



Cumberland County's Fun Family Newspaper and Educational Resource for Children, Teachers and Parents

FAST FACTS

Publication Profile:

Kidsville News! is Cumberland and Hoke county's established fun, family newspaper and educational resource. *Kidsville News!* is delivered monthly "Free of Charge" to all local children K-6 grade, their teachers and parents for the purpose of encouraging and nurturing a love for education and the development of life long readers.

Style/Type:

Free children's Literacy and Educational Education newspaper.

Market:

Fayetteville, Ft. Bragg, Hoke, Cumberland, and Harnett Counties.

***Circulation:**

40,000 per month.

***Distribution:**

Kidsville News! is racked at over 200 locations in Cumberland, Hoke and Harnett Counties, Fayetteville and Ft. Bragg. It is delivered "Free of charge" upon request to all public, private, Christian and parochial schools. Home schooled children are served through the Ft. Bragg, Hoke, Cumberland and Harnett County Public Libraries.

Frequency:

Kidsville News! is a monthly literacy and educational resource published and distributed twelve (12) times a year.

***Readership:**

Kidsville News! is an audited publication reaching 83,000 children, teachers, parents and guardians monthly.

Organization Affiliate:

Kidsville News! is supported by Ft. Bragg, Cumberland, Hoke and Harnett County Schools and the national *Kidsville News!* Literacy and Education Foundation (non-profit 501-c-3). *Kidsville News!* is audited by the *Circulation Verification Council (CVC) and a member of the Independent Free Papers of America (IFPA), Association of Free Community Papers (AFCP) and a member of the Chamber of Commerce of Cumberland County, Hope Mills and Spring Lake.

***Profile of Readers:**



- 57%** Keep *Kidsville News!* one month or longer
- 89%** of *Kidsville News!* readers are between 21-44 years of age**
- 91%** Keep *Kidsville News!* readers are between 25-54 years of age**
- 99%** Keep *Kidsville News!* readers are between 21-54 years of age**

Combined Annual Household Income of readers:

- 33%** 25,000 - 49,999
- 37%** 50,000 - 99,999
- 18%** 100,000 - 150,000

- 71%** *Kidsville News!* Readers trust and use Sponsors and Advertisers
- 79%** More likely to use *Kidsville News!* Sponsors and Advertisers

****Business and organizations most influential and sought after demographic.**



literacy and educational resource has been continuously published in Cumberland County since 1998 with the assistance and cooperation of Cumberland County Schools and support of local businesses, institutions and organizations. *Kidsville News!* is proud to have been recognized in 2008 and again in 2012 as a "publication of quality" by the Parents Choice Foundation. It has also been recognized and utilized by the North Carolina Department of Public Instruction (NCDPI) as a resource for its EOG Measured Progress Program. *Kidsville News!* continues to host the Character Education Program for Cumberland County Schools plus many age appropriate literacy, arts, writing and environmental educational programs.

To learn more about *Kidsville News!* and how you can provide it for your community or organization or how to participate as an "official" Sponsor or Advertising Sponsor. Call 910.484.6200 and visit www.kidsvillenews.com.