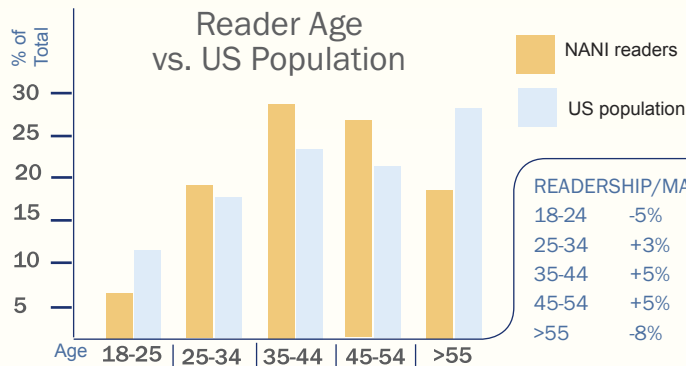
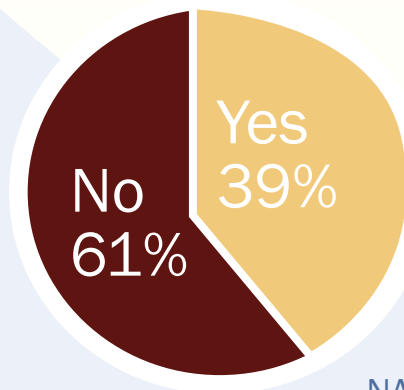


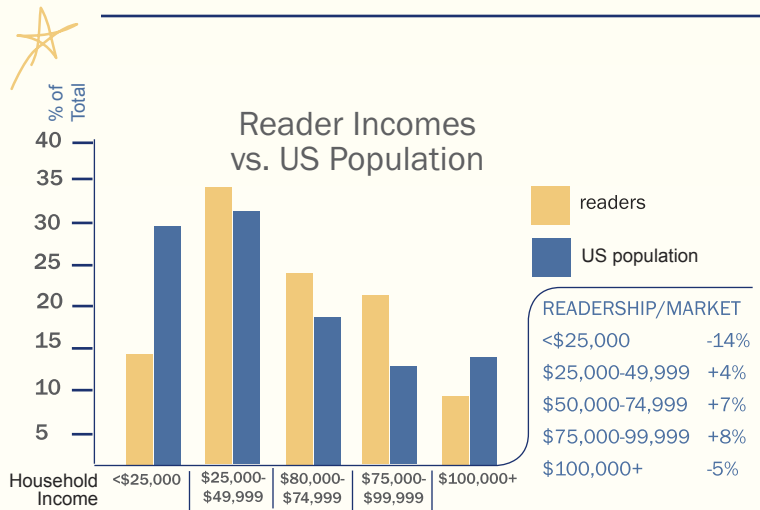
Who reads NANI?



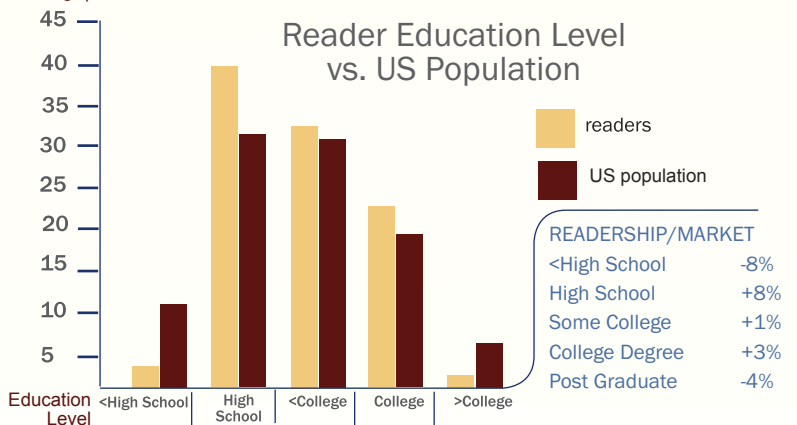
MYTH: Only old people read free papers.
FACT: Free Paper Readers are generally between 25 and 55 years of age.



DO COMMUNITY PUBLICATION READERS SUBSCRIBE TO DAILY NEWSPAPERS?



MYTH: Only poor people read free papers.
FACT: Free Paper Readers are generally middle and upper middle class Americans.



MYTH: Only the uneducated read free papers.
FACT: Free Paper Readers are highly educated earning degrees from high school and college.

NANI Readers look to purchase the following products and services in the coming year

Readers Purchase Intent

AFCP/NANI
 877-203-2327
 nani@afcp.org
 www.naninetwork.com



Information provided by Circulation Verification Council.

- Financial Services 93%
- Medical Services 77%
- Dental Services 81%
- Travel 69%
- Auto 44%
- Dining & Entertainment 69%
- Heating & AC 32%
- Home Furnishings 44%
- Tax Services 36%
- Home Improvement 45%
- Lawn & Garden 33%
- Beauty 84%
- Childcare 24%
- Floral Gifts 24%