

Prepared for *The Standard Times* of New Bedford



BRIDGEWATER STATE COLLEGE

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Circulation Area	Undergraduate	Graduate	Alumni	Faculty/Staff	Total
ACUSHNET	42	—	288	2	332
DARTMOUTH	89	39	564	6	698
FAIRHAVEN	46	6	290	2	344
FREETOWN	40	3	294	7	344
LAKEVILLE	61	41	360	26	488
MARION	12	—	102	7	121
MATTAPOISETT	26	6	184	6	222
MIDDLEBORO	164	30	686	48	928
NEW BEDFORD	150	48	779	11	988
ROCHESTER	15	9	145	4	173
WAREHAM	67	8	334	9	418
WESTPORT	38	20	299	2	359
TOTALS	750	210	4,325	130	5,415

Media Impact Report 2007

Bridgewater State College understands your editorial mission to provide your readers with a complete local news report. The extended BSC community of approximately 47,000 alumni, nearly 10,000 students and more than 1,000 faculty and staff together stand to comprise a significant portion of your readership.

This Media Impact Report vividly displays the college's impact in your circulation area. As the college has grown over the past five years, the numbers presented in these reports have increased an average of 19 percent over that time. Specifically for *The Standard Times*, the number of students, alumni, faculty and staff living on the South Coast has increased 18 percent in five years, further evidence of that intrinsic link between the college and your readership.

The Office of Public Affairs at Bridgewater State College hopes you find information contained in this report useful and relevant.