

HOWARD

LIFE | PEOPLE | SHOPPING | DINING | FUN | INSPIRATION

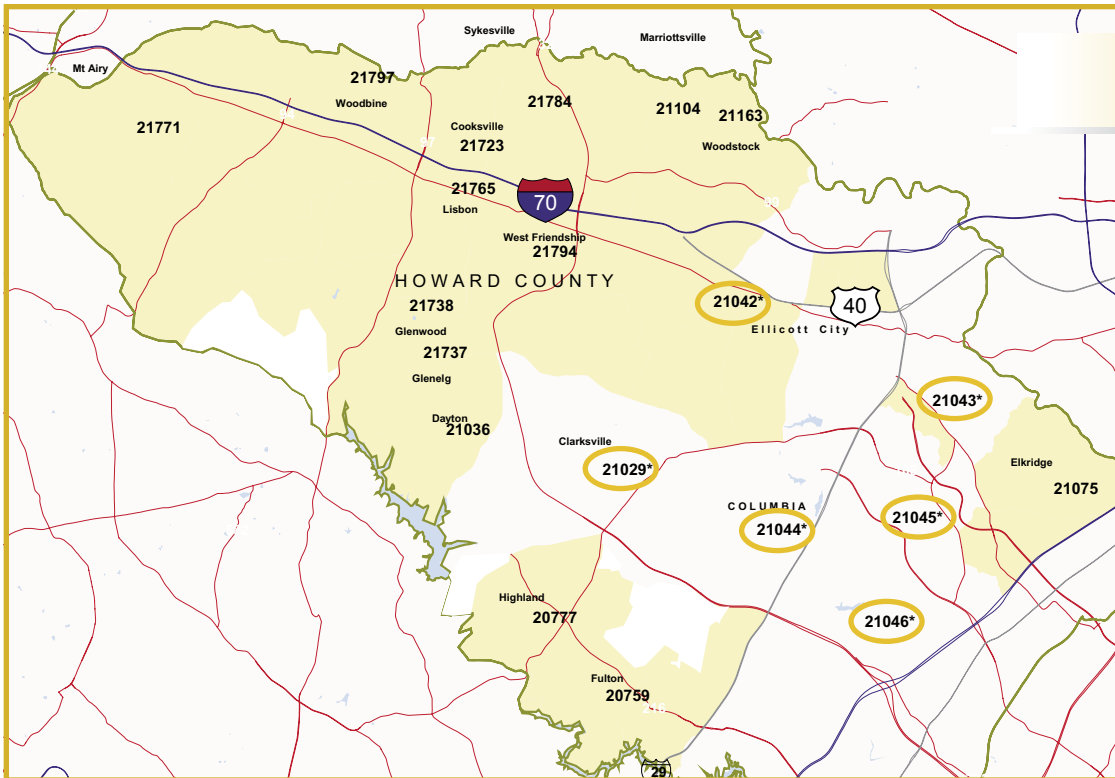
A PATUXENT PUBLISHING COMPANY MAGAZINE

Total Circulation
40,600

REACH New Demographics!

Howard County is changing and improving, and so is Howard Magazine!

Howard Magazine has heard your requests to reach Western Howard County, Ellicott City and Elkridge households and we've adjusted our distribution to meet your advertising needs. You can rely on the award-winning Howard Magazine to introduce your business to new potential clients in these desirable areas. **Starting with the February 2008 issue, your message will reach these key neighborhoods.**



NEW Western Howard County, Ellicott City and Elkridge area

Total New Area Circulation	9,007
Average household income	\$134,726
Average annual household retail expenditures	\$47,436
Own their home	93%
Attended college	77%
Married	46%
Household with kids	46%
Median age	38.5

Source: PPC Circulation, 2007; Claritas Research, 2008

MAP KEY

- New Howard County Distribution Areas
- Existing Howard County Distribution Areas

375708



Our new distribution area boasts the above market profile. *But that's not all! Howard Magazine continues to go where it's never been before!* In addition to these new neighborhoods, we have also created a new business route distribution.

Target the customers you most want to reach with Howard Magazine's enhanced coverage of Howard County's upscale neighborhoods and businesses!

10750 Little Patuxent Parkway • Columbia, MD 21044
 Howard Co./Columbia (410) 730-3990 / Fax (410) 884-4636
 Baltimore • (410) 995-0250 / Fax (410) 997-0885
 Towson (410) 337-2455 • Fax (410) 296-2707
 Washington, D.C. (301) 621-5218

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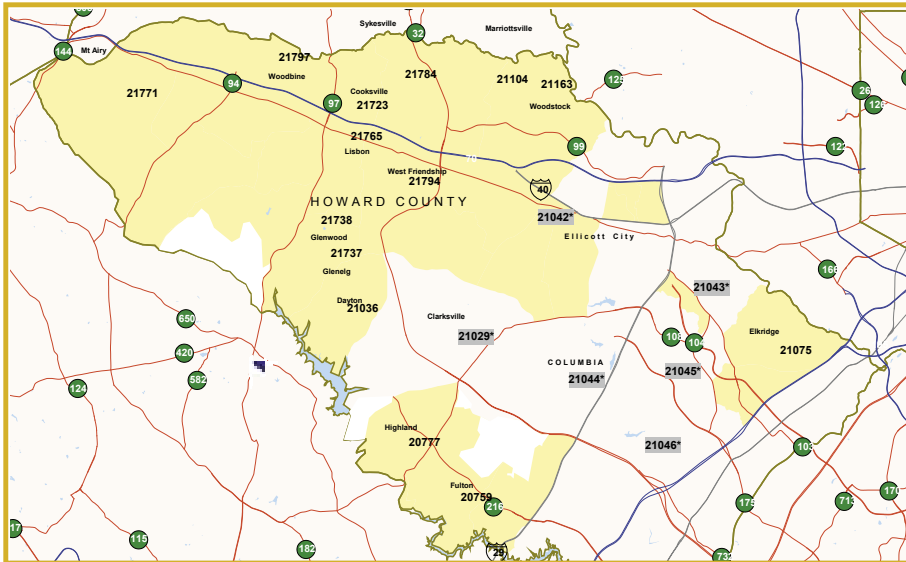
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REACH New Demographics!

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*Circled areas denote zips with existings Howard

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