



Circulation and Penetration by Zip Code

	Zip code	CLM Mailed	% of total	Total HH	Penetration		Zip Code	CLM Mailed	% of Total	Total HH	Penetration
ST. LOUIS COUNTY						ST. CHARLES COUNTY					
	Chesterfield 63005	4,475		5,513	81%		St. Charles 63301	494		11,233	4%
	Ballwin 63011	1,456		11,288	13%		St. Charles 63303	1,249		10,754	12%
	Town & Country 63017	4,363		11,271	39%		Weldon Spring 63304	2,184		11,962	18%
	Ballwin 63021	2,467		15,770	16%		Augusta 63332	81		293	28%
	Eureka 63025	653		4,511	15%		Defiance 63341	374		1,062	35%
	Fenton 63026	871		12,077	7%		O'Fallon 63366	798		12,170	7%
	Glencoe 63038	1,023		2,076	50%		Lake St. Louis 63367	1,679		6,148	27%
	Grover 63040	294		2,369	12%		O'Fallon 63368	1,551		10,940	14%
	Clayton 63105	1,941		2,148	89%		St. Peters 63376	896		20,108	5%
	Richmond Heights 63117	524		2,528	21%		TOTAL	9,306	18%	84,670	11%
	Webster Groves 63119	1,635		9,931	16%	CITY OF ST. LOUIS					
	Kirkwood 63122	4,236		12,057	35%		Downtown 63104	309		2,476	12%
	Affton 63123	165		16,006	1%		Central West End 63108	676		1,350	50%
	Ladue 63124	2,722		3,098	88%		St. Louis Hills 63109	107		7,414	1%
	Sappington 63126	216		5,398	4%		The Hill 63110	53		2,555	2%
	Sunset Hills 63127	856		1,555	55%		Central West End 63112	244		2,122	12%
	South County 63128	954		8,985	11%		TOTAL	1,389	3%	15,917	9%
	Oakville 63129	758		15,378	5%	EAST FRANKLIN COUNTY					
	University City 63130	1,729		7,269	24%		Labadie 63055	34		745	5%
	Des Peres 63131	4,299		5,629	76%		Pacific 63069	240		3,973	6%
	Olivette 63132	920		3,347	28%		St. Albans 63073	340		350	97%
	Creve Coeur 63141	3,167		5,042	63%		Union 63084	40		4,634	1%
	Brentwood 63144	485		2,287	21%		TOTAL	654	1%	9,702	7%
	Maryland Heights 63146	244		6,592	4%						
	TOTAL	40,453	78%	172,125	24%						
GRAND TOTAL		52,585		282,414	19%						