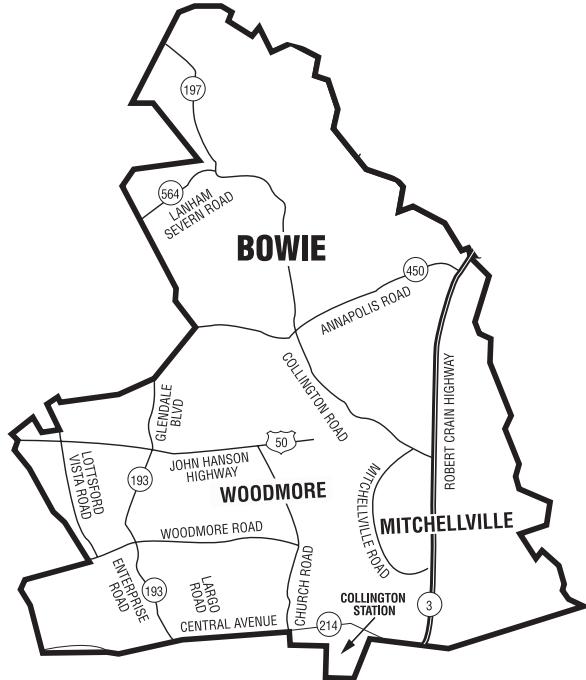
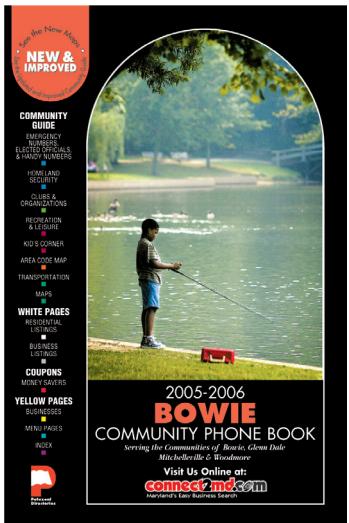




THE BLACK BOOK

THE 2006-2007 BOWIE COMMUNITY PHONE BOOK

first published in 1973,
is now over 32 years old
distributed to over 44,600
homes and businesses.



THE BOWIE DISTRIBUTION AREA

Bowie 20715, 20716,* 20720, 20721,* 20769

*partial

EXPANDED CIRCULATION!

TOTAL DISTRIBUTION: 44,600

MONTH OF DELIVERY: Starts
July 2006

AGE

18-20	3.9%
21-24	4.6%

BOWIE

PHONE BOOK MARKET

- 76% have attended college
- 86% own homes
- 42% have lived in residence five years or less
- 62% are married and 40% have children in household
- Gender: 48% male, 52% female
- Median age is 4
- Median household income is \$91,966

AGE

25-34	10.2%
35-44	17.7%
45-49	9.2%
50-54	7.7%
55-59	6.2%
60-64	4.8%
65-74	5.3%

AGE

75-84	2.5%
85+	1.1%

Household Income

\$15,000-\$24,999	2.1%
\$25,000-\$34,999	3.4%
\$35,000-\$49,999	8.6%
\$50,000-\$74,999	19.3%
\$75,000-\$99,999	21.1%
Over \$100,000	43.2%

Source: Claritas Inc., 2005; U.S. Census Data.

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