

The JOURNAL



When you advertise in any of the five magazines from The Journal Publications, here is just a sample of who your marketing message reaches.



Meet Diane

She's 46, married, professionally employed and the **mother of three** children ages 7, 9 and 13. She's **active in her community**, the childrens' schools and she influences or **decides 85%** of all consumer purchases by the family.

She's your **potential customer**, she's the **revenue driver of your business** and she **enjoys reading her magazine** from cover to cover every month.

Here are just a few of the consumer purchases she decides or influences:

- Furniture
- Automobile
- Education
- Clothing
- Electronics
- Food
- Banking
- Insurance
- Medical
- Appliances
- Real Estate
- Entertainment
- Flooring
- Pet Care
- Vacations

Reach over **100,000 Dianes** each and every month when you advertise in the five magazines from The Journal Publications