

# The Carmel Pine Cone

YOUR SOURCE FOR NEWS, THE ARTS AND OPINION SINCE 1915



*'They love us ...  
they really,  
really love us!'*

## Here's what our readers are saying —

- “Thank you for providing balanced and researched reporting and upbeat articles. I hope we have The Pine Cone around for many years to come. If it gets down to it, I would pay for the subscription to keep the paper viable.”
- “We poll our ticket-buyers as to where they hear about our concerts. You might be surprised to learn how many of them mention The Pine Cone. Thanks!”
- “Thanks for the consistently great job you do with your newspaper. I regularly read several newspapers from around the country and yours has the best editorial integrity — bar none. Keep up the good work!”
- “I look forward to The Pine Cone more than you will ever know.”
- “I am a regular advertiser in your paper, and I have been meaning to tell you how much I enjoy your writing. It accomplishes exactly what I guess you want it to: I always want to read on. I appreciate and enjoy your talent.”
- “I just wanted to tell you how much I appreciate The Pine Cone and the fact that it seems to be the only news medium that does not feel it must serve up a diet of perversion, doom, gloom and controversy in order to glean and keep readers.”
- “I am writing to thank you for your excellent newspaper, especially since it is available online. God Bless you and your editorial and production staff.”
- “I love your newspaper!”
- “I am so grateful to read all about the local news.”
- “I just want to tell you how much I enjoy receiving The Pine Cone online ... it keeps me connected with Carmel. I love what you guys do.”
- “I don't know where all the good reporters have gone, but I sure miss them when I read other local papers. Keep up the good work. Your community needs you.”
- “I can't begin to tell you how much I look forward to The Pine Cone. It gives me more news in one week and one edition than the Herald does all week. You and your staff seem to have an ability to sniff out what is really important and of interest to Carmelites, weed out all the extras, and deliver it in a concise and timely manner. I can't thank you enough for it.”
- “I love Carmel and your enticing commentary. You're creative.”
- “Probably 50 people came out to our event because of the article you printed. I kept asking people, ‘How did you hear about this?’ and pretty much to a person they said, ‘the article in the paper,’ which meant The Pine Cone. Thank you so much.”
- “I just wanted to let you know how truly outstanding The Pine Cone is. The writing equals, if not exceeds, top-notch national papers. You and your staff should be proud. I know I've told you before how great I think The Pine Cone is but it really is a terrific paper.
- “I have always been amazed at your editorials in The Pine Cone in that I do not believe I have ever disagreed with one of them. From taxes to the economy, to our current leaders, the crazy historical preservation efforts in Carmel, our court system, you have been a voice of sane reason in an increasingly insane world. I call you the ‘anti-Chronicle,’ and, believe me, that is a huge compliment.”
- “Thank you for your excellent, easy-to-read, always appreciated newspaper.”
- “I get The Pine Cone every week and enjoy it more than you can know. What a wonderful paper you have. I read every word!”
- “Your team is doing a great job! I have been an email subscriber for a while now. The paper lets me know what's going with my Favorite Place On Earth.”

— unsolicited subscriber comments received since January 2009

**18,000 copies in print • 6,300 subscribers online • Your ad should be in The Carmel Pine Cone!**