

# ***Independent Cable NEWS***

**The Only Publication Dedicated to Independent Cable Operators**

## **‘SMALL CABLE’**

**Over 18 Million Subscribers**

**– Deregulated and Growing –**

- **Guaranteed Monthly Circulation:** 2,400 copies
- **Official Publication:** *Independent Cable News* is the only trade publication serving all the members of the **American Cable Association** and the **National Cable Television Cooperative**, the two industry groups serving the political and economic interests of smaller MSOs and independent system operators.
- **Target Market:** Of the over 1,700 cable companies in the U.S., *ICN's* target readers account for 85 percent of all cable systems, and more than 28 percent of all subscribers.
- **Primary Readership:** *Independent Cable News* is the only publication written entirely for top executives and owners of cable operating companies. It is specifically targeted to decision-makers in companies outside the top 5 MSOs.
- **American Cable Association:** In only 10 years, ACA has established itself as the primary voice for all smaller cable operators. ACA's grass-roots lobbying efforts have had exceptional success in Washington, DC.
- **National Cable Television Cooperative:** NCTC is the non-profit cooperative buying group for smaller MSOs and independent operators, with membership representing over 11 million cable subscribers.

NCTC and ACA member companies include MSOs such as Bresnan Communications, Galaxy Cablevision, Cable One, Mediacom, Prime II Management, Classic Cable, Ameritech, Armstrong, TVMax Telecom, Millennium Digital Media, Prestige Cable TV, Buckeye Cablevision, Pencor Services, Adelphia, Northland Communications, and Service Electric, as well as hundreds of smaller cable operators.