## NOW **THAT'S** CIRCULATION!

ALBEMARLE, FLUVANNA, GREENE, NELSON, ORANGE, LOUISA, AUGUSTA, AND BUCKINGHAM

The Hook's controlled circulation method uses over 400 distribution points spread over the **City of Charlottesville and eight neighboring counties**: Albemarle, Fluvanna, Greene, Nelson, Orange, Louisa, Augusta, and Buckingham. No other non-daily in Central Virginia comes close to matching our penetration of the Piedmont. We use countertop distribution, wire newsracks, and more than 80 of our trademark red newsboxes. While some papers allow vending machines to grow faded, rusty, discolored, and damaged, our team of dedicated professionals keeps Hook newsboxes gleaming and graffiti-free. Along with our superior content, The Hook's professional image helps achieve maximum pick-up.

**CIRCULATION AREA:** Eight counties in affluent Central Virginia **PRESS RUN:** 21,000 **CONCENTRATION:** Charlottesville City/Albemarle County **PUBLICATION DAY:** Thursdays