

St. Louis



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

Publisher/Newspaper(s)	Circulation		PRIZM Target Group
	ROP	Insert	
1. Belleville News-Democrat	24,291	27,100	
A. Belleville News-Democrat (M-Sa)	19,248	22,000	3
Belleville News-Democrat (Su)	27,177	31,000	
B. O'Fallon Progress (Th)	2,792	2,800	2
C. Highland News Leader (W)	2,251	2,300	2
2. Times Newspapers	76,230	63,200	
A. Webster-Kirkwood Times (F)*	39,551	30,400	1
B. South County Times (F)*	36,679	32,800	1/3

*Denotes Tabloid. All other papers are Broadsheet.

Publishers by County
Madison County, IL
1. Belleville News-Democrat
St. Clair County, IL
1. Belleville News-Democrat
St. Louis County, MO
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

84.8% 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>		1,104.8		144.0		960.8	
Post Dispatch (M)	108.7	99.9	9.0	43.4	30.1	56.5	5.9
TOTAL	108.7	99.9	9.0	43.4	30.1	56.5	5.9
USSPI St. Louis	100.5	99.0	9.0	0.3	0.2	98.7	10.3

**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	1.2	8.5
Jersey, IL	8.4	0.2	2.4	—	—
Madison, IL	106.9	6.2	5.8	5.5	5.1
Monroe, IL	13.3	0.9	6.8	0.9	6.8
St. Clair, IL	102.6	3.0	2.9	15.1	14.7
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	76.3	18.7
St. Louis City, MO	140.2	8.1	5.8	—	—
Warren, MO	13.1	0.6	4.6	—	—
Total	1,104.8	99.9	9.0	99.0	9.0

Source: Circulation '18; USSPI Publisher Records