

What is City Paper?

1. A weekly newspaper, 91,000 of which are circulated every week amongst 453,500 readers all over the Baltimore Metropolitan area. City Paper publishes every Wednesday, 52 weeks a year.

2. A weekly publication favored by young, active, educated readers who are desirable to advertisers and traditionally difficult to reach through mainstream media. "Perhaps the biggest myth about the alternative press is that it is read by and focused on young, pierced and tattooed 20-somethings. In fact in many of the nation's larger cities, alternative weeklies have an audience primarily in their 30s and even their 40s"—www.stateofthenewsmedia.org, Fall 2004.

3. An award-winning newspaper characterized by fearless and provocative news reporting and arts coverage that treats popular culture with sophistication and verve.

4. A politically-conscious paper dedicated to the community-- whether our involvement highlights "hot button" topics such as local elections or state law-making policies or sponsoring events-driven community outreach programs in different neighborhoods, counties or the state.

5. An audited free circulation newspaper generally distributed in places where people ages 21-44 like to congregate (i.e. coffee shops, health clubs, bookstores, nightclubs). City Paper is available at over 1900 locations—via businesses or street boxes.

6. One of the 126 alternative newspapers that are members of the Association of Alternative Newsweeklies (aan.org).

7. City Paper will celebrate our 30th Anniversary in 2007!

CITY PAPER
BALTIMORE'S
FREE ALTERNATIVE NEWSWEEKLY

