

# 2012 MAILING SCHEDULE

Mailing Week of:

- March 1
- April 12
- May 24
- July 5
- August 23
- October 1
- November 8

**Allow up to 10 days from mailing date for full delivery**

# Direct Advantage

MAGAZINE

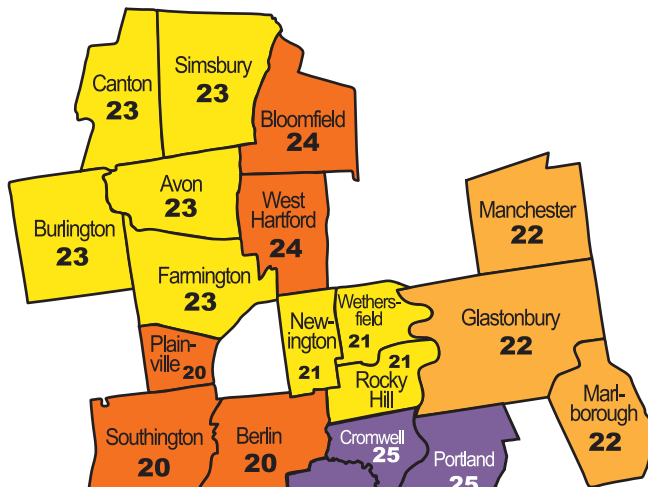
Mailing 7 times per year to **625,000 Homes**

## HARTFORD COUNTY

Each zone is 25,000 homes

Hartford County: **125,000** total homes

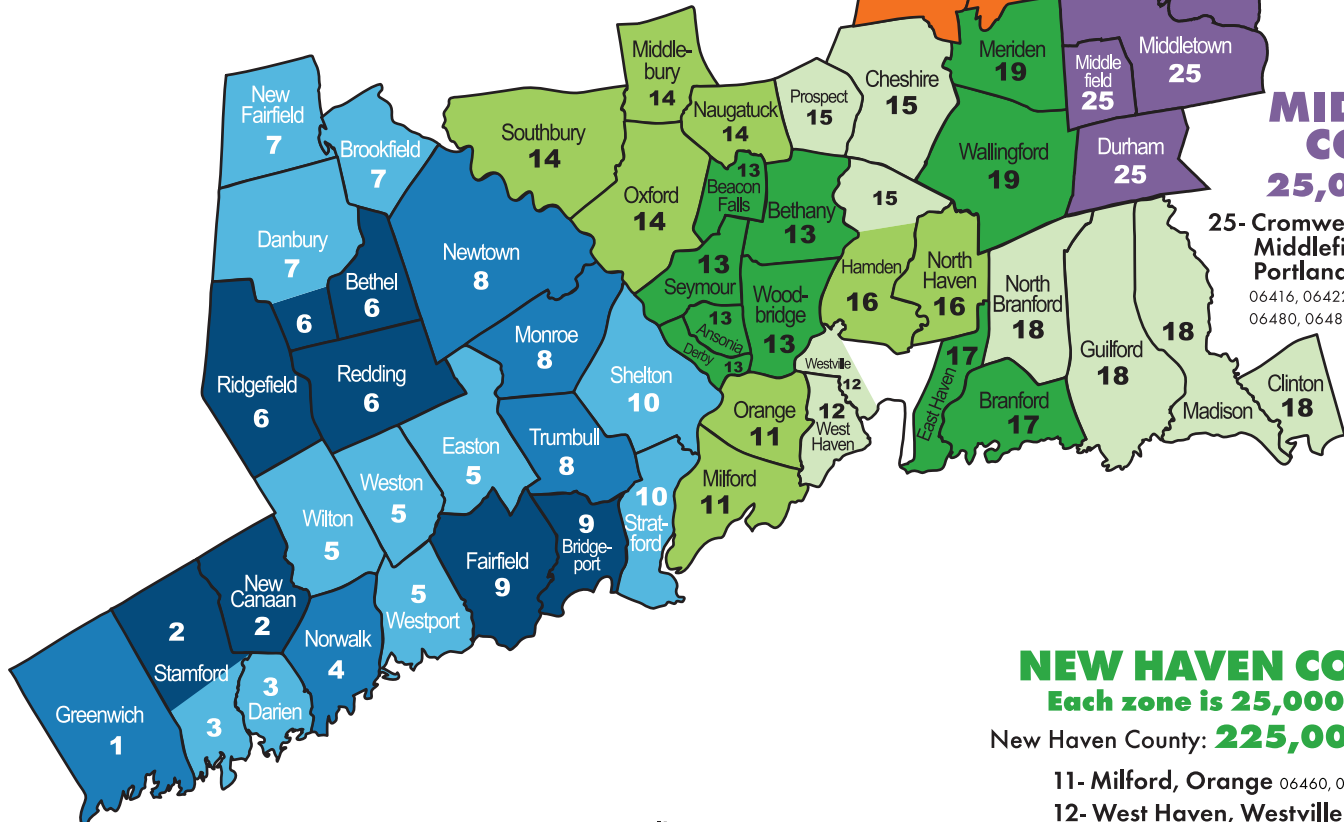
- 20- Southington, Plantsville, Berlin, Plainville 06489, 06479, 06037, 06062
- 21- Newington, Wethersfield, Rocky Hill 06111, 06109, 06067
- 22- Manchester, Bolton, Glastonbury, Marlborough 06040, 06042, 06043, 06033, 06447
- 23- Avon, Burlington, Farmington, Canton, Simsbury 06001, 06013, 06032, 06019, 06070
- 24- West Hartford, Bloomfield 06107, 06110, 06117, 06119, 06002



## MIDDLESEX COUNTY

25,000 total homes

- 25- Cromwell, Durham, Middlefield, Middletown, Portland, Rockfall 06416, 06422, 06455, 06457, 06480, 06481



## FAIRFIELD COUNTY

Each zone is 25,000 homes

Fairfield County: **250,000** total homes

- 1- Greenwich Cos Cob, Riverside, Old Greenwich 06830, 06831, 06807, 06878, 06870
- 2- Stamford North, New Canaan, Stamford Central 06903, 06840, 06902, 06905
- 3- Stamford South, Darien 06902, 06906, 06820

- 4- Norwalk 06850, 06854, 06851, 06853, 06855
- 5- Westport, Norwalk East, Wilton, Weston, Easton 06880, 06851, 06897, 06883, 06612
- 6- Ridgefield, Redding, Danbury South Bethel 06877, 06896, 06810, 06801
- 7- Danbury North, New Fairfield, Brookfield 06811, 06810, 06812, 06804
- 8- Monroe, Newtown, Trumbull, Sandy Hook 06468, 06470, 06611, 06482
- 9- Fairfield, Southport, Bridgeport (select) 06824, 06825, 06890, 06606
- 10- Stratford, Shelton 06614, 06615, 06484

## NEW HAVEN COUNTY

Each zone is 25,000 homes

New Haven County: **225,000** total homes

- 11- Milford, Orange 06460, 06461, 06477
- 12- West Haven, Westville 06516, 06515
- 13- Derby, Ansonia, Woodbridge, Seymour, Beacon Falls, Bethany 06418, 06401, 06525, 06483, 06403, 06524
- 14- Southbury, Middlebury, Naugatuck, Oxford 06488, 06762, 06770, 06478
- 15- Hamden North, Cheshire, Prospect 06518, 06514, 06410, 06712
- 16- North Haven, Hamden 06473, 06514, 06517
- 17- East Haven, Branford 06512, 06405
- 18- North Branford, Northford, Guilford, Madison, Clinton 06471, 06472, 06437, 06443, 06413
- 19- Wallingford, Meriden 06492, 06450, 06451