

## **-Fact Sheet-**

### Information on the *LatahEagle* and **The Boomerang!**

The *LatahEagle* is a community newspaper covering all of Latah County (Idaho), with subscribers in each city in the county. It targets reader families who make Latah County their home. These families live and shop here and are proud of Latah County's heritage. It reports community news that our readers keep on the coffee table for the full week until the next edition is delivered or purchased.

The *LatahEagle* has 1800 subscribers and sells an additional 300 or more per week from paper boxes in various stores throughout Latah county. It comes out weekly on Thursdays.

The Boomerang! Is a sister-paper to the *LatahEagle* in Whitman County (Washington State) owned by the same publisher, J&H Publications. It has about 1,000 subscribers throughout the county selling about 150 or more from newsstands. The target readers and demographics are the same as the *LatahEagle* except that readers are in Whitman County. It is published the first and third Thursdays of each month.

Both of these counties are agriculture based, mostly wheat and lentils. (Matter of fact, the Palouse Empire is the lentil capital of the world.)

Questions? Please feel free to call our office anytime, and one of our friendly staff will be happy to answer all your questions.

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