

Make the Comparison!

*In Every Market, North Country This Week
Is the Most-Read Paper!*

St. Lawrence County

	Circulation By Geographic Area
North Country This Week (both editions)	19,281
Sunday Advance News	3,857
Watertown Daily Times (13,900 in 3 counties)	approx. 4,587

Greater Potsdam Market

North Country This Week (total Canton-Potsdam Edition 10,772)	8,315
Daily Courier Observer (total distribution 2,250)	approx. 900

Greater Canton Market

North Country This Week (total Canton-Potsdam Edition 10,772)	2,456
St. Lawrence Plaindealer	865

Greater Massena Market

North Country This Week (total Massena-Ogdensburg Edition 8,509)	4,935
Daily Courier Observer (total distribution 2,250)	approx. 1,350

Greater Ogdensburg Market

North Country This Week (total Massena-Ogdensburg Edition 8,509)	3,573
Ogdensburg Journal	1,362

*North Country This Week circulation includes 996 average unique viewers of
Potsdam-Canton & 616 average unique viewers of Massena-Ogdensburg e-editions.*

N O R T H C O U N T R Y
THIS WEEK

***The Only Audited Circulation Paper
in St. Lawrence County!***



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Sources: Certified Verification Council (CVC) 2017 audit for North Country This Week; published U.S. Postal Service reports; information published & provided by newspapers. Details available on request.

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