

Two-Lane Livin'

DISTRIBUTION COMPARISON

Number of Copies Printed for Each Issue

Two-Lane Livin'	The Trader's Guide
15,000	8,000

Reader's Cost for Each Issue

Two-Lane Livin'	The Trader's Guide
Free	\$1.25

Average Number of Copies Left Over with Each Issue

Two-Lane Livin'	The Trader's Guide
Less than 5%	???

NUMBER OF DISTRIBUTION LOCATIONS PER COUNTY

Braxton		Nicholas	
Two-Lane Livin'	48	Two-Lane Livin'	32
The Trader's Guide	20	The Trader's Guide	14
Calhoun		Ritchie	
Two-Lane Livin'	31	Two-Lane Livin'	50
The Trader's Guide	14	The Trader's Guide	11
Clay		Roane	
Two-Lane Livin'	30	Two-Lane Livin'	88
The Trader's Guide	7	The Trader's Guide	22
Doddridge		Upshur	
Two-Lane Livin'	7	Two-Lane Livin'	30+
The Trader's Guide	4	The Trader's Guide	0
Gilmer		Webster	
Two-Lane Livin'	35	Two-Lane Livin'	37
The Trader's Guide	12	The Trader's Guide	0
Jackson		Wirt	
Two-Lane Livin'	5	Two-Lane Livin'	14
The Trader's Guide	37	The Trader's Guide	6
Kanawha		Wood	
Two-Lane Livin'	25	Two-Lane Livin'	13
The Trader's Guide	20	The Trader's Guide	20
Lewis			
Two-Lane Livin'	36+		
The Trader's Guide	14		

