

Mount Laurel Library: Trading Spaces Merchandising Project

Impact on Circulation: 2003 & 2004

	2003	2004	from '03 to '04	Magazines	Monthly Circ	DVDs	Monthly Circ
January	24,115	27,169	12.7%	116	0.4%	0	0.0%
February	23,018	29,180	26.8%	122	0.4%	0	0.0%
March	26,637	36,048	35.3%	555	1.5%	4,522	12.5%
April	24,971	34,821	39.4%	496	1.4%	5,230	15.0%
May	24,041	31,393	30.6%	438	1.4%	4,736	15.1%
June	25,819	38,511	49.2%	547	1.4%	5,792	15.0%
July	28,085	38,847	38.3%	522	1.3%	5,886	15.2%
August	25,662	39,958	55.7%	620	1.6%	6,495	16.3%
September	26,086	35,922	37.7%	693	1.9%	5,678	15.8%
October	26,407	37,878	43.4%	730	1.9%	6,008	15.9%
November	25,717	37,565	46.1%	634	1.7%	6,422	17.1%
December	22,653	33,675	48.7%	587	1.7%	6,910	20.5%
Total	303,211	420,967	38.8%	6,060	1.4%	57,679	13.7%
April - Dec*	229,441	328,570	43.2%	5,267	1.6%	53,157	16.2%

* Represents full implementation of the project