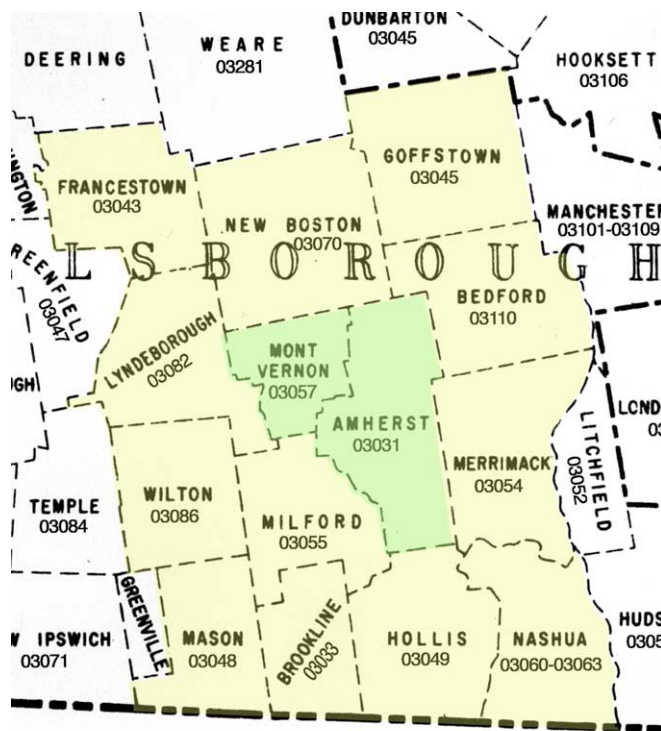


Demographic Area

The Amherst Citizen has been covering the two towns of Amherst and Mont Vernon, New Hampshire since September 1992. No other newspaper can compare with the 100% saturation mailing to every home and business or the amount of news and information of interest to these two growing communities. Additionally, **The Citizen** provides newsstand copies to surrounding towns, subscribers and advertisers for a total complimentary distribution of about 6,200 copies.

Population growth between 1990 to 2000 increased by 18.8% for Amherst and 12.3% for Mont Vernon. Amherst has the 2nd highest median household income and the 3rd highest median property value in the region. In 2002, Amherst went through a property revaluation with an average increase of 55%.

Amherst is committed to quality education and has an attainment level of 96% for high school graduates and 56% for bachelor degrees or better among its residents.



	Amherst	Mont Vernon
Population	10,769	2,034
SF Homes	3,389 (90%)	627 (87%)
Med. Value*	\$207,800	\$173,700
Hshld Incm**	\$89,384	\$71,250
%Men/Women	50%/50%	51%/49%
Med. age	39	39
HS+/BA+	96%/56%	93%/42%
Growth***	18.8%	12.3%
Under 18	31.7%	29.7%
18-64	61.0%	61.2%
65+	7.3%	9.1%

* Median household value, owner occupied. Amherst had a revaluation in 2002 increasing home values an average 55%.

** Median household income may differ with per capita, median 4-person family, and male/female-year round wages.

*** Ten year growth rate from 1990 to 2000. Population numbers as of 2000 census.

Copyright 2002. Data available from Economic & Labor Market Information Bureau, NH Employment Security. www.nhes.state.nh.us/elmi/htmlprofiles/

Surrounding Communities:

	Population	SF Homes	Med. Value	Hshld Incm	%Men/Women	Med. age	HS+/BA+
Milford	13,535	2,554 (48%)	\$134,400	\$52,343	49%/51%	35	91%/27%
Brookline	4,181	1,267 (92%)	\$171,900	\$77,075	51%/49%	36	94%/42%
Hollis	7,015	2,256 (91%)	\$264,400	\$92,847	50%/50%	40	96%/56%
Nashua	86,605	16,004 (45%)	\$137,500	\$51,969	49%/51%	36	87%/32%
Merrimack	25,119	6,397 (71%)	\$143,300	\$68,817	50%/50%	36	93%/35%
Bedford	18,274	5,328 (83%)	\$218,300	\$84,392	49%/51%	39	93%/49%
Goffstown	16,929	3,976 (69%)	\$124,900	\$55,833	48%/52%	35	85%/25%
New Boston	4,138	1,268 (87%)	\$146,400	\$66,020	50%/50%	36	94%/36%
Franchestown	1,480	591 (90%)	\$133,500	\$64,259	51%/49%	40	95%/44%
Lyndeborough	1,585	534 (91%)	\$132,700	\$59,688	51%/49%	38	91%/34%
Wilton	3,743	1,090 (75%)	\$130,900	\$54,276	49%/51%	37	90%/34%
Mason	1,147	435 (96%)	\$136,700	\$60,433	52%/48%	40	90%/31%