

# Your neighbors. Your community. Your magazines.

Reflecting the lifestyle of the community, *Dublin Life*, *Westerville Magazine*, *Tri-Village Magazine*, *Pickerington Magazine*, *Healthy New Albany* and *Discover Grove City* are mailed to each residence in the city's boundaries – offering total saturation of your target market with unmatched readership. These premier city magazines are lifestyle resources for residents, including city newsletters with event and program updates, as well as compelling editorial content, featuring the people, businesses and events in the community.

**Delivering the community consumer to your mailbox – issue after issue!**

Additionally, Central Ohio has been and continues to be average or above average consumer spenders, which makes it the perfect test market for products and services.

**cityscene**  
media group

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Dublin earns AAA rating from Moody's, a distinction only 3 percent of rated cities throughout the country carry.

# dublinlife

[www.dublinlifemagazine.com](http://www.dublinlifemagazine.com)

**Readership:** 35,000

**Circulation:** 18,000+ each issue

**Building Relationships:** Since 1999, *Dublin Life* has been the official magazine of the growing City of Dublin. *Dublin Life* is mailed to City of Dublin residents and businesses in zip codes 43016 and 43017.

**Average Dubliner:** 39 years old, married with children. Nearly 30% hold graduate/professional degrees. Employed in a management or professional position.

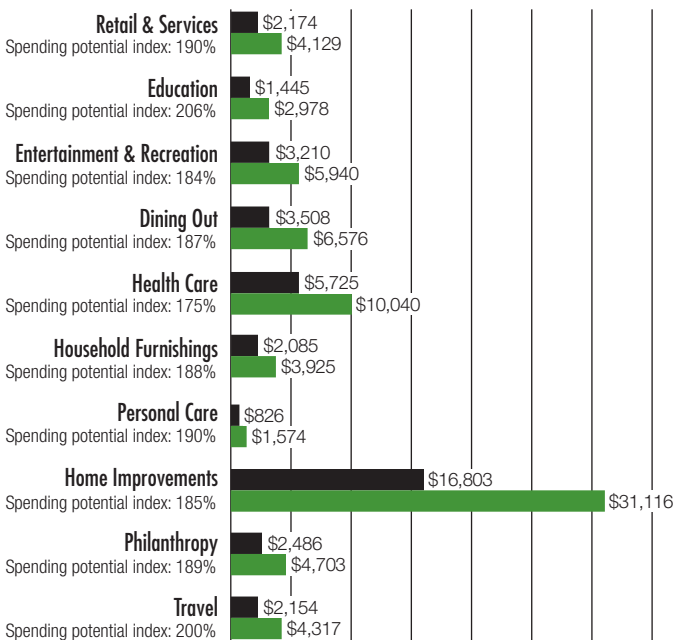
**Median Family Income:** \$159,000

**Average Home Price:** \$388,000

**Bulk issues available:** City Hall, Community Relations, Dublin Community Recreation Center, Dublin Chamber, Dublin Library, various retail outlets.

**Spending Potential Index\*:** *Dublin Life* readers are above average spenders! Spending index ranges from 175 to 206 in these categories: Apparel & Services; Education; Entertainment/Recreation; Food Away from Home; Health Care; Household Furnishings & Equipment; Personal Care Products & Services; Philanthropy and Travel.

## Spending data based on a single household (2018)



■ National average spending  
■ Dublin average spending



In 2013, Money Magazine included Westerville as one of "America's Best Places to Live."

# Westerville

[www.westervillemagazine.com](http://www.westervillemagazine.com)

**Readership:** 45,000

**Circulation:** 22,000+ each issue

**Building Relationships:** Since 2001, *Westerville Magazine* has been the official magazine of the dynamic City of Westerville. The publication is mailed to City of Westerville residents and businesses, PLUS school district homes valued at \$250,000+ in zip codes 43081 and 43082.

**Average Westerville Resident:** 41 years old, married with children in the home. Has a bachelor's degree or higher. Works in a management or professional position.

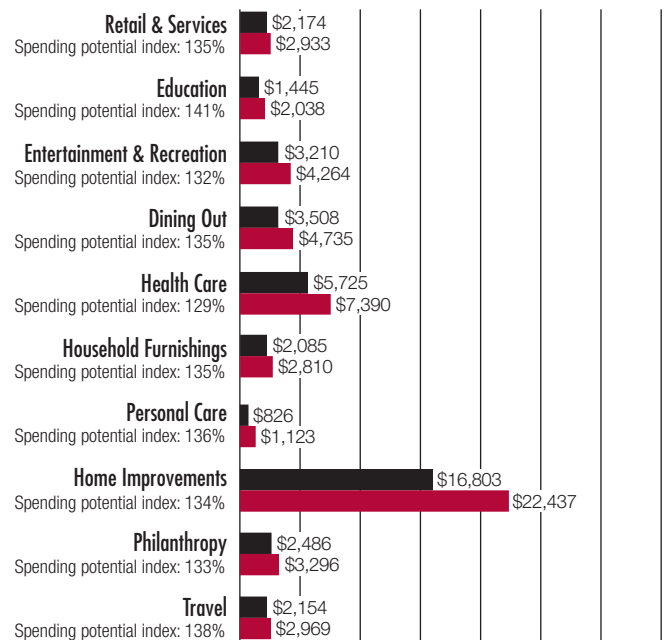
**Median Family Income:** \$113,000

**Average Home Price:** \$264,000

**Bulk issues available:** Westerville Municipal Building, Community Center, Library, Visitors Bureau, Westerville Area Chamber of Commerce, various retail outlets

**Spending Potential Index\*:** *Westerville Magazine* readers are above average spenders! Spending index ranges from 129 to 141 in these categories: Apparel & Services; Education; Entertainment/Recreation; Food Away from Home; Health Care; Household Furnishings & Equipment; Personal Care Products & Services; Philanthropy and Travel.

## Spending data based on a single household (2018)



■ National average spending  
■ Westerville average spending

\*Spending potential index is the amount spent in the area relative to a national average of 100. Some numbers have been rounded up to the nearest whole number, and the national spending average was adjusted to be consistent across all communities. Data collected from esri Market Profile 2017, 2018





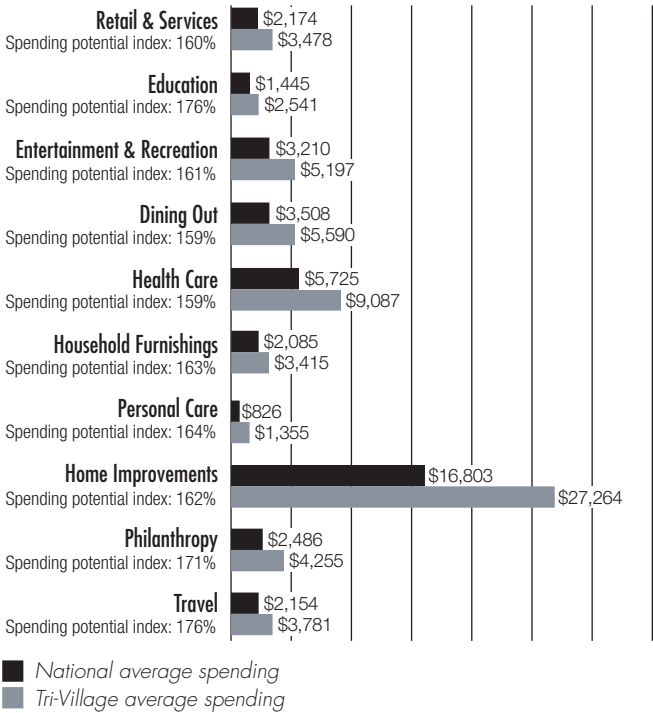
UA earns AAA ratings from Moody's and Standard & Poor for the 10th consecutive year.

tri-village magazine

www.trivillagemagazine.com

**Readership:** 42,000  
**Circulation:** 18,000+ each issue  
**Building Relationships:** Founded in 1999 as *Upper Arlington Magazine*, the *Tri-Village Magazine* added distribution to homes and businesses in Grandview Heights and Marble Cliff in 2010.  
**Average Tri-Village Resident:** 43 years old, married with children in the home. Has a bachelor's degree or higher. Works in a management or professional position.  
**Median Family Income:** \$138,000  
**Average Home Price:** \$392,000  
**Bulk issues available:** UA, Grandview and Marble Cliff city offices, libraries, Tri-Village Chamber Partnership, various retail outlets.  
**Spending Potential Index\*:** *Tri-Village Magazine* readers are above average spenders! Spending index ranges from 153 to 176 in these categories: Apparel & Services; Education; Entertainment/Recreation; Food Away from Home; Health Care; Household Furnishings & Equipment; Personal Care Products & Services; Philanthropy and Travel.

Spending data based on a single household (2018)



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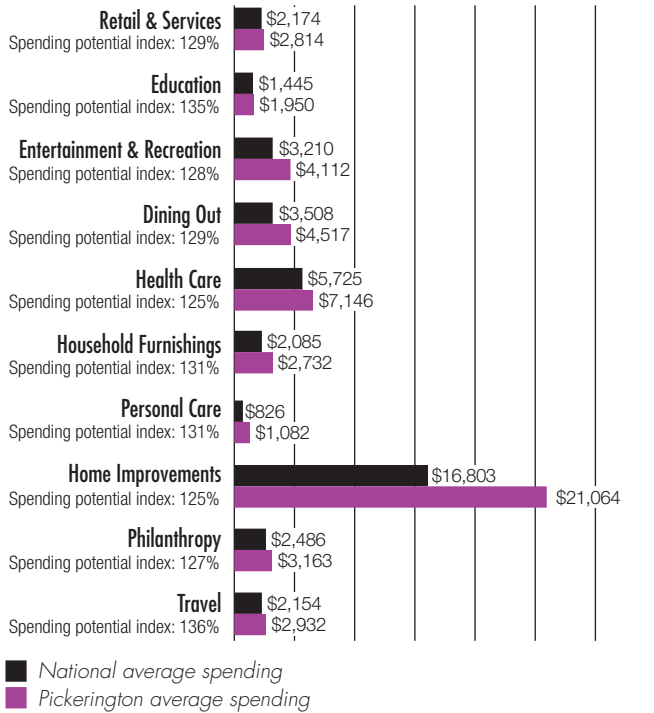
In 2014, NerdWallet rated Pickerington as the #1 city in Ohio for homeownership based on affordability, availability and area growth.

pickerington Magazine

www.pickeringtonmagazine.com

**Readership:** 32,000  
**Circulation:** 17,500+ each issue  
**Building Relationships:** *Pickerington Magazine* is the official magazine of the City of Pickerington and Violet Township. The publication is mailed to city and township residents, and businesses in zip codes 43147 and 43110.  
**Average Pickerington Resident:** 33 years old, married with young children, average family size of 3.5 family members. Employed in various professional and management professions.  
**Median Family Income:** \$109,000  
**Average Home Price:** \$243,000  
**Bulk issues available:** Violet Township Building, Pickerington City Hall, Pickerington Area Chamber of Commerce, Pickerington Library, various retail outlets.  
**Spending Potential Index\*:** *Pickerington Magazine* readers are above average spenders! Spending index ranges from 122 to 136 in these categories: Apparel & Services; Education; Entertainment/Recreation; Food Away from Home; Health Care; Household Furnishings & Equipment; Personal Care Products & Services; Philanthropy and Travel.

Spending data based on a single household (2018)





**#1 Suburb in America according to Business Insider in 2015**

# HEALTHY NEW ALBANY

[www.healthynewalbanymagazine.com](http://www.healthynewalbanymagazine.com)

**Readership:** 37,000  
**Circulation:** 10,000

**Building Relationships:** Founded in 2011, *Healthy New Albany* is the official magazine of Healthy New Albany Inc., a 501(c)(3) charitable organization serving New Albany and Plain Township residents in Franklin and Licking counties. The magazine is mailed to City of New Albany and New Albany School District residents and area businesses.

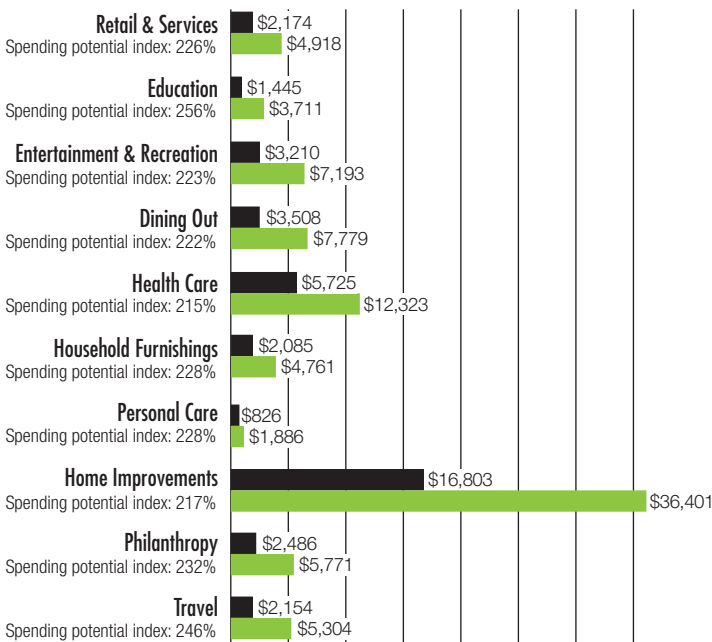
**Average New Albany Resident:** 38 years old, married. Has a bachelor's degree or higher. Employed full time in a management or professional position.

**Median Family Income:** \$172,000  
**Average Home Price:** \$473,000

**Bulk issues available:** New Albany Municipal Building, Plain Township, New Albany Library, New Albany Chamber, YMCA, ELLA, Woodhaven Farms, Jeanne B. McCoy Center, New Albany Realty, New Albany Links, Second Sole.

**Spending Potential Index\*:** *Healthy New Albany* readers are above average spenders! Spending index ranges from 208 to 256 in these categories: Apparel & Services; Education; Entertainment/Recreation; Food Away from Home; Health Care; Household Furnishings & Equipment; Personal Care Products & Services; Philanthropy and Travel.

### Spending data based on a single household (2018)



■ National average spending  
 ■ New Albany average spending



**According to the Grove City Summit, Grove City has grown more than 45% in population size since 1990.**

# DISCOVER GROVE CITY

[www.discovergrovecitymagazine.com](http://www.discovergrovecitymagazine.com)

**Readership:** 48,260 (based on first-year estimates)  
**Circulation:** 21,000

**Building Relationships:** Founded in 2018, *Discover Grove City* is the official magazine of the City of Grove City. The publication is mailed to Grove City and Jackson Township residents, and businesses in zip codes 43123, 43137 and 43146.

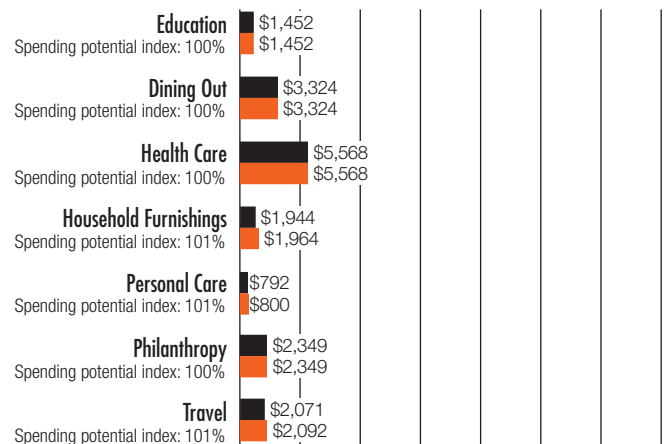
**Average Grove City Resident:** 39 years old, married with average family size of 3 family members. Employed in various management and professional positions.

**Median Family Income:** \$81,000  
**Average Home Price:** \$191,000

**Bulk issues available:** Municipal Building, Libraries, Chamber office, Grove City Town Center, various retail outlets.

**Spending Potential Index\*:** *Discover Grove City* readers are average and above average spenders! The categories include: Education; Food Away from Home; Health Care; Household Furnishings & Equipment; Personal Care Products & Services; Philanthropy and Travel.

### Spending data based on a single household (2017)



■ National average spending  
 ■ Grove City average spending

\*Spending potential index is the amount spent in the area relative to a national average of 100. Some numbers have been rounded up to the nearest whole number, and the national spending average was adjusted to be consistent across all communities. Data collected from esri Market Profile 2017, 2018