

Westchester County



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

Publisher/Newspaper(s)	Circulation		PRIZM Target Group
	ROP	Insert	
1. Home Town Media Group	30,999	29,000	
A. The Harrison Review (F)*	7,803	7,500	1
B. The Mamaroneck Review (F)*	8,974	8,700	1
C. The Rye City Review (F)*	7,783	6,700	1
D. The Eastchester Review (F)*	6,439	6,100	1

Publishers by County
Westchester County
1. Home Town Media Group

*Denotes Tabloid.



Westchester County

Profile of USSPI-Westchester County Circulation Area

	Index vs. Westchester County		Index vs. Westchester County
HHI \$35,000+	107	Owner-Occupied HU's	114
HHI \$100,000+	120	Renter-Occupied HU's	78
Home Value \$200,000+	102	Single Family Homes	118
HH's with Children	109	2 Vehicles	114
4+ Years College	122	3+ Vehicles	99

93.3% of USSPI-Westchester County Circulation is home delivered.

Market Demographics

	% Population	% Households	Total E.B.I.	Average E.B.I.	% Total Retail Sales	% Food Sales	% Auto Sales
Westchester County	100.0	100.0	100.0	\$101,276	100.0	100.0	100.0
Core City*	6.1	6.7	6.3	\$96,140	12.9	9.4	13.5
Suburbs	93.9	93.3	93.7	\$101,642	87.1	90.6	86.5

Source: Claritas

*Metro City: White Plains

Newspaper Circulation/Coverage Comparison

	Total Circulation (000)	Metro		City**		Suburbs	
		Circulation (000)	Coverage %	Circulation (000)	Coverage %	Circulation (000)	Coverage %
<i>Households</i>		360.1		23.9		336.2	
Journal News (M)	44.3	28.1	7.8	2.5	10.5	25.6	7.6
TOTAL	44.3	28.1	7.8	2.5	10.5	25.6	7.6
USSPI Westchester Cnty	31.0	31.0	8.6	—	—	31.0	9.2

**White Plains

Metro County Circulation Breakdown

	Households (000)	Journal News		USSPI	
		Circulation (000)	Coverage %	Circulation (000)	Coverage %
Westchester	360.1	28.1	7.8	31.0	8.6
Total	360.1	28.1	7.8	31.0	8.6

Source: Circulation '18; USSPI Publisher Records