

Springfield, MA



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

Publisher/Newspaper(s)	Circulation		PRIZM Target Group
	ROP	Insert	
1. Reminder Publications	60,581	59,300	
A. The (Longmeadow) Reminder (Th)*	20,930	21,500	1
B. The (Chicopee/Springfield) Reminder (F)*	11,075	10,600	2/3
C. The (Agawam/West Springfield) Reminder (Th)*	28,576	27,200	1/2/3

Publishers by County
Hampden County
1. Reminder Publications

*Denotes Tabloid.



Springfield, MA

Profile of USSPI-Springfield Circulation Area

	Index vs. Springfield		Index vs. Springfield
HHI \$35,000+	103	Owner-Occupied HU's	106
HHI \$100,000+	105	Renter-Occupied HU's	90
Home Value \$200,000+	98	Single Family Homes	105
HH's with Children	99	2 Vehicles	104
4+ Years College	94	3+ Vehicles	102

74.0% of USSPI-Springfield Circulation is home delivered.

Market Demographics

	% Population	% Households	Total E.B.I.	Average E.B.I.	% Total Retail Sales	% Food Sales	% Auto Sales
Springfield	100.0	100.0	100.0	\$57,995	100.0	100.0	100.0
Core City*	24.4	23.6	16.7	\$41,073	20.4	13.6	21.3
Suburbs	75.6	76.4	83.3	\$63,210	79.6	86.4	78.7

Source: Claritas

*Metro City: Springfield

Newspaper Circulation/Coverage Comparison

	Total Circulation (000)	Metro		City**		Suburbs	
		Circulation (000)	Coverage %	Circulation (000)	Coverage %	Circulation (000)	Coverage %
<i>Households</i>		<i>244.0</i>		<i>57.1</i>		<i>186.9</i>	
Republican (M)	29.8	28.5	11.7	9.1	16.0	19.4	10.4
TOTAL	29.8	28.5	11.7	9.1	16.0	19.4	10.4
USSPI Springfield	60.6	60.6	24.8	4.6	8.1	56.0	30.0

**Springfield

Metro County Circulation Breakdown

	Households (000)	Republican		USSPI	
		Circulation (000)	Coverage %	Circulation (000)	Coverage %
Hampden	183.6	24.9	13.6	60.6	33.0
Hampshire	60.4	3.6	6.0	—	—
Total	244.0	28.5	11.7	60.6	24.8

Source: Circulation '19; USSPI Publisher Records