

THE MEDIA AUDIT - AUDIENCE COMPOSITION REPORT - NEW YORK, NY FALL 2024

SCHNEPS NYC PUBS

LIVE IN--FIVE BOROUGHS--NY/BRONX/KINGS/QUEENS/RICHMOND

CUME STATISTICAL REPORT					
<i>READ PAST WEEK FOR DAILY/READ ANY OF PAST 4 EDITIONS FOR WEEKLY/MONTHLY</i>					
BASE POPULATION	6,718,098	% IN MEDIA AUDIENCE	29.20%	MEDIA PERSONS	1,964,320
Target Adults 18+	Market %	Market Pers.	Schneps Pers	Schneps Rating	Schneps %
RACE--WHITE [NOT HISPANIC]	25.9	1,743,184	540,655	31	27.5
RACE--BLACK [NOT HISPANIC]	24.1	1,622,098	480,814	29.6	24.5
RACE--HISPANIC DESCENT	32.9	2,207,152	735,057	33.3	37.4
RACE--ASIAN	16.1	1,078,814	207,795	19.3	10.6
LIVE IN--FIVE BOROUGHS--NY/BRON/KING/QUEE/RICH	100	6,718,098	1,964,321	29.2	100
LIVE IN--NEW YORK COUNTY (MANHATTAN)	20.6	1,386,300	535,166	38.6	27.2
LIVE IN--NEW YORK BRONX COUNTY	15.8	1,058,400	320,115	30.2	16.3
LIVE IN--NEW YORK KINGS COUNTY (BROOKLYN)	30.3	2,032,399	547,225	26.9	27.9
LIVE IN--NEW YORK QUEENS COUNTY	27.5	1,849,099	467,400	25.3	23.8
LIVE IN--NEW YORK RICHMOND COUNTY	5.8	391,900	94,414	24.1	4.8
MOST OFTEN STATISTICAL REPORT					
<i>READ YESTERDAY FOR DAILY/READ LAST EDITION FOR WEEKLY/MONTHLY</i>					
BASE POPULATION	6,718,098	% IN MEDIA AUDIENCE	20.20%	MEDIA PERSONS	1,359,550
Target Adults 18+	Market %	Market Pers.	Schneps Pers	Schneps Rating	Schneps %
RACE--WHITE [NOT HISPANIC]	25.9	1,743,184	393,133	22.6	28.9
RACE--BLACK [NOT HISPANIC]	24.1	1,622,098	328,137	20.2	24.1
RACE--HISPANIC DESCENT	32.9	2,207,152	494,023	22.4	36.3
RACE--ASIAN	16.1	1,078,814	144,258	13.4	10.6
LIVE IN--FIVE BOROUGHS--NY/BRON/KING/QUEE/RICH	100	6,718,098	1,359,551	20.2	100
LIVE IN--NEW YORK COUNTY (MANHATTAN)	20.6	1,386,300	431,599	31.1	31.7
LIVE IN--NEW YORK BRONX COUNTY	15.8	1,058,400	218,670	20.7	16.1
LIVE IN--NEW YORK KINGS COUNTY (BROOKLYN)	30.3	2,032,399	330,363	16.3	24.3
LIVE IN--NEW YORK QUEENS COUNTY	27.5	1,849,099	328,254	17.8	24.1
LIVE IN--NEW YORK RICHMOND COUNTY	5.8	391,900	50,666	12.9	3.7

SCHNEPS NYC PUBS =

A.M. NEW YORK***WDAY	JAMAICA TIMES
AIRPORT VOICE	LEHAVRE COURIER
BAY NEWS	MANHATTAN EXPRESS
BAY RIDGE COURIER	MB. MARINE P. COURIER
BAYSIDE TIMES	NEW YORK FAMILY
BORO MAGAZINE	NY FAM. CAMP SUM.GUIDE
BRONX RIVERDALE FAMILY	N.SHORE TOWERS COURIER
BRONX TIMES	NOTICIA NEW YORK CITY
BRONX TIMES REPORTER	PARK SLOPE COURIER
BROOKLYN FAMILY	PLAYBILL-FLUSHING
BROOKLYN GRAPHIC	PLAYBILL-QUEENS THTR.
THE BROOKLYN PAPER	PONCE BANK BEST OF BROOKLYN
CARIBBEAN LIFE	QUEENS FAMILY
CHELSEA NOW	QUEENS IN YOUR POCKET
COURIER SUN	RIDGEWOOD TIMES
CRYDER POINT COURIER	SPECIAL CHILD
DOWNTOWN EXPRESS	TIMES LEDGER
FAMILY ANNUAL GUIDE	TIMES NEWSWEEKLY
FLUSHING TIMES	THE VILLAGER
GAY CITY NEWS	VILLAGER EXPRESS