

North Lake Tahoe Bonanza

Serving Incline Village and Crystal Bay.



Located in Incline Village, the North Lake Tahoe Bonanza has been the community's voice since 1970. The newspaper is owned and operated by Swift Communications, a Nevada-based company. The Bonanza focuses its coverage primarily on the Nevada side of the North Shore, providing local news and features. The paper is published free on Thursdays, averaging 3,700 copies per edition.

The Bonanza has two web sites, www.tahoebonanza.com and www.tahoebonanzarealestate.com. Special publications include *Tahoe Magazine* (summer and winter editions) and *Best of North Lake Tahoe*. The paper has received numerous editorial and advertising awards from the Nevada Press Association and the Association of Free Community Newspapers.

market demographics

Source: Demographics Now 2011

City/Town & Zip Code	Population	Total Households	Median Household Income	Median Age	# of Employees (daytime population)	# of Business Establishments	Annual Total Average HH Expenditure
Incline Village / Crystal Bay 89450, 89451, 89452	10,115	4,267	\$89,410.00	45.7	5,528	629	\$92,404.00

tahoebonanza.com

Swift Online Scorecard, Sept.-Nov. 2011 averages

Visits 41,920

Unique Visitors 23,869

Page Views 96,848

August, 2011 Online Reader Survey reader comments:

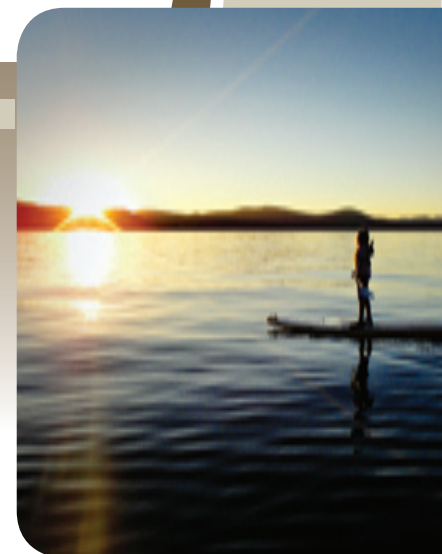
"I love that I can read The Bonanza when I am out of town on your website."

"Good coverage of local news."

"Nice coverage of educational activities and community events."

"The website is updated often and the articles in the paper are generally quite interesting."

Source: Write Brain West August, 2011 Reader Survey



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Bonanza

Main Number 775-831-4666 | Display Advertising 775-831-4666
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