

REACHING THE EXPANDING HILL COUNTRY

Quick Facts

Circulation

3,500 each Thursday

Paid subscription

Market Targets

Homeowners, affluent consumers, retirees, families with children

Audit

Annual – Circulation Verification Council

Publisher

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Editor

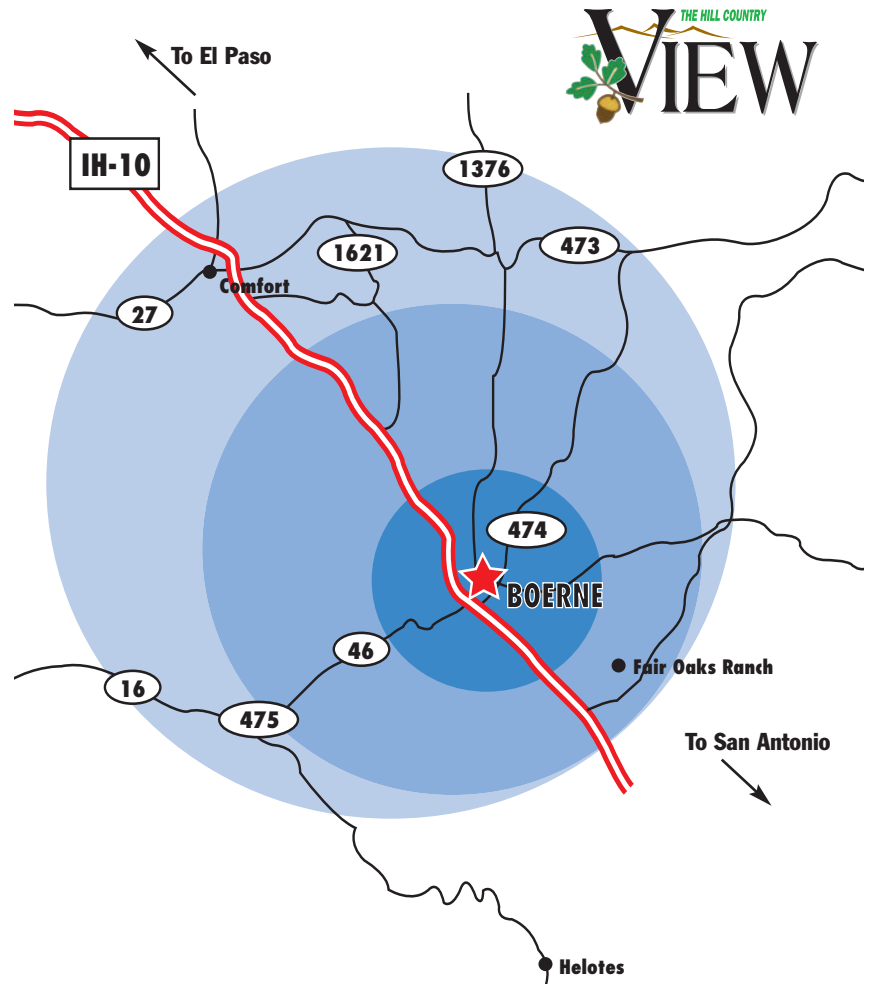
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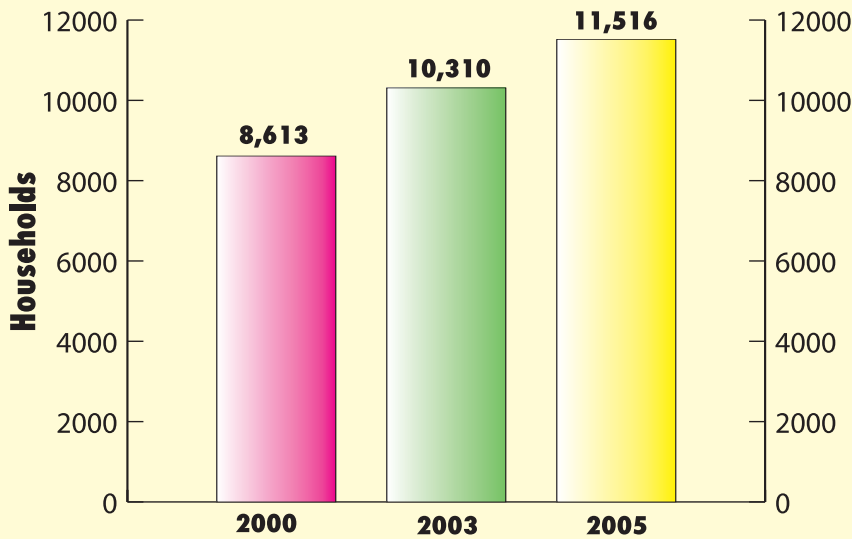
2 p.m. Mondays



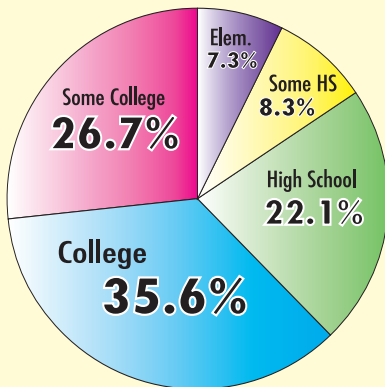
Based in Boerne, Texas, *The Hill Country View* is the newest and fastest-growing voice for this vibrant and rapidly expanding area. Serving nearly 30,000 residents in communities as diverse as Boerne, Comfort, Kendalia, Fair Oaks Ranch, Leon Springs and the Dominion, *The View* is now the Hill Country's best choice for highly-focused local news, sports, entertainment and business information. Much like the communities it serves, *the View* takes a multi-faceted approach; comfortable in covering stories as diverse as critical bond issues, upscale antique and art exhibitions, as well as traditional Hill Country activities such as county fairs and livestock shows. Because of this approach, *The View* has in a very short time earned the support of the area's governmental, business and community leaders, as well as a loyal and growing group of paid subscribers. The Texas Hill Country is clearly the state's most exciting area and best example of successful growth with *The Hill Country View* leading the way!

DEMOGRAPHIC ANALYSIS

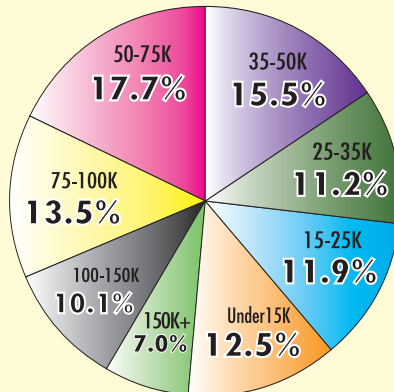
Source: U.S. Department of Commerce - Census Bureau



EDUCATION



INCOME



RACE

White	80.5%
Black	0.3%
Other	1.3%
Hispanic Origin	17.9%

AGE

0 to 5	5.48%
6 to 17	19.74%
18 to 24	7.72%
25 to 34	10.60%
35 to 44	14.24%
45 to 54	15.12%
55 to 64	10.62%
65 +	16.48%

HOME VALUE

Under \$50K	5.41%
\$50K - \$100K	10.59%
\$100K - \$150K	33.94%
\$150K - 200K	19.49%
\$200K - \$300K	19.28%
\$300K - \$400K	5.29%
\$400K +	6.13%



Circulation

by ZIP code

78006	1,750
78015	980
78013	550

TOTAL3,500

Address:



725 N. Main
Boerne, TX 78006
830/816-2828
Fax: 830/816-8900
(News & sales)

