

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	19,349	25,600	
A. Belleville News-Democrat (M-Sa)	14,843	20,500	2/3
Belleville News-Democrat (Su)	20,736	29,500	
B. O'Fallon Progress (Th)	2,792	2,800	2
C. Highland News Leader (W)	1,714	2,300	2
2. Times Newspapers	76,314	63,200	
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
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

84.4% 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>		1,105.9		144.0		961.9	
Post Dispatch (M)	99.1	91.2	8.2	40.0	27.8	51.2	5.3
TOTAL	99.1	91.2	8.2	40.0	27.8	51.2	5.3
USSPI St. Louis	95.7	94.5	8.5	0.2	0.1	94.3	9.8

**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	1.0	7.1
Jersey, IL	8.5	0.1	1.2	—	—
Madison, IL	106.9	5.6	5.2	4.2	3.9
Monroe, IL	13.3	0.8	6.0	0.7	5.3
St. Clair, IL	102.9	2.9	2.8	12.3	12.0
Franklin, MO	40.9	1.9	4.6	—	—
Jefferson, MO	85.6	4.5	5.3	—	—
Lincoln, MO	20.7	0.8	3.9	—	—
St. Charles, MO	153.3	13.3	8.7	—	—
St. Louis, MO	407.7	53.0	13.0	76.1	18.7
St. Louis City, MO	138.6	7.5	5.4	0.2	0.1
Warren, MO	13.4	0.5	3.7	—	—
Total	1,105.9	91.2	8.2	94.5	8.5

Source: Circulation '19; USSPI Publisher Records