

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	21,338	21,600	
A. Nevada Appeal (Saturday Total) (W,Sa)*	11,438	11,500	3
C. Tahoe Daily Tribune (F)*	7,747	7,800	4
D. Lahontan Valley News (W)*	2,153	2,300	4

PLEASE NOTE: The Record-Courier is delivered in tandem with the Saturday edition of Nevada Appeal.

2. Truckee Sun	6,449	6,500	
A. Truckee Sun (F)*	6,449	6,500	1

*Denotes Tabloid.

Publishers by County
Metro County
Washoe County
2. Truckee Sun
Non-Metro Counties
Nevada County, CA
2. Truckee Sun
Carson City County
1. Sierra Nevada Media Group
Churchill County
2. Truckee Sun
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

37.6% 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	12.9	13.4	6.7	8.1
TOTAL	24.9	19.6	10.9	12.9	13.4	6.7	8.1
USSPI Reno	26.7	0.4	0.2	—	—	0.4	0.5

**Reno

Metro County Circulation Breakdown

	Households (000)	Gazette-Journal		USSPI	
		Circulation (000)	Coverage %	Circulation (000)	Coverage %
Washoe	179.3	19.6	10.9	0.4	0.2
Total	179.3	19.6	10.9	0.4	0.2

Non-Metro Counties

Nevada, CA	42.5	0.3	0.7	4.0	9.4
Carson City	21.7	1.4	6.5	4.6	21.2
Churchill	9.6	0.5	5.2	2.0	20.8
Douglas	20.7	0.9	4.3	6.3	30.4

Source: Circulation '18; USSPI Publisher Records