

# St. Louis



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Publisher/Newspaper(s)	Circulation		PRIZM Target Group
	ROP	Insert	
<b>1. Belleville News-Democrat</b>	<b>21,538</b>	<b>25,600</b>	
A. Belleville News-Democrat (M-Sa)	16,913	20,500	2/3
Belleville News-Democrat (Su)	24,113	29,500	
B. O'Fallon Progress (Th)	2,792	2,800	2
C. Highland News Leader (W)	1,833	2,300	2
<b>2. Times Newspapers</b>	<b>76,314</b>	<b>63,200</b>	
A. Webster-Kirkwood Times (F)*	39,203	30,400	1
B. South County Times (F)*	37,111	32,800	1/3

\*Denotes Tabloid. All other papers are Broadsheet.

Publishers by County
<b>Madison County, IL</b>
1. Belleville News-Democrat
<b>St. Clair County, IL</b>
1. Belleville News-Democrat
<b>St. Louis County, MO</b>
2. Times Newspapers



## Profile of USSPI-St. Louis Circulation Area

	Index vs. St. Louis		Index vs. St. Louis
HHI \$35,000+	103	Owner-Occupied HU's	104
HHI \$100,000+	111	Renter-Occupied HU's	91
Home Value \$200,000+	108	Single Family Homes	106
HH's with Children	98	2 Vehicles	107
4+ Years College	109	3+ Vehicles	102

84.5% of USSPI-St. Louis Circulation is home delivered.

## Market Demographics

	% Population	% Households	Total E.B.I.	Average E.B.I.	% Total Retail Sales	% Food Sales	% Auto Sales
St. Louis	100.0	100.0	100.0	\$63,690	100.0	100.0	100.0
Core City*	11.5	13.0	9.1	\$44,547	8.4	18.2	7.1
Suburbs	88.5	87.0	90.9	\$66,560	91.6	81.8	92.9

Source: Claritas

\*Metro City: St. Louis

## Newspaper Circulation/Coverage Comparison

	Total Circulation (000)	Metro		City**		Suburbs	
		Circulation (000)	Coverage %	Circulation (000)	Coverage %	Circulation (000)	Coverage %
<i>Households</i>		<b>1,104.8</b>		<b>144.0</b>		<b>960.8</b>	
Post Dispatch (M)	108.7	99.9	9.0	40.0	27.8	59.9	6.2
<b>TOTAL</b>	108.7	99.9	9.0	40.0	27.8	59.9	6.2
<b>USSPI St. Louis</b>	<b>97.9</b>	<b>96.5</b>	<b>8.7</b>	<b>0.2</b>	<b>0.1</b>	<b>96.3</b>	<b>10.0</b>

\*\*St. Louis

## Metro County Circulation Breakdown

	Households (000)	Post Dispatch		USSPI	
		Circulation (000)	Coverage %	Circulation (000)	Coverage %
Clinton, IL	14.1	0.3	2.1	1.1	7.8
Jersey, IL	8.4	0.2	2.4	—	—
Madison, IL	106.9	6.2	5.8	4.7	4.4
Monroe, IL	13.3	0.9	6.8	0.8	6.0
St. Clair, IL	102.6	3.0	2.9	13.6	13.3
Franklin, MO	40.6	2.2	5.4	—	—
Jefferson, MO	85.7	4.8	5.6	—	—
Lincoln, MO	20.2	0.8	4.0	—	—
St. Charles, MO	151.7	14.8	9.8	—	—
St. Louis, MO	408.0	58.0	14.2	76.1	18.7
St. Louis City, MO	140.2	8.1	5.8	0.2	0.1
Warren, MO	13.1	0.6	4.6	—	—
<b>Total</b>	<b>1,104.8</b>	<b>99.9</b>	<b>9.0</b>	<b>96.5</b>	<b>8.7</b>

Source: Circulation '18; USSPI Publisher Records