atlanta Association of Black Journalists
Eight (8) Awards for Journalistic Excellence

2011

Finalist, MillerCoors Messenger Awards
"Frolicking in the Polluted South River"

National Newspaper Publishers Association
Best Use of Photographs
(Tabloid Division), 1st Place
Community Service Award, 2nd Place
Best Feature Story, 3rd Place

2008

Suburban Newspapers of America
Best Local Election Coverage (Vote '08)
Best Public Service Community
Event Promotion

2007

Suburban Newspapers of America
Great Ideas Award (CrossRoadsNews Expos)
National Newspaper Publishers Association
Community Service Award

2005

DeKalb NAACP
President's Award for Community Service

2004

Atlanta Association of Black Journalists
Pioneer Black Journalist Awards
Series Reporting (for Coverage of
Community's
Effort to Close Live Oak Landfill)
Editorial Writing (for Commentary on
Atlanta's Combined Sewer Overflows)

2003

Atlanta Association of Black Journalists
Pioneer Black Journalist Awards
Community Affairs
(for Special Section
on the Environment)
Series Reporting
(for Coverage of Landfills
in South DeKalb)
Editing & Design Award

2002

The South DeKalb Business Association
Dedicated Service & Outstanding
Leadership Award

2001

ABWA, Rainbow International Chapter
Community Award
DeKalb NAACP
Benjamin L. Hooks Award for
Outstanding Service

Atlanta Business League
Outstanding Achievement Award

2000

Friends of the Wesley Chapel Library
Community Service Award

1998, 1997, 1996
DeKalb Partners in Education
Outstanding Media Award



Don't Miss Out!
Put CrossRoadsNews to work for you

CrossRoads**News**

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404-284-1888 • Fax: 404-284-5007

advertising@crossroadsnews.com

Adsend Code: gadcr

