

# Why bother with Southeast Madera County?



## Because it's where the action is!

Southeast Madera County is a geographic area comprised of the Madera Ranchos, Bonnadelle Ranchos, Rolling Hills, Riverstone and Tesoro Viejo communities. Located in southeastern Madera County, it is situated almost exactly halfway between Fresno and the city of Madera.

The area is served by the Independent, the area's only newspaper devoted solely to Southeast Madera County. Each month, the Independent is delivered to every home and business in the 93636 zip code, totalling approximately 5,000 papers, for a distribution of 100 percent. With the most recent census estimating three people per household, that is a readership of approximately 15,000 people.

With no local industry, Southeast Madera County serves as a bedroom community to Fresno, Clovis, Madera and other Valley communities. Nearly 90 percent of homes in Southeast Madera County are owner occupied with a miniscule number of renters. Homes vary up to 2.25 acre, estate-sized properties with values ranging from the high \$300,000s to over \$1 million.

Madera County's median household income is listed at \$57,585 but for Southeast Madera County it exceeds \$82,000, greater than the \$75,235 average for the state of California, and recent developments in the Riverstone and Tesoro Viejo areas along Highway 41 add to this affluence.

Fiercely independent, Southeast Madera County citizens often "zig" when the city of Madera "zags" and many community members are Fresno expatriates who traded the city for a more relaxed "country" way of life.

Affluent. Independent. Home owners. Expendable income.

Welcome to Southeast Madera County!



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