

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 | 36,150 | 36,200 | |
| A. The (Longmeadow) Reminder (Th)* | 21,500 | 21,500 | 1 |
| A. The (Springfield) Reminder (F)* | 14,650 | 14,700 | 4 |

*Denotes Tabloid.

| Publishers by County |
|--------------------------|
| Hampden County |
| 1. Reminder Publications |



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 |

88.1% 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>242.9</i> | | <i>57.1</i> | | <i>185.8</i> | |
| Republican (M) | 32.9 | 31.5 | 13.0 | 9.1 | 16.0 | 22.4 | 12.0 |
| TOTAL | 32.9 | 31.5 | 13.0 | 9.1 | 16.0 | 22.4 | 12.0 |
| USSPI Springfield | 24.9 | 24.7 | 10.2 | 5.4 | 9.5 | 19.3 | 10.4 |

**Springfield

Metro County Circulation Breakdown

| | Households (000) | Republican | | USSPI | |
|--------------|---------------------|----------------------|---------------|----------------------|---------------|
| | | Circulation (000) | Coverage % | Circulation (000) | Coverage % |
| Hampden | 182.5 | 27.5 | 15.1 | 24.7 | 13.5 |
| Hampshire | 60.4 | 4.0 | 6.6 | — | — |
| Total | 242.9 | 31.5 | 13.0 | 24.7 | 10.2 |

Source: Circulation '18; USSPI Publisher Records