

# Reno



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. Sierra Nevada Media Group</b>	<b>21,748</b>	<b>22,500</b>	
A. Nevada Appeal (Tu-Sa)*	8,161	8,200	3
Nevada Appeal (Su)*	11,818	13,000	
B. The (Gardnerville) Record-Courier (W,F)*	4,178	4,500	3
C. Tahoe Daily Tribune (Saturday Total) (W,F,Sa)*	7,078	7,500	3
F. Lahontan Valley News (W,F)*	2,331	2,300	4
<b>2. Truckee Sun</b>	<b>6,449</b>	<b>6,500</b>	
A. Truckee Sun (F)*	6,449	6,500	

\*Denotes Tabloid.

Publishers by County	
<b>Metro County</b>	
<b>Washoe County</b>	1. Sierra Nevada Media Group
<b>Non-Metro Counties</b>	
<b>Carson City County</b>	1. Sierra Nevada Media Group
<b>Churchill County</b>	1. Sierra Nevada Media Group
<b>Douglas County</b>	1. Sierra Nevada Media Group

## Profile of USSPI-Reno Circulation Area

	Index vs. Reno		Index vs. Reno
HHI \$35,000+	101	Owner-Occupied HU's	111
HHI \$100,000+	89	Renter-Occupied HU's	84
Home Value \$200,000+	107	Single Family Homes	120
HH's with Children	91	2 Vehicles	109
4+ Years College	89	3+ Vehicles	122

35.8% of USSPI-Reno Circulation is home delivered.

## Market Demographics

	% Population	% Households	Total E.B.I.	Average E.B.I.	% Total Retail Sales	% Food Sales	% Auto Sales
Reno	100.0	100.0	100.0	\$63,721	100.0	100.0	100.0
Core City*	53.2	55.5	51.5	\$59,066	65.1	63.9	70.5
Suburbs	46.8	44.5	48.5	\$69,532	34.9	36.1	29.5

Source: Claritas

\*Metro City: Reno

## Newspaper Circulation/Coverage Comparison

	Total Circulation (000)	Metro		City**		Suburbs	
		Circulation (000)	Coverage %	Circulation (000)	Coverage %	Circulation (000)	Coverage %
<i>Households</i>		179.3		96.1		83.2	
Gazette-Journal (M)	24.9	19.6	10.9	14.1	14.7	5.5	6.6
<b>TOTAL</b>	24.9	19.6	10.9	14.1	14.7	5.5	6.6
<b>USSPI Reno</b>	<b>28.2</b>	<b>0.5</b>	<b>0.3</b>	<b>—</b>	<b>—</b>	<b>2.7</b>	<b>3.2</b>

\*\*Reno

## Metro County Circulation Breakdown

	Households (000)	Gazette-Journal		USSPI	
		Circulation (000)	Coverage %	Circulation (000)	Coverage %
Washoe	179.3	19.6	10.9	0.5	0.3
<b>Total</b>	<b>179.3</b>	<b>19.6</b>	<b>10.9</b>	<b>0.5</b>	<b>0.3</b>

## Non-Metro Counties

Carson City	21.7	1.4	6.5	5.3	24.4
Churchill	9.6	0.5	5.2	2.2	22.9
Douglas	20.7	0.9	4.3	6.7	32.4

Source: Circulation '18; USSPI Publisher Records