



PIPELINE

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About The Pipeline

- *The Pipeline* informs its readers of resources and developments that the major media often misses. *The Pipeline* is distributed among 50 distribution sites throughout 26 Eastside zip codes with a concentration in 48213, 48214, and 48215. The paper is published every 3 months or 4 times per year.
- Our readers represent community residents, businesses and organizations. The demographic make-up of our reader is as follows: 54% have a high school or above education, 60% own vehicles, 42% own their property, 68% live above the poverty level, and 42% live in two-parent homes. *Claritas's 2002 Report
- The median age range of 35-44 represents 15% of total population which is 87% African-American. This demographic is representative of the population that spent 37.7 billion spent on depreciable products.