

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	21,540	21,600	
A. Nevada Appeal (Saturday Total) (W,Sa)*	10,500	11,500	3
B. Lahontan Valley News (W)*	1,740	2,300	4
C. Tahoe Daily Tribune (F)*	9,300	7,800	4
<i>PLEASE NOTE: The Record-Courier is delivered in tandem with the Saturday edition of Nevada Appeal.</i>			
2. Truckee Sierra Sun	7,379	7,400	
A. Truckee Sierra Sun (F)*	7,379	7,400	1

*Denotes Tabloid.

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

31.7% 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>		182.2		96.1		86.1	
Gazette-Journal (M)	22.4	18.0	9.9	12.9	13.4	5.1	5.9
TOTAL	22.4	18.0	9.9	12.9	13.4	5.1	5.9
USSPI Reno	28.9	2.0	1.1	—	—	2.0	2.3

**Reno

Metro County Circulation Breakdown

	Households (000)	Gazette-Journal		USSPI	
		Circulation (000)	Coverage %	Circulation (000)	Coverage %
Washoe	182.2	18.0	9.9	2.0	1.1
Total	182.2	18.0	9.9	2.0	1.1

Non-Metro Counties

Nevada, CA	42.9	0.2	0.5	4.8	11.2
Carson City	21.8	1.4	6.4	4.9	22.5
Churchill	9.6	0.5	5.2	1.6	16.7
Douglas	20.8	0.8	3.8	6.5	31.3

Source: Circulation '19; USSPI Publisher Records