



## Shopping News- Woodward Communications, Inc.

Our **Mission** is guided fully and equally by these Core Principles:

**P**rovide quality media services, news, information, entertainment and advertising for our audiences through creative and diversified products.

**R**ecruit, develop, empower and retain motivated employee-owners who identify opportunities and create solutions that benefit customers, WCI and the communities we serve.

**I**nitiate growth through acquisitions, innovation and diversification.

**D**evelop and maintain long-term customer relationships by surpassing expectations and treating their businesses like our own.

**E**mbrace a family atmosphere where healthy work/life balance is supported by an ethical, respectful, safe, trusting and participative culture.

*General Information* – The Grant, Iowa, Lafayette Shopping News is a division of Woodward Communications, Inc. Woodward Communications is a dynamic, employee-owned media company who distributes several different Shopping News to the Midwest region.

*Brief History* – The Shopping News was started in 1950 by Robert Graham. Then in 1976, it was purchased by Woodward Communications. In 2001, the Shopping News moved into their new building in the Platteville industrial park. They share this building with Lifeline Amplification Systems. In 2002, a second publication called The Weekender was started.

*Publications* –

- Grant, Iowa, Lafayette Shopping News –
  - Total circulation of 35,990
  - Certified Gold Standard Publication – Distinction only earned by top 5% of audited community papers nationwide.
  - More focused on Automotive, Auctions, Real-estate and Agricultural
  - Distribution Map:



Grant, Iowa, Lafayette Shopping News

- Weekender

3 years old

- Distributed to the greater Platteville area
- Total circulation of 6,700
- Focused on future events, entertainment and retail



*“A great strength of the Platteville industrial park is that it’s positioned for growth. Not only today but for years to come.”*

– Kathy Neumeister, Publisher