

J. WALTER THOMPSON COMPANY

SUPPLEMENT TO NEWS LETTER NO. 20

NEWSPAPERS IN 4 WESTERN STATES

We had occasion to consider the comparative cost of space in various types of newspapers in the states of Minnesota, Iowa, Wisconsin and Michigan. Some facts were brought out which are particularly informative. The attached statement will give the details.

In general the problem was to consider the relative cost of covering these four states with either metropolitan newspapers, small town papers or country weeklies.

The first group consists of the largest city in each state and the big popular paper. The second group - smaller cities in these states - shows that it takes a total of 51 papers to reach approximately the same amount of people as are reached by the four metropolitan papers, and is twice as expensive.

Country weeklies have been divided into two groups, the American Press Association and the Western Newspaper Union.

The American Press Association consists of those papers which can be selected for individual towns and require a plate for each publication.

It is interesting to note that they have exactly the same circulation as the 51 papers in the small cities. The cost is \$10.52 for the country weeklies (American Press Association) as against \$2.64 for the small town newspapers.

The Western Newspaper Union papers (country weeklies) are sold in groups which have to be bought on the basis of lists that have the most circulation in these four states. The four lists which are used have a total of 711 papers. Only four plates, one for each list, would be required.

The schedule for each group is apportioned comparatively, on the theory that it is not necessary to use as much space in the smaller papers as would be necessary in metropolitan papers, to get the same effect. This also shows the cost of running these comparative schedules in each type of publication.

Summary is as follows:

	<u>Circulation</u>	<u>Lineage</u>	<u>Aggregate Line Rate</u>	<u>Cost of Schedule</u>	<u>Milline Rate</u>
Metropolitan Newspapers	682,022	10,000	\$1.20	\$12,000	\$1.76
Small Town Newspapers	739,183	5,000	2.64	13,222	3.58
Country Weeklies (American Press Assoc.)	739,450	2,500	10.52	26,304	14.24
Country Weeklies (Western Newspaper Union)	599,383	2,500	4.09	10,225	6.83

COMPARATIVE SCHEDULES FOR NEWSPAPERS IN
MINNESOTA, IOWA, WISCONSIN AND MICHIGAN
Showing cost of covering Metropolitan centers, smaller cities and the rural population.

<u>States</u>	<u>Total State</u> <u>Population</u>	<u>Population</u> <u>In cities</u> <u>covered</u>	<u>Per-</u> <u>cent-</u> <u>age</u>	<u>Number of</u> <u>families</u> <u>in cities</u>	<u>Total cir-</u> <u>culation</u>	<u>City cir-</u> <u>culation</u>	<u>Per-</u> <u>cent-</u> <u>age</u>	<u>Aggre-</u> <u>gate</u> <u>line</u> <u>rate</u>	<u>Cost of</u> <u>schedule</u>	<u>Milline rate or</u> <u>rate per line</u> <u>per 1,000,000</u> <u>circulation</u>
**** <u>Country</u> <u>Weeklies</u>	2500 line schedule Western Newspaper union (711 Country Weeklies)									
Minnesota	2,387,125				193,345			\$1.50	\$3750.	\$7.77
Iowa	2,404,021				115,861			.90	2250.	7.76
Wisconsin	2,632,067				177,532			1 02	2550.	5.73
Michigan	<u>3,568,412</u>				<u>112,645</u>			<u>.87</u>	<u>1675.</u>	<u>5.93</u>
Total	11,091,625				599,383			\$4.09	\$10,225.	\$6.83

**** Total of 711 country weeklies (Western Newspaper Union) Minneapolis list: 262. Milwaukee List: 178.
 Des Moines List: 154. Detroit List: 117.

Only one plate per group of papers required.

COMPARATIVE SCHEDULES FOR NEWSPAPERS IN
MINNESOTA, IOWA, WISCONSIN AND MICHIGAN
Showing cost of covering Metropolitan centers, smaller cities and the rural population

<u>States</u>	<u>Total state population</u>	<u>Population in cities covered</u>	<u>Per-cent-age</u>	<u>Number of families in cities</u>	<u>Total circulation</u>	<u>City circulation</u>	<u>Per-cent-age</u>	<u>Aggre-gate line rate</u>	<u>Cost of schedule</u>	<u>Milline rate or rate per line per 1,000,000 circulation</u>
<u>*Metropolitan Newspapers 10,000 line schedule</u>										
Minnesota	2,387,125	234,698	9.8	54,409	155,164	96,376	62.1	\$.28	\$2800.	\$1.81
Iowa	2,404,021	126,468	5.3	31,644	136,846	47,503	34.7	.25	2500.	1.82
Wisconsin	2,632,067	457,147	17.4	106,101	118,526	74,123	62.5	.22	2200.	1.85
Michigan	3,668,412	993,678	27.1	219,973	271,386	209,599	76.9	.45	4500.	1.66
Total	11,091,625	1,811,991	16.3	411,127	681,022	426,708	62.6	1.20	\$12,000.	\$1.76

* St. Paul, Minn: Pioneer Press & Dispatch. Des Moines, Iowa: Register Tribune. Milwaukee, Wis.: Journal. Detroit, Mich. News.

**Small Cities 5,000 line schedule
Newspapers

Minnesota	2,387,125	210,492	8.6	46,776	76,147	39,553	51.9	.3644	\$1822.	\$4.79
Iowa	2,404,021	441,520	18.4	98,116	206,086	89,504	42.9	.785	3925.	3.81
Wisconsin	2,632,067	442,364	16.8	98,303	160,384	90,473	56.4	.695	3475.	4.34
Michigan	3,668,412	615,829	16.8	136,351	296,566	173,490	58.5	.800	4000.	2.69
Total	11,091,625	1,710,205	15.4	380,046	739,183	392,010	53.0	\$2.6444	\$13,222.	\$3.58

**Total of 51 papers in cities from 150,000 population to 10,000. Minn.--9., Iowa--16. Wis.--15. Mich.--11.

***Country 2500 line schedule American Press Association (611 Country weeklies)
Weeklies

Minnesota	2,387,125	76,320	\$1.0096	\$ 2524.	\$13.28
Iowa	2,404,021	206,720	2.892	7230.	13.97
Wisconsin	2,632,067	160,160	2.39	5975.	14.94
Michigan	3,668,412	296,250	4.23	10575.	14.29
Total	11,091,625	739,450	\$10.5216	\$26304.	\$14.24

***Total of 611 country weeklies. (Amer. Press Ass'n.) Minn: 48. Iowa: 170. Wis: 143. Mich: 250. Individual plates required.