

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. View Neighborhood Newspapers	451,992	N/A	
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.

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

*Denotes Tabloid. All other papers are Broadsheet.

Publishers by County
Clark County
1. View Neighborhood Newspapers
3. 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

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>		873.6		223.6		650.0	
Review-Journal (M)	106.9	105.8	12.1	69.3	31.0	36.5	5.6
TOTAL	106.9	105.8	12.1	69.3	31.0	36.5	5.6
USSPI Las Vegas	458.7	458.6	52.5	332.5	100.0	126.1	19.4

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Metro County Circulation Breakdown

	Households (000)	Review-Journal		USSPI	
		Circulation (000)	Coverage %	Circulation (000)	Coverage %
Mohave, AZ	83.9	1.7	2.0	—	—
Clark	772.1	102.1	13.2	454.1	58.8
Nye	17.6	2.0	11.4	4.5	25.6
Total	873.6	105.8	12.1	458.6	52.5

0.0 = Less than 50 circulation or less than .05% coverage

Source: Circulation '17; USSPI Publisher Records