

MOST-READ Newspaper

NORTH COUNTRY THISWEEK



- The **ONLY** St. Lawrence County paper with **AUDITED CIRCULATION**
- **AWARD-WINNING** ad design helps **INCREASE IMPACT OF YOUR AD**
- **QUALITY LOCAL NEWS** content attracts customers with **INCOME TO SPEND**

17,928
COPIES



**North Country
This Week**

Potsdam-Canton & Massena-Ogdensburg print & e-editions; circulation audited by CVC, does not include returns.

12,150
COPIES



Free Trader

Estimate based on 13,500 distribution with 10% returns.

7,200
COPIES



**North Country
Shopper**

Estimate based on 8,000 distribution with 10% returns.

1,874
COPIES



**Watertown
Daily Times**

Estimate based on 1/3 of total 5621 circulation in St. Lawrence County. 2023 Statement of Ownership, Management & Circulation.

665
COPIES



**Ogdensburg
Journal**

2023 Statement of Ownership, Management & Circulation.

440
COPIES



**Daily Courier
Observer**

2023 Statement of Ownership, Management & Circulation.

304
COPIES



**St. Lawrence
Plaindealer**

2023 Statement of Ownership, Management & Circulation. June 2022.

500
IMPRESSIONS



Facebook

Many local sites receive only 200-500 impressions without boosting their post, according to Facebook insights.