

Pennsylvania Newspapers Benchmark Information

A look at the Keystone state's news media companies by staff and size

NEWSPAPERS 10,000 - 25,000 CIRCULATION

EDITORIAL AND SALES TEAMS BREAKOUT FAVORS EDITORIAL



AVERAGE STAFF SIZE:

22 editorial

11 sales

3 sales support

10 circulation

1 marketing

\$6.4 million
in annual revenue



\$.63 of every dollar
generated by advertising

1.2% of advertising
written off due to lack of payment

Average of **46 days**
to be paid for advertising



The **majority**
of newspapers use
carriers for delivery.