

Reach over 51% of the adults in Laclede County!

Who reads our newspapers? Well, just about everyone!

We know people share their newspaper. Latest research tell us about 3 people read each copy of a community newspaper. So, when you advertise in our newspaper, you send your advertising message to over 51% of the adults in Laclede County.

*National Newspaper Association research tell us 3.3 people read each copy of a community newspaper. About 2.4 people read each copy of a big city daily newspaper.

*Laclede County population is 35,490. Population over the age of 18 is 26,688.

Laclede County Record

Circulation by zip code August 2021

Lebanon.....1,859	Grovespring.....24	Rest Of State102
Retail	Dixon..... 1	Out Of State30
Plato4	Ft. Leonard Wood1	Total Mail.....2,432
Lynchburg9	Hartville7	
Laquey.....2	Montreal.....6	Carrier (racks, dealers, hospital, front desk, tear sheets)1,568
Richland74	Crocker.....4	TOTAL CIRCULATION..... 4,000
Eldridge46	Licking1	
Falcon.....45	Rolla.....1	
Stoutland35	Saint Robert2	
Conway84	Waynesville.....11	
Phillipsburg75	Sub Total Mail By Zip Code	
Long Lane9	(within 50 miles)..... 441	



what happens here

matters



LC RECORD

(417) 532-9131

www.laclederecord.com

