

## “A Paper Designed With Readers In Mind”

- CONTENT:** The Beacon has a mixture of general interest news, editorials and feature articles about people, places and things in or near southeast Wisconsin. Features include the only regular Business section in the county, Spotlight on People, Health, Books, Recreation, Dining and Leisure, Automotive News, a comprehensive calendar of events, plus the **Good Humour** section which consists of lighter features, satire, cartoons and puzzles for adults and children.

Cartoons include Willy 'n Ethel, Pickles, Mr. Boffo, Herman and Cats With Hands.

The Beacon is the area's exclusive subscriber to the Chicago Tribune and Christian Science Monitor news and feature services.

- FORMAT:** Easy-to-read (11 x 17 - inch) quarterfold newspaper with an eye-catching flag and eight full color pages.

- PURPOSE:** To have readers say “That’s interesting, I didn’t know that,” and call someone else’s attention to the article; to provide a “good read” that will generate enough pleasure, interest and loyalty to result in an effective and affordable advertising medium.

- QUALITY:** The quality of writing and the reputation of those businesses who already advertise in The Beacon provide an excellent environment for your message.

