

Westchester County



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

Publisher/Newspaper(s)	Circulation		PRIZM
	ROP	Insert	Target Group
1. Home Town Media Group	39,885	40,000	
A. The Harrison Review (F)*	7,700	7,700	1
B. The Mamaroneck Review (F)*	10,081	10,100	1
C. The Rye City Review (F)*	7,126	7,200	1
D. The Eastchester Review (F)*	7,518	7,500	1
E. City Review of New Rochelle (F)*	7,460	7,500	1/3

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

83.6% 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>		362.6		23.9		338.7	
Journal News (M)	44.3	28.1	7.7	2.5	10.5	25.6	7.6
TOTAL	44.3	28.1	7.7	2.5	10.5	25.6	7.6
USSPI Westchester Cnty	39.9	39.9	11.0	—	—	39.9	11.8

**White Plains

Metro County Circulation Breakdown

	Households (000)	Journal News		USSPI	
		Circulation (000)	Coverage %	Circulation (000)	Coverage %
Westchester	362.6	28.1	7.7	39.9	11.0
Total	362.6	28.1	7.7	39.9	11.0

Source: Circulation '19; USSPI Publisher Records