

The Wildwood Independent

The official voice of the lake wildwood community
We reach every Lake Wildwood resident and property owner!

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Advertiser Benefits

ECONOMY: Your message is DIRECT-MAILED to EVERY Lake Wildwood resident and property owner and delivered to hundreds of others.

READERSHIP: Your message gains notice from being adjacent to vital, entertaining features written by talented local residents. There is no "canned news" in *The Wildwood Independent*.

LONGEVITY: The bi-weekly publication interval gives your message a full two weeks of "shelf life," enhancing the likelihood of repeat exposures.

IMPACT: Attention-getting ad design and production services are FREE!

FULL COLOR: This powerful option is available starting at \$150.

The Wildwood Independent is the Official News publication for the affluent Lake Wildwood community – the ONLY newspaper direct-mailed to every resident and property owner. If you want to reach this market, reach 100% of it EXCLUSIVELY in *TWI*!

Total Market Coverage

THE NEWSPAPER: *The Wildwood Independent* has served the community of Lake Wildwood since 1976. It is independently owned and operated, and carries the "Official News" of the Lake Wildwood Association, which is the governing body for the community. In this respect, it is unique.

CIRCULATION: 4000 copies are printed bi-weekly. These are direct-mailed to every home in Lake Wildwood and to non-resident property owners residing out of state and in foreign nations. No other newspaper provides US Postal delivery to 100% of Lake Wildwood property owners. In addition, copies are distributed to residents of the surrounding local area and prospective new residents through local real estate offices, area businesses, and the Lake Wildwood Association.

READER INTEREST: Lake Wildwood's approximately 6,000 residents and property owners respond to *TWI* with an extraordinary degree of interest and participation, as evidenced by their volume of "Letters to the Editor" and their contributions of editorial features, columns, club news, and photographs. In that sense, readers also help to produce the newspaper, to such an extent that *TWI* had to double its publishing schedule in 1996 from once to twice a month.

EFFECTIVENESS: The Lake Wildwood Association relies upon *The Wildwood Independent* to publish several pages of its "Official News" in each edition and pays for this service, even though the Association has other means of communicating with residents through its own newsletter and by mail. On occasion, the newspaper's importance and credibility have been demonstrated by public reactions, which have caused the Association's Board of Directors to revise its governing decisions. This effectiveness can be extended to well-planned advertising programs directed to the specific interests of the community.

The Lake Wildwood Market

LAKE WILDWOOD is a prestigious 2,300-acre residential development 10 miles west of Grass Valley and 70 miles northeast of Sacramento. Access to the community is controlled at two security gates. There are 2,836 lots and more than 2,500 homes. Among the amenities are:

The Lake – 300 surface acres with 7 1/2 miles of shoreline, 5 improved sandy beaches. It is open to property owners for boating, water skiing, sailing, swimming, and fishing.

Golf Course – Championship 18 holes, 165 acres, 6,589 yards from championship tees, par 72.

Club House – 12,000 square feet with dining for up to 280 people, cocktail lounge and deck.

Pro Shop – 3,000 square feet, full line of golf equipment and clothing, locker room, showers, sauna, golf cart storage, equipment rentals, driving range, putting green, pitching green.

Tennis – 6 championship courts, 2 of them lighted, and tennis shack.

Swim & Tennis Club – 2,800 square foot building with snack bar, dressing rooms, showers, poolroom, multi-purpose room, first aid station and office.

Swimming Pool – Heated 42' x 75' pool with racing lane and separate children's wading pool.

Marina – 80 boat slips for property owners, rental canoes, rowboats, paddleboats, gas dock for powerboats.

Campground – 4 improved campsites for Recreational Vehicles, picnic tables and barbecues, 99 RV storage spaces.

Parks – 65 acres of parks and greenbelts with automatic sprinkler systems, barbecues, picnic tables and pavilions, plus three large barbecue pits for parties.

DEMOGRAPHICS: Frequently regarded as a community of affluent retirees, Lake Wildwood actually has a diverse population (about 6,000). Retired professionals, who are very active in community affairs and social organizations, represent about 50 percent of the population. The other half consists largely of owners and executives of area businesses, government employees (including Beale Air Force Base), and self-employed entrepreneurs who work at home (including nationally recognized authors and consultants). These residents support more than 20 local clubs devoted to interest in computers, sports, the arts, and civic affairs. Lake Wildwood children comprise about 60 percent of enrollment in the two campuses of the excellent Pleasant Valley School District.