

# UP & COMING WEEKLY

Cumberland County's Community Newspaper

## FAST FACTS

**Profile:** Local News, Views, Arts, and Entertainment

**Type:** Free Weekly Community Newspaper - Online at [www.upandcomingweekly.com](http://www.upandcomingweekly.com)

**Market:** Fayetteville/Cumberland County (TMA 327,000) ( 30% circulation at Fort Bragg\*).

\*The first authorized non-military "FREE" publication approved by the US Army and Air Force Exchange Service. Distribution authorized at all AAFES concessions on Fort Bragg and Pope Army Air Field. These include all Class Six Stores, Hardee's, KFC, PX, Commissary, Mini Mall, etc. ...

**Frequency:** Weekly (52 issues per year).

**Circulation:** 11,000 copies\*\*

**Readership:** 26,950 weekly\*\*

**Distribution Coverage:** Fayetteville/Cumberland County and Fort Bragg, Hope Mills, Spring Lake, Stedman and surrounding communities.

**Locations:** 400

**Weekly Radio Promotions:**



**Organization Affiliates:** Circulation Verification Council, North Carolina Press Association, Southeastern Advertising Publishers Association, Hope Mills Chamber of Commerce, Spring Lake and Fayetteville Chamber of Commerce, the CC Business Network, Independent Free Papers of America.

**Official Sponsors & Supporters:** Fayetteville Chamber of Commerce, City of Fayetteville, County of Cumberland, Ft. Bragg, Fayetteville Convention Visitors Bureau, and Town of Hope Mills, Crown Complex

**Profile of Readers:** Residents, visitors and busy people on the move, going places and doing things with discretionary income to spend ranging from age 18 to 74.

\*\*Includes Online Subscriptions



**80.2% of our readers USE OUR ADVERTISERS.**

**53% of our readers DON'T BUY THE DAILY.**

[www.upandcomingweekly.com](http://www.upandcomingweekly.com)

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