

2019 AUDIENCE STATS

MARKET STATS 2018 Nielsen Claritas360.

CBSA (15-counties): 20th largest U.S. market with 1,131,705 households & 2,809,463 population.

PRINT

PRINT READERSHIP 2018 R2 St. Louis CBSA Scarborough Report

St. Louis Post-Dispatch: 421,500 readers each Sunday; 324,700 daily readers.

PRINT CIRCULATION St. Louis Post-Dispatch Q3 2018 AAM Consolidated Media Report; Internal Reports (3% waste factor included)

Daily St. Louis Post-Dispatch: 126,310 Sunday and 81,235 Monday – Friday

Suburban Journals: Distribution of 34,100 each Wednesday

Feast: 140,000 Monthly

Your Next Home: 20,000 Monthly

Rides (Broadsheet): Wednesday & Sunday

Ladue News: 38,000 Friday

Rides (Tabloid): Friday; inserted in the paper (also 10,000 in racks)

DIGITAL

STLtoday TRAFFIC Google Analytics Web Data/Mobile App Data 3-month average (October 2018 – December 2018)

STLtoday: 70.6 million monthly page views – 6.2 million monthly users

STLtoday/Home: 5.7 million monthly page views – 600,000 monthly users

STLtoday/News: 15.9 million monthly page views – 2.7 million monthly users

STLtoday/Sports: 22.4 million monthly page views - 1.7 million monthly users

STLtoday/Entertainment: 4.1 million monthly page views – 675,000 monthly users

STLtoday/Lifestyles: 2.8 million monthly page views – 445,000 monthly users

STLtoday/Business: 1.9 million monthly page views – 590,000 monthly users

Post-Dispatch Apps & E-edition: 13.2 million monthly page views – 112,000 monthly users

EMAIL SUBSCRIBERS WhatCounts January 2019 (6-month Actives)

Full Database: 207,300 email addresses**

Breaking News: 204,100 subscribers

Business Briefing: 64,500 subscribers

Go! Sneak Peak: 55,100 subscribers

Let's Eat Newsletter: 43,600 subscribers

Blues Newsletter: 28,300 subscribers

Ladue News: 2,200 subscribers

Lou Lou: 63,500 subscribers

Weekly Messenger: 36,300 subscribers

Pets: 132,200 subscribers

NIE Newsletter: 12,600 subscribers

In the Know: 181,000 subscribers

Morning Dispatch: 126,800 subscribers

Holidays: 93,300 subscribers

High School Sports: 3,100 subscribers

St. Louis Cardinals: 39,600 subscribers

3 O'clock Stir: 100,200 subscribers

Feast Magazine: 10,100 subscribers

ICYMI: 114,300 subscribers

Rides: 63,700 subscribers

Home & Garden: 47,900 subscribers

Movies Newsletter: 29,400 subscribers

STLextra: 29,400 subscribers

Travel: 36,000 subscribers

Archives: 49,700 subscribers

Jobs: 111,000 subscribers

Nightwatch: 70,200 subscribers

Joe's St. Louis: 60,800 subscribers

STLexchange

Retargeting, demographic, keyword targeting plus video, SEM, SEO, social media, reputation management, sponsorship opportunities and so much more.

DIRECT

ST. LOUIS DIRECT St. Louis Post Dispatch 2018 Q3 AAM Consolidated Media Report

Local Values Shared Mail Distribution to over one million households every Monday

Suburban Journals Save Now extended market coverage to 215,000 homes on Sunday.

Headline Note, Preprinted Insert and Solo Mail campaigns customized to your needs.



ST. LOUIS POST-DISPATCH

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