

Reno



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

| Publisher/Newspaper(s) | Circulation | | PRIZM Target Group |
|---|---------------|---------------|--------------------|
| | ROP | Insert | |
| 1. Sierra Nevada Media Group | 30,687 | 33,000 | |
| A. Nevada Appeal (Tu-Sa)* | 8,161 | 8,400 | 3 |
| Nevada Appeal (Su)* | 11,818 | 13,000 | |
| B. (Gardnerville) Record-Courier (W,F)* | 4,178 | 4,600 | 3 |
| C. Tahoe Daily Tribune (Saturday Total) (W,F,Sa)* | 7,078 | 8,400 | 3 |
| D. North Lake Tahoe Bonanza (Th)* | 2,653 | 2,700 | 1 |
| E. Sierra Sun (Friday Total) (W,F)* | 6,286 | 6,300 | 1 |
| F. Lahontan Valley News (W,F)* | 2,331 | 2,600 | 4 |

*Denotes Tabloid.

| Publishers by County | |
|---------------------------|------------------------------|
| Metro County | |
| Washoe County | 1. Sierra Nevada Media Group |
| Non-Metro Counties | |
| Carson City County | 1. Sierra Nevada Media Group |
| Churchill County | 1. Sierra Nevada Media Group |
| Douglas County | 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> | | 173.1 | | 96.1 | | 77.0 | |
| Gazette-Journal (M) | 33.0 | 26.1 | 15.1 | 14.1 | 14.7 | 12.0 | 15.6 |
| TOTAL | 33.0 | 26.1 | 15.1 | 14.1 | 14.7 | 12.0 | 15.6 |
| USSPI Reno | 30.7 | 2.7 | 1.6 | — | — | 2.7 | 3.5 |

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Metro County Circulation Breakdown

| | Households (000) | Gazette-Journal | | USSPI | |
|--------------|---------------------|----------------------|---------------|----------------------|---------------|
| | | Circulation (000) | Coverage % | Circulation (000) | Coverage % |
| Washoe | 173.1 | 26.1 | 15.1 | 2.7 | 1.6 |
| Total | 173.1 | 26.1 | 15.1 | 2.7 | 1.6 |

Non-Metro Counties

| | | | | | |
|-------------|------|-----|-----|-----|------|
| Carson City | 21.5 | 1.4 | 6.5 | 5.3 | 24.7 |
| Churchill | 9.6 | 0.6 | 6.3 | 2.2 | 22.9 |
| Douglas | 20.6 | 1.6 | 7.8 | 6.7 | 32.5 |

Source: Circulation '17; USSPI Publisher Records