

Marketplace

Target Market Areas*

MARKET	PRIMARY TRADING AREA	ZIP CODES	TOTAL DELIVERY
St Clair/Monroe	O'Fallon, Shiloh	62269	28,500
	Fairview Heights	62208	
	Lebanon	62254	
	Belleville	62220, 62221, 62223	
	Swansea	62226	
	Columbia	62236 (Schnucks)	
	Waterloo	62298 (Schnucks)	
	Millstadt	62260	
	Mascoutah	62258	
Scott AFB	62225		
Madison	Collinsville	62234	20,000
	Maryville	62062	
	Troy	62294	
	Glen Carbon	62034	
	Edwardsville	62025	
	Highland	62249	

*Note: Our target market areas indicate the general zip codes areas that we mail. However, we mail by specific carrier routes within these zip codes. We specifically target families and homeowners, and receive list data that includes the median income and median household value by carrier route within each zip code. The number of homes in each zone varies as data changes.

Marketplace is also distributed at 13 area grocery stores, Hallmark stores and the Belleville and Troy/Maryville chambers.