

# St. Louis



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Publisher/Newspaper(s)	Circulation		PRIZM Target Group
	ROP	Insert	
<b>1. Belleville News-Democrat</b>	<b>31,815</b>	<b>36,000</b>	
A. Belleville News-Democrat (M-Sa)	23,815	28,000	3
Belleville News-Democrat (Su)	33,523	40,000	
B. O'Fallon Progress (Th)	4,000	4,000	2
C. Highland News Leader (W)	4,000	4,000	2
<b>2. Times Newspapers</b>	<b>76,230</b>	<b>63,200</b>	
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
<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

85.6% 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>		<i>1,104.2</i>		<i>144.0</i>		<i>960.2</i>	
Post Dispatch (M)	121.3	111.7	10.1	48.2	33.5	63.5	6.6
<b>TOTAL</b>	121.3	111.7	10.1	48.2	33.5	63.5	6.6
<b>USSPI St. Louis</b>	<b>108.0</b>	<b>105.9</b>	<b>9.6</b>	<b>0.3</b>	<b>0.2</b>	<b>105.6</b>	<b>11.0</b>

\*\*St. Louis

## Metro County Circulation Breakdown

	Households (000)	Post Dispatch		USSPI	
		Circulation (000)	Coverage %	Circulation (000)	Coverage %
Clinton, IL	14.1	0.4	2.8	1.5	10.6
Jersey, IL	8.7	0.1	1.1	—	—
Madison, IL	107.0	7.0	6.5	7.8	7.3
Monroe, IL	13.1	1.0	7.6	1.1	8.4
St. Clair, IL	103.5	3.5	3.4	19.3	18.6
Franklin, MO	40.1	2.4	6.0	—	—
Jefferson, MO	85.0	5.8	6.8	—	—
Lincoln, MO	19.8	0.9	4.5	—	—
St. Charles, MO	146.7	16.5	11.2	—	—
St. Louis, MO	409.4	64.2	15.7	76.2	18.6
St. Louis City, MO	144.0	9.3	6.5	—	—
Warren, MO	12.8	0.6	4.7	—	—
<b>Total</b>	<b>1,104.2</b>	<b>111.7</b>	<b>10.1</b>	<b>105.9</b>	<b>9.6</b>

Source: Circulation '17; USSPI Publisher Records