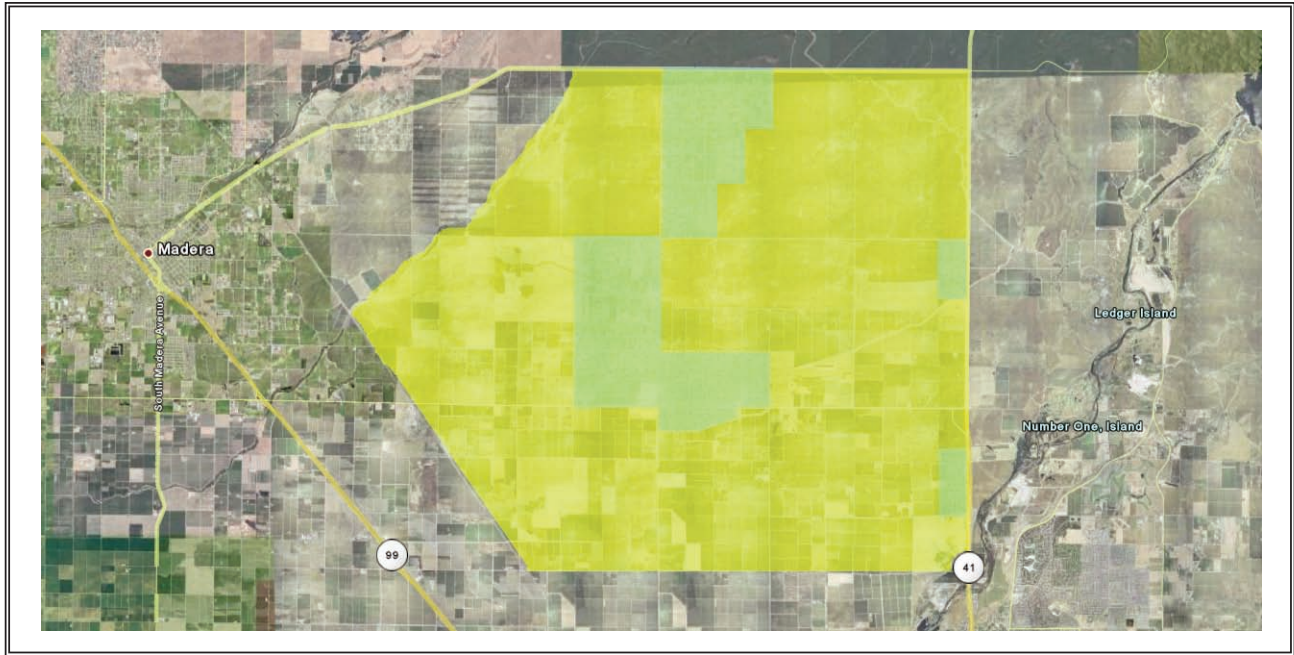


Why bother with the Madera Ranchos?



Because it's where the action is!

The Madera Ranchos is located in southeastern Madera County situated almost exactly between Fresno and the city of Madera. The area is bordered on the north by Highway 145, to the south by Avenue 9, on the west by the Santa Fe Railroad tracks and on the east by Highway 41.

The area is served by the Ranchos Independent, the area's only newspaper devoted solely to the Ranchos. Each month, the Ranchos Independent is delivered to every home and business in the 93636 zip code, totalling approximately 4,000 papers. With the most recent census estimating 3.2 people per household, that is a readership of approximately 12,800 people.

With no local industry, The Madera Ranchos serves as a bedroom community to Fresno, Clovis, Madera and other Valley communities. Virtually all homes in the Madera Ranchos are owner occupied with a miniscule number of renters. All homes are estate sized ranging from quarter to half-acre lots up to a minimum of 2.25 acres above Avenue 15. Homes in the Ranchos range from the high \$200,000's to approximately \$1 million.

Madera County's median household income is listed at \$42,422 but for the Ranchos it exceeds \$61,000, greater than the \$49,894 average for the state of California.

On the horizon is the development of Gateway Village, a Castle & Cooke community of approximately 20,000 that was approved to begin development at Highway 41 and Avenue 12.

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

Affluent. Independent. Home owners. Expendable income.

Welcome to the Madera Ranchos!

The Ranchos Independent



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