

Pennsylvania Newspapers Benchmark Information

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

NEWSPAPERS 25,000 - 50,000 CIRCULATION

EDITORIAL AND SALES TEAMS ARE CLOSE TO PARITY



AVERAGE STAFF SIZE:

59 editorial
35 sales

16 sales support
27 circulation
2 marketing



\$17.8 million
in annual revenue

1% of advertising
written off due to lack of payment

Average of **42 days**
to be paid for advertising



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