

Pennsylvania's Newspaper Industry *Makes a Significant Impact*

Economic Contribution

\$1.3 BILLION

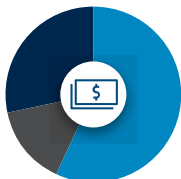
Employment Impact

9,862 JOBS

State and Local Tax Impact

\$51.8 MILLION

ECONOMIC OUTPUT



● **DIRECT** \$713,779,833

● **INDIRECT** \$184,695,015

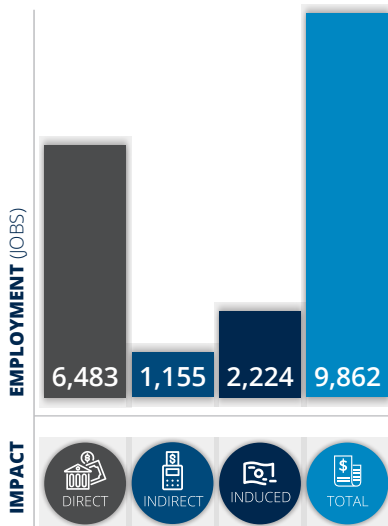
● **INDUCED** \$351,648,587

TOTAL
\$1,250,123,435

Vital to Pennsylvania, the newspaper industry contributes to local and state economies through its expenditures on operations and staff wages. Its direct, day-to-day spending and investment cause a statewide ripple effect that translated into an economic impact of **\$1.3 billion** in 2020.





EMPLOYMENT 2020

Newspapers across the state employ nearly **10,000** people, 6,483 on a direct basis.



STATE AND LOCAL TAXES 2020

The Pennsylvania newspaper industry and its employees, suppliers and related constituencies contributed an estimated **\$51.8 million** in taxes.

TOTAL LOCAL AND STATE TAXES (Direct, Indirect and Induced)	
SOCIAL INSURANCE TAX:  Employee and Employer Contribution	\$287,413
TAX ON PRODUCTION AND IMPORTS:  Sales Tax, Property Tax, Motor Vehicle Licenses, Other Taxes and Special Assessments	\$35,344,830
PERSONAL TAX:  Income Tax, Motor Vehicle Licenses, Property Taxes and Other Household Taxes	\$12,513,275
CORPORATE PROFITS TAX 	\$3,662,656
TOTAL	\$51,808,174

IMPACT



NEWSPAPERS ARE THE MOST DOMINANT SOURCE OF NEWS IN LOCAL MARKETS ACROSS ALL PLATFORMS — PRINT, DIGITAL AND SOCIAL MEDIA:



The total print circulation in 2020 was 2.8 million, with that reach expanding to more than 7 million Pennsylvanians who read a printed newspaper every week. Many newspaper websites throughout the state average multimillion unique page views each year.



Consumer trust in printed newspapers (67%) is more than double the trust in social media on social networks (33%). Recent surveys show that during the pandemic, American adults increased their time with newspaper media.



In 2020, the combined impact of charitable giving and volunteerism from the Pennsylvania newspaper industry totaled \$6.4 million.