

# 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. Boulder City Review</b>	<b>1,702</b>	<b>N/A</b>	
A. Boulder City Review (Th)	1,702	N/A	3
<b>2. Pahrump Valley Times</b>	<b>4,243</b>	<b>4,700</b>	
A. Pahrump Valley Times (W,F)	4,243	4,700	4

All papers are Broadsheet.

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

70.1% 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	56.9	25.4	39.0	5.7
<b>TOTAL</b>	96.9	95.9	10.6	56.9	25.4	39.0	5.7
<b>USSPI Las Vegas</b>	<b>5.9</b>	<b>5.9</b>	<b>0.6</b>	<b>0.0</b>	<b>0.0</b>	<b>5.9</b>	<b>0.9</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	1.7	0.2
Nye	17.5	1.9	10.9	4.2	24.0
<b>Total</b>	<b>908.5</b>	<b>95.9</b>	<b>10.6</b>	<b>5.9</b>	<b>0.6</b>

Source: Circulation '18; USSPI Publisher Records