



Hometown VALUES

Preferred Mail Advertising

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Charleston, WV • 98,462 Households

Hometown Values Wrap • Weekly Friday/Saturday In Home Dates



2012 Schedule

Issue Date	In Home Date	Printed Material Due
January 2012	Dec. 30/31	Dec. 15
January 2012	Jan. 13/14	Dec. 29
February 2012	Jan. 27/28	Jan. 18
February 2012	Feb. 17/18	Jan. 26
March 2012	Mar. 02/03	Feb. 16
March 2012	Mar. 16/17	Mar. 01
April 2012	Mar. 30/31	Mar. 15
April 2012	Apr. 13/14	Mar. 29
May 2012	Apr. 27/28	Apr. 18
May 2012	May 11/12	Apr. 26
June 2012	June 01/02	May 16
June 2012	June 15/16	May 31
July 2012	June 29/30	June 15
July 2012	July 13/14	June 28
August 2012	July 27/28	Jul. 18
August 2012	Aug. 17/18	Aug. 02
September 2012	Aug. 31 Sept. 01	Aug. 15
September 2012	Sept. 14/15	Aug. 30
October 2012	Sept. 28/29	Sept. 14
October 2012	Oct. 12/13	Sept. 27
November 2012	Nov. 02/03	Oct. 17
November 2012	Nov. 16/17	Nov. 01
December 2012	Nov. 30 Dec. 01	Nov. 14
December 2012	Dec. 14/15	Nov. 29

CHARLESTON Market Distribution Profile

Zip	Town	Households	Zip	Town	Households
25045	Clendenin	2,520	25306	Malden/Rand	3,064
25064	Dunbar	4,785	25309	Spring Hill	5,615
25071	Elkview	4,990	25311	East Charleston	5,228
25143	Nitro	4,012	25312	North Charleston	3,785
25159	Poca	2,507	25387	North Charleston	2,618
25177	St. Albans	10,434	25313	Cross Lanes	5,729
25202	Tornado	489	25314	South Hills	6,632
25213	Winfield	2,449	25315	Marmet	1,503
25301	Charleston	1,726	25320	Sissonville	2,831
25302	Big Chimney	7,578	25526	Hurricane	8,681
25303	South Charleston	3,378	25560	Scott Depot	3,979
25304	Kanawha City	3,929			

Total Distribution 98,462

Schedule is Tentative and Subject to change