

Las Vegas



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

Publisher/Newspaper(s)	Circulation		PRIZM Target Group
	ROP	Insert	
1. Boulder City Review	1,570	N/A	
A. Boulder City Review (Th)	1,570	N/A	3
2. Pahrump Valley Times	3,936	4,700	
A. Pahrump Valley Times (W,F)	3,936	4,700	4

All papers are Broadsheet.

Publishers by County
Clark County
1. Boulder City Review
Nye County
2. Pahrump Valley Times



Las Vegas

Profile of USSPI-Las Vegas Circulation Area

	Index vs. Las Vegas		Index vs. Las Vegas
HHI \$35,000+	110	Owner-Occupied HU's	105
HHI \$100,000+	124	Renter-Occupied HU's	92
Home Value \$200,000+	118	Single Family Homes	113
HH's with Children	102	2 Vehicles	109
4+ Years College	122	3+ Vehicles	103

69.8% of USSPI-Las Vegas Circulation is home delivered.

Market Demographics

	% Population	% Households	Total E.B.I.	Average E.B.I.	% Total Retail Sales	% Food Sales	% Auto Sales
Las Vegas	100.0	100.0	100.0	\$56,342	100.0	100.0	100.0
Core City*	25.9	25.6	25.9	\$56,898	26.0	22.1	34.2
Suburbs	74.1	74.4	74.1	\$56,481	74.0	77.9	65.8

Source: Claritas

*Metro City: Las Vegas

Newspaper Circulation/Coverage Comparison

	Total Circulation (000)	Metro		City**		Suburbs	
		Circulation (000)	Coverage %	Circulation (000)	Coverage %	Circulation (000)	Coverage %
<i>Households</i>		<i>928.1</i>		<i>223.6</i>		<i>704.5</i>	
Review-Journal (M)	86.6	85.6	9.2	56.9	25.4	28.7	4.1
TOTAL	86.6	85.6	9.2	56.9	25.4	28.7	4.1
USSPI Las Vegas	5.5	5.5	0.6	0.0	0.0	5.5	0.8

**Las Vegas

Metro County Circulation Breakdown

	Households (000)	Review-Journal		USSPI	
		Circulation (000)	Coverage %	Circulation (000)	Coverage %
Mohave, AZ	86.5	1.5	1.7	—	—
Clark	823.6	82.4	10.0	1.6	0.2
Nye	18.0	1.7	9.4	3.9	21.7
Total	928.1	85.6	9.2	5.5	0.6

Source: Circulation '19; USSPI Publisher Records