

COUNTY LIVING

Circulation and Penetration by Zip Code

	Zip code	CLM Mailed	% of total	Total HH	Penetration
ST. LOUIS COUNTY					
Chesterfield	63005	4,475		5,513	81%
Ballwin	63011	1,456		11,288	13%
Town & Country	63017	4,363		11,271	39%
Ballwin	63021	2,467		15,770	16%
Eureka	63025	653		4,511	15%
Fenton	63026	871		12,077	7%
Glencoe	63038	1,023		2,076	50%
Grover	63040	294		2,369	12%
Clayton	63105	1,941		2,148	89%
Richmond Heights	63117	524		2,528	21%
Webster Groves	63119	1,635		9,931	16%
Kirkwood	63122	4,236		12,057	35%
Affton	63123	165		16,006	1%
Ladue	63124	2,722		3,098	88%
Sappington	63126	216		5,398	4%
Sunset Hills	63127	856		1,555	55%
South County	63128	954		8,985	11%
Oakville	63129	758		15,378	5%
University City	63130	1,729		7,269	24%
Des Peres	63131	4,299		5,629	76%
Olivette	63132	920		3,347	28%
Creve Coeur	63141	3,167		5,042	63%
Brentwood	63144	485		2,287	21%
Maryland Heights	63146	244		6,592	4%
TOTAL		40,453	78%	172,125	24%

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ST. CHARLES COUNTY					
St. Charles	63301	494		11,233	4%
St. Charles	63303	1,249		10,754	12%
Weldon Spring	63304	2,184		11,962	18%
Augusta	63332	81		293	28%
Defiance	63341	374		1,062	35%
O'Fallon	63366	798		12,170	7%
Lake St. Louis	63367	1,679		6,148	27%
O'Fallon	63368	1,551		10,940	14%
St. Peters	63376	896		20,108	5%
TOTAL		9,306	18%	84,670	11%
CITY OF ST. LOUIS					
Downtown	63104	309		2,476	12%
Central West End	63108	676		1,350	50%
St. Louis Hills	63109	107		7,414	1%
The Hill	63110	53		2,555	2%
Central West End	63112	244		2,122	12%
TOTAL		1,389	3%	15,917	9%
EAST FRANKLIN COUNTY					
Labadie	63055	34		745	5%
Pacific	63069	240		3,973	6%
St. Albans	63073	340		350	97%
Union	63084	40		4,634	1%
TOTAL		654	1%	9,702	7%

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GRAND TOTAL	52,585	282,414	19%
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