

# Las Vegas



Please refer to [usspi.com](http://usspi.com) for the most current version of our market sheets.

Publisher/Newspaper(s)	Circulation		PRIZM Target Group
	ROP	Insert	
<b>1. View Neighborhood Newspapers</b>	<b>451,992</b>	<b>N/A</b>	
A. Henderson View (Th)*	133,618	N/A	1/3
B. (Las Vegas) North View (Th)*	86,940	N/A	2
C. Summerlin View (Th)*	130,343	N/A	2/3
D. Southwest View (Th)*	101,091	N/A	2/3

PLEASE NOTE: Subscribers of the Las Vegas Review-Journal receive the View Newspapers in tandem. All non-subscribers of the Las Vegas Review-Journal receive the View Newspapers as a stand-alone product.

<b>2. Pahrump Valley Times</b>	<b>4,627</b>	<b>4,700</b>	
A. Pahrump Valley Times (W,F)	4,627	4,700	3
<b>3. Boulder City Review</b>	<b>2,034</b>	<b>N/A</b>	
A. Boulder City Review (Th)	2,034	N/A	3

\*Denotes Tabloid. All other papers are Broadsheet.

Publishers by County
<b>Clark County</b>
1. View Neighborhood Newspapers
3. Boulder City Review
<b>Nye County</b>
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

99.5% 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>		908.5		223.6		684.9	
Review-Journal (M)	96.9	95.9	10.6	69.3	31.0	26.6	3.9
<b>TOTAL</b>	96.9	95.9	10.6	69.3	31.0	26.6	3.9
<b>USSPI Las Vegas</b>	<b>458.7</b>	<b>458.6</b>	<b>50.5</b>	<b>332.5</b>	<b>100.0</b>	<b>126.1</b>	<b>18.4</b>

\*\*Las Vegas

## Metro County Circulation Breakdown

	Households (000)	Review-Journal		USSPI	
		Circulation (000)	Coverage %	Circulation (000)	Coverage %
Mohave, AZ	85.3	1.7	2.0	—	—
Clark	805.7	92.3	11.5	454.1	56.4
Nye	17.5	1.9	10.9	4.5	25.7
<b>Total</b>	<b>908.5</b>	<b>95.9</b>	<b>10.6</b>	<b>458.6</b>	<b>50.5</b>

Source: Circulation '18; USSPI Publisher Records