

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	59,006	67,000	
A. (Arlington Hts) Daily Herald (M-Sa)	59,006	67,000	1/2/3
(Arlington Heights) Daily Herald (Su)	66,283	70,000	
2. Naperville Sun	4,849	4,900	
A. The Naperville Sun (W,F)	4,849	4,900	1/2
The Naperville Sun (Su)	5,232	5,500	
3. Inside Publications	19,809	24,800	
A. Inside Booster (W)*	8,316	13,300	1/3
B. (Chicago) News-Star (W)*	4,766	4,700	3
C. Skyline (W)*	6,727	6,800	1/3
4. Bridgeport News	25,000	25,300	
A. Bridgeport News (W)	25,000	25,300	3
5. Plainfield Enterprise	7,100	7,100	
A. Plainfield Enterprise (Th)*	7,100	7,100	1/2
6. Shorewood Sentinel	11,100	11,100	
A. Shorewood Sentinel (W)*	11,100	11,100	1/3
7. Journal & Topics Media	33,866	33,800	
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	3
D. Golf Mill Journal (W,F)*	984	900	1/3
E. Rosemont Journal (W)*	1,472	1,700	3
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 Jnl & 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 Jnl & 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. Bugle	46,000	46,000	
A. (Joliet/Lockprt/Crest Hill) Bugle (W)*	9,000	9,000	2/3
B. Bolingbrook Bugle (Th)*	5,000	5,000	1/2
C. Woodridge Bugle (W)*	3,000	3,000	2
D. (Niles/Park Ridge/Morton Grove/ Des Plaines) Bugle (Th)*	10,000	10,000	1/3
E. Romeoville Bugle (Th)*	5,000	5,000	2
F. Downer's Grove Bugle (W)*	6,000	6,000	1
G. Lisle Bugle (W)*	3,000	3,000	1
H. Westmont Bugle (W)*	5,000	5,000	3

Publisher/Newspaper(s)	Circulation		PRIZM Target Group
	ROP	Insert	
12. 22nd Century Media - North	69,033	65,800	
A. Wilmette Beacon (Th)*	9,774	9,200	1
B. Winnetka Current (Th)*	6,404	6,500	1
C. The Glenview Lantern (Th)*	15,709	16,200	1
D. Northbrook Tower (Th)*	14,305	13,500	1
E. The Highland Park Landmark (Th)*	9,974	9,700	1
F. Glencoe Anchor (Th)*	2,963	2,800	1
G. Lake Forest Leader (Th)*	9,904	7,900	1
13. 22nd Century Media - South	88,382	87,600	
A. The Orland Park Prairie (Th)*	22,580	21,600	1
B. The Homer Horizon (Th)*	7,981	8,100	1
C. The Mokena Messenger (Th)*	8,348	8,500	1
D. The Frankfort Station (Th)*	9,608	9,700	1
E. The Tinley Junction (Th)*	19,139	18,500	1
F. The New Lenox Patriot (Th)*	10,688	10,600	1
G. The Lockport Legend (Th)*	10,038	10,600	2
14. Daily Southtown	10,153	10,500	
A. Daily Southtown (Thursday Total) (M-F)	10,153	10,500	1/3
Daily Southtown (Su)	14,169	20,100	
15. Pioneer Press	69,750	77,200	
A. Evanston Review (Th)*	1,924	2,300	3
B. Wilmette Life (Th)*	2,808	3,100	1
C. Winnetka Talk (Th)*	2,104	2,300	1
D. Glencoe News (Th)*	871	1,000	1
E. Glenview Announcements (Th)*	4,313	4,700	1
F. Northbrook Star (Th)*	4,224	4,700	1
G. Deerfield Review (Th)*	2,487	2,800	2
H. Highland Park News (Th)*	3,091	3,400	1
I. Lake Forester (Th)*	3,115	3,300	1
J. Vernon Hills Review (Th)*	1,226	1,400	2
K. Libertyville Review (Th)*	2,146	2,400	1
L. Mundelein Review (Th)*	1,497	1,700	2
M. Oak Leaves (Th)*	4,923	5,200	1/3
N. Elm Leaves (Th)*	944	1,200	3
O. Franklin Park Herald-Journal (Th)*	533	600	3
P. Skokie Review (Th)*	1,696	1,800	1/2
Q. Park Ridge Herald-Advocate (Th)*	4,141	4,600	1
R. Niles Herald-Spectator (Th)*	1,531	1,700	3
S. Morton Grove Champion (Th)*	1,511	1,700	1
T. Norridge-Harwood Hts News (Th)*	1,142	1,300	3
U. Barrington Courier-Review (Th)*	1,046	1,100	1
V. Lincolnshire Review (Th)*	860	1,000	1
W. Lake Zurich Courier (Th)*	2,046	2,300	1
X. Buffalo Grove Countryside (Th)*	820	900	1
Y. The Doings - Hinsdale Edition (Th)*	1,553	1,800	1
Z. The Doings - Clarendon Hills Edition (Th)*	688	800	1
AA. The Doings - Oak Brook Ed (Th)*	3,254	3,600	1
BB. The Doings - LaGrange Edition (Th)*	4,573	5,200	1
CC. The Doings - Weekly Edition (Th)*	2,465	2,400	1
DD. The Doings - Western Springs Edition (Th)*	1,523	1,700	1
EE. Forest Leaves (Th)*	1,049	1,200	1
FF. Lincolnwood Review (Th)*	489	500	1
GG. Arlington Heights Post (Th)*	3,157	3,500	1/3

*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

87.2% 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>		3,199.2		1,075.8		2,123.4	
Sun Times (M)	122.4	115.6	3.6	40.4	3.8	75.2	3.5
Tribune (M)	357.1	331.3	10.4	59.4	5.5	271.9	12.8
TOTAL	479.5	446.9	14.0	99.8	9.3	347.1	16.3
USSPI Chicago	514.3	512.2	16.0	73.1	6.8	439.1	20.7

**Chicago

Metro County Circulation Breakdown

	Households (000)	Sun Times		Tribune		USSPI	
		Circulation (000)	Coverage %	Circulation (000)	Coverage %	Circulation (000)	Coverage %
Cook	1,995.7	86.3	4.3	186.7	9.4	294.3	14.7
DeKalb	38.6	0.3	0.8	2.4	6.2	—	—
DuPage	344.4	10.2	3.0	52.4	15.2	40.3	11.7
Grundy	18.4	0.3	1.6	1.0	5.4	—	—
Kane	176.8	3.0	1.7	15.5	8.8	10.8	6.1
Kendall	41.4	0.4	1.0	2.5	6.0	—	—
Lake	244.9	5.4	2.2	34.9	14.3	68.2	27.8
McHenry	110.1	1.7	1.5	10.9	9.9	1.9	1.7
Will	228.9	8.0	3.5	25.0	10.9	96.7	42.2
Total	3,199.2	115.6	3.6	331.3	10.4	512.2	16.0

Source: Circulation '18; USSPI Publisher Records