

CIRCULATION

We started in February 2004 with 5,000 editions, increasing production in June to 6,000, 500 extra in July (for the NY State Fair), and close to 8,000 in September and October, to respond to the advertisement demand for the "Presidential elections". All this recent demand has forced us to consider increase our production soon to possibly 10,000 editions for the mid 2005 year.

As the popularity of and demand for this publication increases, our plans are to expand circulation [coverage](#) from the initial Syracuse metropolitan area to reach a 50 mile radius of Syracuse, fully covering Onondaga county and portions of Cayuga, Oswego, and Madison counties. Our goals are within 18 months to cover the main urban areas between Rochester and Albany, and between Watertown and Binghamton.

In addition to our initial [circulation](#) plans, we have developed an expansion network with local organizations ([The Spanish Action League](#), [Syracuse University](#), [The Syracuse New Times](#), [Syracuse Chamber of Commerce](#), [Business-to-Business Network Group](#), etc.). It is our hope that by connecting with local organizations, we will reach a larger consumer-base that represents the diversity within the Central New York community.