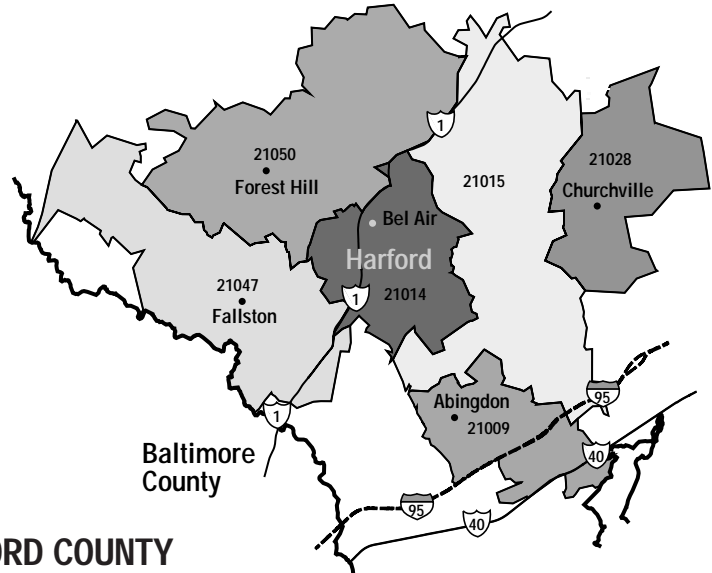




THE BLACK BOOK

THE 2006-2007
HARFORD COUNTY
PHONE BOOK

first published in 1998, is now over 7 years old and distributed to over 55,900 homes and businesses in Harford County.



THE HARFORD COUNTY DISTRIBUTION AREA

- Abingdon 21009
- Bel Air 21014
- Bel Air 21015
- Churchville 21028*
- Fallston 21047*
- Forest Hill 21050*

*partial

EXPANDED DISTRIBUTION
TOTAL DISTRIBUTION: 55,900
MONTH OF DELIVERY:
Starts August 2006

HARFORD COUNTY PHONE BOOK MARKET

- 66% have attended college
- 85% own homes
- Average length of residence - 11 years
- 68% are married and 40% have children in household
- Gender: 49% male, 51% female
- Median age is 37
- Median household income is \$73,996

AGE	PERCENTAGE
18-20	3.7%
21-24	4.8%
25-34	10.9%
35-44	16.9%
45-49	8.6%
50-54	7.3%
55-59	6.0%
60-64	4.5%
65-74	5.8%
75-84	3.7%
85+	1.1%

HOUSEHOLD INCOME	PERCENTAGE
\$15,000-\$24,999	5.2%
\$25,000-\$34,999	6.4%
\$35,000-\$49,999	13.0%
\$50,000-\$74,999	21.9%
\$75,000-\$99,999	18.6%
Over \$100,000	30.5%

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

