

Chicago



Please refer to usspi.com for the most current version of our market sheets.

Publisher/Newspaper(s)	Circulation		PRIZM Target Group
	ROP	Insert	
1. Daily Herald	52,344	60,000	
A. (Arlington Hts) Daily Herald (M-Sa)	52,344	60,000	1/2/3
(Arlington Heights) Daily Herald (Su)	60,597	67,000	
2. Chicago Tribune Media Group	14,701	15,100	
A. Daily Southtown (Thursday Total) (M-F)	10,212	10,500	1/3
Daily Southtown (Su)	13,582	19,500	
B. The Naperville Sun (W,F)	4,489	4,600	1/2
The Naperville Sun (Su)	4,899	5,100	
3. Inside Publications	12,011	24,800	
A. Inside Booster (W)*	6,481	13,300	1/3
B. (Chicago) News-Star (W)*	3,117	4,700	3
C. Skyline (W)*	2,413	6,800	1/3
4. Bridgeport News	25,000	25,300	
A. Bridgeport News (W)	25,000	25,300	3
5. Voyager Media Publications	64,200	64,200	
A. Plainfield Enterprise (Th)*	7,100	7,100	1/2
B. Shorewood Sentinel (W)*	11,100	11,100	1/3
C. (Joliet/Lockport/Crest Hill) Bugle (W)*	9,000	9,000	2/3
D. Bolingbrook Bugle (Th)*	5,000	5,000	1/2
E. Woodridge Bugle (W)*	3,000	3,000	2
F. (Niles/Park Ridge/Morton Grove/Des Plaines) Bugle (Th)*	10,000	10,000	1/3
G. Romeoville Bugle (Th)*	5,000	5,000	2
H. Downer's Grove Bugle (W)*	6,000	6,000	1
I. Lisle Bugle (W)*	3,000	3,000	1
J. Westmont Bugle (W)*	5,000	5,000	3
6. Pioneer Press	77,387	67,600	
A. Evanston Review (Th)*	2,101	2,100	3
B. Wilmette Life (Th)*	3,285	2,600	1
C. Winnetka Talk (Th)*	2,254	2,000	1
D. Glencoe News (Th)*	1,057	900	1
E. Glenview Announcements (Th)*	4,921	4,100	1
F. Northbrook Star (Th)*	4,957	4,100	1
G. Deerfield Review (Th)*	2,937	2,400	2
H. Highland Park News (Th)*	3,632	3,000	1
I. Lake Forester (Th)*	3,432	2,700	1
J. Vernon Hills Review (Th)*	1,336	1,100	2
K. Libertyville Review (Th)*	2,238	2,200	1
L. Mundelein Review (Th)*	1,687	1,500	2
M. Oak Leaves (Th)*	5,067	4,000	1/3
N. Elm Leaves (Th)*	1,415	1,900	3
O. Franklin Park Herald-Journal (Th)*	536	600	3
P. Skokie Review (Th)*	1,908	1,700	1/2
Q. Park Ridge Herald-Advocate (Th)*	5,121	4,000	1
R. Niles Herald-Spectator (Th)*	1,765	1,400	3
S. Morton Grove Champion (Th)*	1,780	1,400	1
T. Norridge-Harwood Hts News (Th)*	1,151	1,200	3
U. Barrington Courier-Review (Th)*	1,022	1,100	1
V. Lincolnshire Review (Th)*	913	900	1
W. Lake Zurich Courier (Th)*	2,077	1,900	1
X. Buffalo Grove Countryside (Th)*	778	800	1
Y. The Doings - Hinsdale Edition (Th)*	1,652	1,500	1
Z. The Doings - Clarendon Hills Edition (Th)*	751	700	1
AA. The Doings - Oak Brook Ed (Th)*	3,314	3,400	1
BB. The Doings - LaGrange Edition (Th)*	5,238	4,600	1

Publisher/Newspaper(s)	Circulation		PRIZM Target Group
	ROP	Insert	
CC. The Doings - Weekly Edition (Th)*	2,119	1,900	1
DD. The Doings - Western Springs Edition (Th)*	1,728	1,400	1
EE. Forest Leaves (Th)*	1,340	1,200	1
FF. Lincolnwood Review (Th)*	489	500	1
GG. Arlington Heights Post (Th)*	3,386	2,800	1/3
7. Journal & Topics Media	33,866	33,800	3
A. Des Plaines Journal (W,F)*	7,768	8,000	3
B. Mount Prospect Journal (W,F)*	3,202	3,200	3
C. Prospect Heights Journal (W,F)*	1,098	1,000	1/3
D. Golf Mill Journal (W,F)*	984	900	3
E. Rosemont Journal (W)*	1,472	1,700	
F. Park Ridge Journal (W)*	4,510	4,400	1
G. Niles Journal (W)*	3,211	3,000	3
H. Arlington Heights Journal (Th)*	2,040	2,200	1/3
I. Buffalo Grove Jrnl & Topics (Th)*	1,681	1,300	1
J. Palatine Journal & Topics (Th)*	2,178	2,200	1
K. Wheeling Journal & Topics (Th)*	1,597	1,500	3
L. Rolling Meadows Jrnl & Topics (Th)*	1,580	1,600	2
M. Elk Grove Journal (Th)*	2,545	2,800	1
8. Nadig Newspapers	19,800	N/A	
A. Northwest Side Press (W)	12,000	N/A	3
B. Sauganash/Edgebrook/Lincolnwood/Wildwood Reporter (Sa)*	7,800	N/A	1
9. Regional Publishing	29,370	29,400	
A. The (Oak Lawn) Reporter (Th)	4,000	4,000	3
B. The Regional News (Th)	4,000	4,000	1
C. Southwest News Herald (F)*	2,000	2,000	4
D. Clear Rdg Rprtr & NewsHound (W)*	15,000	15,000	3
E. Desplaines Valley News (Th)*	3,170	3,200	3
F. Archer Journal News (F)*	1,200	1,200	4
10. Zion-Benton Express	21,101	21,100	
A. Zion-Benton Express (W)	21,101	21,100	1/3
11. 22nd Century Media - North	64,670	65,800	
A. Wilmette Beacon (Th)*	9,191	9,200	1
B. Winnetka Current (Th)*	5,936	6,500	1
C. The Glenview Lantern (Th)*	15,911	16,200	1
D. Northbrook Tower (Th)*	13,464	13,500	1
E. The Highland Park Landmark (Th)*	9,665	9,700	1
F. Glencoe Anchor (Th)*	2,743	2,800	1
G. Lake Forest Leader (Th)*	7,760	7,900	1
12. 22nd Century Media - South	87,786	87,600	
A. The Orland Park Prairie (Th)*	21,529	21,600	1
B. The Homer Horizon (Th)*	8,064	8,100	1
C. The Mokena Messenger (Th)*	8,502	8,500	1
D. The Frankfort Station (Th)*	9,673	9,700	1
E. The Tinley Junction (Th)*	18,542	18,500	1
F. The New Lenox Patriot (Th)*	10,560	10,600	1
G. The Lockport Legend (Th)*	10,916	10,600	2

*Denotes Tabloid. All other papers are Broadsheet.

PRIZM Target Group: 1 – Affluentials 2 – Greenbelt Families 3 – Middle America 4 – Other
 Note: Please refer to the Market Book introduction for detailed explanations of PRIZM Target Group definitions.



Chicago

Profile of USSPI-Chicago Circulation Area

	Index vs. Chicago		Index vs. Chicago
HHI \$35,000+	103	Owner-Occupied HU's	105
HHI \$100,000+	107	Renter-Occupied HU's	90
Home Value \$200,000+	102	Single Family Homes	107
HH's with Children	100	2 Vehicles	105
4+ Years College	105	3+ Vehicles	106

88.3% of USSPI-Chicago Circulation is home delivered.

Market Demographics

	% Population	% Households	Total E.B.I.	Average E.B.I.	% Total Retail Sales	% Food Sales	% Auto Sales
Chicago	100.0	100.0	100.0	\$70,802	100.0	100.0	100.0
Core City*	31.3	33.4	28.0	\$59,295	20.2	30.2	12.9
Suburbs	68.7	66.6	72.0	\$76,581	79.8	69.8	87.1

Source: Claritas

*Metro City: Chicago

Newspaper Circulation/Coverage Comparison

	Total Circulation (000)	Metro		City**		Suburbs	
		Circulation (000)	Coverage %	Circulation (000)	Coverage %	Circulation (000)	Coverage %
<i>Households</i>		3,212.0		1,075.8		2,136.2	
Sun Times (M)	112.0	105.8	3.3	40.4	3.8	65.4	3.1
Tribune (M)	279.2	259.7	8.1	59.4	5.5	200.3	9.4
TOTAL	391.2	365.5	11.4	99.8	9.3	265.7	12.4
USSPI Chicago	502.2	500.1	15.6	72.2	6.7	427.9	20.0

**Chicago

Metro County Circulation Breakdown

	Households (000)	Sun Times		Tribune		USSPI	
		Circulation (000)	Coverage %	Circulation (000)	Coverage %	Circulation (000)	Coverage %
Cook	2,003.3	78.9	3.9	149.7	7.5	286.0	14.3
DeKalb	38.7	—	—	1.6	4.1	—	—
DuPage	345.2	9.3	2.7	38.5	11.2	38.8	11.2
Grundy	18.5	0.3	1.6	0.8	4.3	—	—
Kane	177.8	2.7	1.5	11.1	6.2	9.1	5.1
Kendall	41.9	0.5	1.2	1.7	4.1	—	—
Lake	245.3	5.3	2.2	29.2	11.9	66.6	27.2
McHenry	111.4	1.5	1.3	8.6	7.7	1.9	1.7
Will	229.9	7.3	3.2	18.5	8.0	97.7	42.5
Total	3,212.0	105.8	3.3	259.7	8.1	500.1	15.6

Source: Circulation '19; USSPI Publisher Records