

# MOST-READ Newspaper

**NORTH COUNTRY  
THISWEEK**



**17,928  
COPIES**



**12,150  
COPIES**



**7,200  
COPIES**



**1,577  
COPIES**



**659  
COPIES**



**398  
COPIES**



**284  
COPIES**



**500  
IMPRESSIONS**



**North Country  
This Week**

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

**Free Trader**

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

**North Country  
Shopper**

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

**Watertown  
Daily Times**

Estimate based on 1/3 of total 4732 circulation in St. Lawrence County. 2024 Statement of Ownership, Management & Circulation.

**Ogdensburg  
Journal**

2024 Statement of Ownership, Management & Circulation.

**Daily Courier  
Observer**

2024 Statement of Ownership, Management & Circulation.

**St. Lawrence  
Plaindealer**

2024 Statement of Ownership, Management & Circulation. June 2022.

**Facebook**

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

- 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**