

When you need to reach the very best, we have just what you need.

Reach very high net worth households in the top Zip codes in the nation. Community newspapers to millionaires and, yes, billionaires, the Connection Newspapers are delivered by mail, landing on the kitchen counters of the one (and two) percent in Great Falls, Potomac, McLean, Arlington, Fairfax Station, and Vienna/Oakton.

Effective, affordable way to reach families who invest in the best...You can choose some or all of these top tier communities. You'll reach very high income, very high net worth families who have the resources and the inclination to invest in the best for their children, their homes and themselves.

Great Falls Connection

22066, is delivered to every home in Great Falls with saturation delivery. The Great Falls Connection is the newspaper of Great Falls. Great Falls Zip code 22066 is top three in the nation for household net worth, with an average of \$1,592,696. The average household income in Great Falls is \$261,648. More than 2,600 households had gross adjusted income average of more than \$670,000. Located in Fairfax County, Virginia, this community has a high percentage of family households and low residential turnover.

McLean Connection

22101, 22102. More than 3,900 households in 22101 were among the top income earners, with average gross adjusted income of more than \$650,000. Average household income in 22101 is \$241,043. Average household income in 22102 is \$242,891,

with average household net worth of \$1,400,867. In this Zip code, 2,220 households were among the top income earners, with average gross adjusted income of more than \$914,000.

Potomac Almanac

20854, 20817. While the average household income in Potomac is \$278,803, 6,700+ households have average gross adjusted income of more than \$680,000. Average household net worth is \$1,394,164, but much higher for the targeted households. The Potomac Almanac is the newspaper of Potomac, serving the community for more than 55 years.

Arlington Connection

22207 and more. In North Arlington, 22207, there are 3,469 households in the top income tier, with an average income of \$473,076. The average household income in 22207 overall is \$190,115.

Fairfax Station/Clifton/Lorton Connection

The average household income in Fairfax Station, 22039, is \$233,875, with average household net worth of \$1,339,712. More than 2,500 households were in the top income tier, with an average income of \$451,214. In Clifton, 20124, 1,435 households were in the top tier, with \$426,754 average income. In Lorton, 22079, 910 filers in top tier with \$331,227 average.

Vienna/Oakton Connection

In Vienna, 22182, the average household income is \$205,956 with an average net worth of 1,040,250. In that Zip code, 2,890 households were in the top income tier, with average income of \$473,139. In Oakton, the average household income is \$208,968 with an average net worth of \$1,017,840. In Oakton, 22124, 1,959 households in top bracket with average income of \$494,800. Vienna, 22180, 1,222 households in top bracket with average income of \$345,245.

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