

New Readers Newspaper Composition

For more information:

Limor Peer, l-peer@northwestern.edu, 847-467-6578
Mary Nesbitt, m-nesbitt@northwestern.edu, 847-467-4285

**Table 1: Newspaper Composition
(Monday – Saturday)**

1		Newspaper / Circulation Category				
		All	10-50K	50-100K	100-300K	300K+
Page Count						
2	Total number of broadsheet pages	388.8	235.7	283.9	449.9	603.5
3	Column inch per broadsheet page	134.2	129.0	128.3	143.3	137.3
4	Total number of tabloid pages	76.2	31.2	59.7	91.4	125.1
5	Average number of tabloid pages	12.7	5.2	10.0	15.2	20.9
Content (average broadsheet pages)						
6	Average number of broadsheet pages	64.9	39.7	47.3	75.0	100.6
7	Editorial	31.2	19.2	23.8	35.1	48.0
8	Paid Advertising	17.2	11.5	10.7	17.9	29.1
9	Unpaid Advertising	3.0	2.2	2.2	3.1	4.9
10	Classified Advertising	13.9	7.0	11.0	19.2	20.0
Content (percent broadsheet pages)						
11	Editorial	49.0	50.0	50.0	47.0	49.0
12	Paid Advertising	26.0	28.0	22.0	23.0	29.0
13	Unpaid Advertising	5.0	6.0	5.0	4.0	5.0
14	Classified Advertising	21.0	17.0	23.0	25.0	19.0
Content (average column inches)						
15	Editorial	4270.4	2425.8	3216.5	5011.2	6542.0
16	Paid Advertising	2164.5	905.6	1264.6	2575.0	3976.1
17	National	435.4	108.2	130.9	475.6	1114.3
18	Retail	1527.9	797.5	1079.8	1869.0	2538.9
19	Unpaid Advertising	416.5	227.8	284.5	520.6	652.8
Ad / Edit Ratio (column inches)						
20	Weekday	34 : 66	27 : 73	28 : 72	34 : 66	38 : 62
Classified Advertising (average column inches)						
21	All Classified Advertising	2574.2	1065.6	1587.0	3883.6	3962.2
22	Jobs	182.6	121.8	180.1	189.9	234.0
23	Real Estate	492.8	225.8	281.0	629.9	822.9
24	Auto	1473.8	415.6	701.6	2106.2	2633.2

1		Newspaper / Circulation Category				
		All	10-50K	50-100K	100-300K	300K+
25	Other	523.4	257.2	321.0	986.9	570.6
Inserts						
26	Average number of Inserts	5.6	2.6	3.9	9.6	6.9
27	National	0.3	0.3	0.1	0.4	0.5
28	Retail	5.1	2.2	3.7	8.8	6.4
29	Classified	0.2	0.1	0.1	0.3	0.4
Sections						
30	Monday	4	4	4	5	5
30	Tuesday	5	3	4	6	6
30	Wednesday	5	4	5	6	6
30	Thursday	6	5	6	6	6
30	Friday	6	4	5	6	6
30	Saturday	6	4	5	7	7

**Table 2: Newspaper Composition
(Sunday)**

1		Newspaper / Circulation category				
		All	10-50K	50-100K	100-300K	300K+
Page Count						
2	Total number of broadsheet pages	273.0	141.2	179.6	305.7	481.9
3	Column inch per broadsheet page	134.2	129.0	128.3	143.3	137.3
4	Total number of tabloid pages	64.8	26.5	57.5	73.5	103.1
5	Average number of tabloid pages	32.4	13.2	28.8	36.7	51.5
Content (average broadsheet pages)						
6	Average number of broadsheet pages	137.3	73.4	89.8	152.9	241.0
7	Editorial	55.1	30.7	39.2	57.5	95.6
8	Paid Advertising	40.5	23.3	21.3	44.4	75.0
9	Unpaid Advertising	8.0	4.1	4.5	9.7	14.5
10	Classified Advertising	33.6	15.8	23.5	40.9	58.9
Content (percent broadsheet pages)						
11	Editorial	41.0	42.0	43.0	39.0	40.0
12	Paid Advertising	28.0	31.0	24.0	28.0	30.0
13	Unpaid Advertising	6.0	5.0	5.0	7.0	6.0
14	Classified Advertising	25.0	21.0	27.0	27.0	26.0
Content (average column inches)						
15	Editorial	7615.3	4034.7	5242.9	8692.8	12739.2
16	Paid Advertising	5932.7	2000.9	2497.3	5109.6	13933.3
17	National	943.9	144.6	209.5	821.0	2801.5
18	Retail	4444.5	1856.3	2247.2	3715.7	10562.7
19	Unpaid Advertising	992.3	410.1	509.1	1159.3	1958.7
Ad / Edit Ratio (column inches)						
20	Sunday	44 : 56	33 : 67	32 : 68	37 : 63	52 : 48
Classified Advertising (average column inches)						
21	All Classified Advertising	6651.3	2177.3	3240.3	9452.8	12381.4
22	Jobs	1157.8	498.0	617.2	1524.8	1997.7
23	Real Estate	2191.8	623.4	993.4	2248.7	4769.5
24	Auto	2492.4	602.4	910.1	3249.8	5173.2
25	Other	977.5	360.0	490.7	2406.5	912.7
Inserts						
26	Average number of Inserts	34.0	18.3	27.2	36.6	54.6
27	National	5.1	4.9	4.3	5.8	5.7
28	Retail	28.6	13.4	22.8	29.9	50.3
29	Classified	0.4	0.0	0.1	1.0	0.4
Sections						
30	Sunday	9	7	8	11	12