

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	24,890	25,000	
A. The (Longmeadow) Reminder (Th)*	24,890	25,000	1

*Denotes Tabloid.

Publishers by County
Hampden County
1. Reminder Publication



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>		242.6		57.1		185.5	
Republican (M)	37.4	35.8	14.8	9.1	16.0	26.7	14.4
TOTAL	37.4	35.8	14.8	9.1	16.0	26.7	14.4
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	182.8	31.3	17.1	24.7	13.5
Hampshire	59.8	4.5	7.5	—	—
Total	242.6	35.8	14.8	24.7	10.2

Source: Circulation '17; USSPI Publisher Records