

The most powerful and cost-effective advertising combination in Saginaw County

The Saginaw News

Daily Readership
"Read Yesterday"

76,412
49.1%

Sunday Readership
"Read Last Sunday"

100,745
64.8%

The Saginaw News
- With -
mLive.com

123,663 people
or 79.5%

of Saginaw County Adults 18+ have either read
The Saginaw News or viewed MLive.com in the past week!

*Scarborough Research, April 2008

A Saginaw News and MLive.com ad buy can help your business reach your most important customers. We offer powerful tools your business should be using!
Contact us for more information on reaching your best customers.



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