

BIA ADVISORY SERVICES										Wilkes Barre-Scranton, PA Market Newspaper Overview										Mkt Rank: 57 BIA Revenue Rank: 34																																			
Demographic and Economic Overview (000s, except Retail Sales and Total Pers. Inc. in \$000,000s)										Market Newspaper Financials (all figures in 000's)																																													
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The Times-Tribune	7 D	47,700	14.6	7.5	63,900	17.9	10.0	47,734	63,875	47,734	63,875																																												
Standard Speaker	7 D	42,900	13.1	6.7	43,800	12.7	6.9	42,872	43,827	42,872	43,827																																												
Times-Leader, The	7 D	39,900	12.2	6.3	70,000	19.7	11.0	39,931	69,989	39,931	69,989																																												
Citizen's Voice, The/ Sunday Voice	7 D	27,500	8.4	4.3	26,600	7.5	4.2	27,492	26,586	27,492	26,586																																												
Sun-Gazette	7 D	26,000	7.9	4.1	32,500	9.1	5.1	26,000	32,500	26,000	32,500																																												
Delaware County Daily Times	7 D	24,200	7.4	3.8	23,500	6.6	3.7	32,404	30,249	32,404	30,249																																												
Pottsville Republican & Evening Herald	7 D	22,300	6.8	3.5	11,600	6.9	3.9	22,329	24,628	22,329	24,628																																												
Press-Enterprise	7 D	19,000	5.8	3.0	21,500	5.9	3.3	19,000	21,000	19,000	21,000																																												
Daily Item, The	7 D	18,100	5.5	2.8	21,500	6.0	3.4	21,220	25,300	21,220	25,300																																												
Times News, The	6 D	11,700	3.6	1.8				11,724		11,724																																													
Pocono Record	7 D	9,600	2.9	1.5	10,900	3.1	1.7	12,293	12,293	13,646	20,473																																												
News-Item	7 D	8,500	2.6	1.3	8,600	2.4	1.4	8,508	8,552	8,508	8,552																																												
Express, The	6 D	8,200	2.5	1.3				8,193		8,193																																													
Daily Review, The	7 D	7,900	2.4	1.2	9,000	2.5	1.4	7,850	9,000	7,850	9,000																																												
Morning Times, The	6 D	5,700	1.7	0.9				5,700		5,700																																													
Wayne Independent, The	5 D	4,200	1.3	0.7				4,200		4,200																																													
Standard Journal	6 D	2,400	0.7	0.4				2,400		2,400																																													
Danville News, The	5 D	1,600	0.5	0.3				1,620		1,620																																													

Newspaper Overview and Circulation Detail

1 Historic and Projected Market Indicators

This overview examines historical and projected growth trends for the following four indicators. The growth rate is the compound average annual rate for the periods indicated. For comparison of each market's growth rates with the entire country, see the tables on page 6. This information is licensed from Woods & Poole Economics, Inc. and is reprinted herein with their permission.

Market Population: Presented in thousands (000s) of people.

Market Households (HH): Presented in thousands (000s) of households.

Market Retail Sales (RS): Presented in hundreds of thousands (\$000,000s) of dollars.

Market Total Personal Income (TPI): After tax disposable income available in the market. Presented in hundreds of thousands (\$000,000s) of dollars.

2 Market Rankings and Statistics

Pop Rank: The market's ranking by total 2017 population.

HH Rank: The market's ranking by total 2017 households.

RS Rank: The market's ranking by total 2017 retail sales.

TPI Rank: The market's ranking by total 2017 Total Personal Income available in the market.

TV Households: The number of television households in the market presented in thousands (000s).

Market Counties: The number of counties covered by the Market.

White: The percentage of Caucasian population in the market.

Black: The percentage of African-American population in the market.

Asian: The percentage of Asian population in the market.

Avg Household: The average 2017 household income in the market.

Per Capita: The average 2017 income per person in the market.

Hispanic Origin: The percentage of Hispanic residents in the market.

3 Market Newspaper Financials

Market accumulation of revenues of all newspapers for Circulation, Advertising, and Total Revenues. Also gives accumulated Daily, Sunday and Weekly circulation totals and total market penetration (percent of total households in the market).

Ratios: Current Newspaper market revenue to retail sales, revenue per capita, and revenue per household are presented.

4 Newspaper Rankings

Newspapers are listed in descending order by Estimated Daily Circulation for the Daily newspapers. If the total number of newspapers can fit on one page, the weekly newspapers are also included on this page. The Weekly newspapers are listed alphabetically. The number of days per week the paper is published and the "D" (daily) or "W" (weekly) indicator is listed.

5 BIA Estimated Current Circulation

Current estimated Daily and Sunday circulation, market circulation share, and market penetration (percent households).

Wilkes Barre-Scranton, PA Financial and Owner Overview											Mkt Rank: 57		
Newspaper	City and State	No. Days Publish	Est '17 Circ Rev (000) 1/	Est '17 Ad Rev (000) 1/	Est '17 Total Rev (000) 1/	Sales Price (000)	Date Acq'd	JOA	Owner	Owner # Papers	Owner Est Total Rev (000) 1/	Owner Rev Rank	
The Times-Tribune	Scranton, PA	7 D	6,866	11,343	20,640				Times-Shamrock Communications Inc	5	50,120	46	
Standard Speaker	7 Hazleton, PA	7 D	5,255	6,623	8,230	u	0704		Times-Shamrock Communications Inc	5	50,120	46	
Times-Leader, The	7 Wilkes-Barre, PA	7 D	6,858	5,752	8,890	g	1209		Civitas Media LLC	6	16,310	103	
Citizen's Voice, The/ Sunday Voice	7 Wilkes-Barre, PA	7 D	3,268	4,631	8,780		0005		Times-Shamrock Communications Inc	5	50,120	46	
Sun-Gazette	7 Williamsport, PA	7 D	3,585	4,033	8,550				Ogden Newspapers	83	198,850	16	
Delaware County Daily Times	7 Primos, PA	7 D	3,779	6,596	11,660	g	0012		Digital First Media	128	1,221,800	4	
Pottsville Republican & Evening Herald	7 Pottsville, PA	7 D	2,858	3,543	7,040		0007		Times-Shamrock Communications Inc	10	50,120	46	
Press-Enterprise	7 Bloomsburg, PA	7 D	2,436	3,040	6,160				Press Enterprise Inc	1	6,160	190	
Daily Item, The	7 Sunbury, PA	7 D	2,844	3,444	6,570	g9	1709		Raycom Media Incorporated	111	243,710	14	
Times News, The	6 Lehighton, PA	6 D	1,001	1,040	2,360				Pencor Services, Inc.	5	3,860	237	
Pocono Record	7 Stroudsburg, PA	7 D	2,177	3,522	5,990	87,000 g	1309		GateHouse Media Inc	410	1,361,700	3	
News-Item	7 Shamokin, PA	7 D	1,033	1,149	2,450		1510		Sample News Group	23	29,800	62	
Express, The	6 Lock Haven, PA	6 D	590	727	1,480				Ogden Newspapers	83	198,850	16	
Daily Review, The	7 Towanda, PA	7 D	1,028	830	2,120		1510		Sample News Group	23	29,800	62	
Morning Times, The	6 Sayre, PA	6 D	377	672	1,180	g	0809		Sample News Group	23	29,800	62	
Wayne Independent, The	5 Honesdale, PA	5 D	297	311	720	g	0506		GateHouse Media Inc	410	1,361,700	3	
Standard Journal	6 Milton, PA	6 D	137	222	390	g	0809		Sample News Group	23	29,800	62	
Danville News, The	5 Danville, PA	5 D	92	119	250	g9	1709		Raycom Media Incorporated	111	243,710	14	

7 Daily Newspaper Name, City & State

Provides the newspaper's name and the city and state in which it is located. Lists the number of days published and the Daily (D) or Weekly (W) indicator.

8 Daily Newspaper Financial Information

Estimated Circulation Revenue: Presented in thousands (\$000), BIA's estimate of revenue derived from newspaper circulation for the year indicated.

Estimated Advertising Revenue: Presented in thousands (\$000), BIA's estimate of revenue derived from newspaper advertising for the year indicated.

Estimated Total Revenue: Presented in thousands (\$000), BIA's estimate of total revenue derived from all sources for the year indicated. (NOTE: Includes circulation, and advertising plus other miscellaneous revenue sources.)

9 Daily Newspaper Ownership Changes

Sales Price: Presented in thousands (\$000), this is the price paid for the newspaper. To the right of the price you may encounter a code that signifies the type of transactions (see Keys & Codes on page 12).

Date Acq'd: The date (Year Month) the newspaper was acquired by the most recent purchaser. A new owner is presented only when the sales transaction is finalized.

10 Daily Newspaper Ownership Information

JOA: Joint Operating Agreement. Shows as percentage of control over combined operations.

Owner: Name of the newspaper's current owner.

Owner # Papers: Total number of daily newspapers owned by the owner at time of publication.

Owner Est Total Rev: Presented in thousands (\$000), this figure represents the total revenue of daily newspapers owned by the subject owner.

Owner Rev Rank: BIA's ranking by revenue of this owner as compared to all daily newspaper owners.

Wilkes Barre-Scranton, PA Market Newspaper Overview

Market Rank: 57

BIA Revenue Rank: 34

Demographic and Economic Overview

(000s, except Retail Sales and Total Pers. Inc. in \$000,000s)

	2012	2017	Growth		2017	2022	Growth Rate
			Rate				
Population	1,531	1,521	-0.1%		1,521	1,545	0.3%
Households	619	637	0.6%		637	652	0.5%
Retail Sales	23,986	25,407	1.2%		25,407	26,585	0.9%
Tot. Pers. Inc.	53,142	57,217	1.5%		57,217	62,865	1.9%

Pop Rank # 55	TV Households	555	White	87.3%	Avg Household	\$ 89,851
HH Rank # 54	# Market Counties	17	Black	4.6%	Per Capita	\$ 37,606
RS Rank # 57			Asian	1.4%	Hispanic Origin	6.6%
TPI Rank # 60						

Market Newspaper Financials

(all figures in 000's)

ESTIMATED REVENUES	Circulation	Advertising	Total
	Revenue	Revenue	Revenue
	\$46,809	\$61,929	\$120,950

	2017		Number	Total	Total
	Revenue/Retail Sales	Revenue/Capita	Papers	Circulation	Penetration
	\$4.76/1,000	\$79.52	Dailies 18	327,400	51.4
	\$189.87	\$189.87	Sunday 19	356,000	55.9
			Weeklies 19	87,403	13.7

Wilkes Barre-Scranton, PA Weeklies Circulation Detail

Newspaper	City and State	No. Days Publish	BIA/Kelsey Estimated Circulation			Est '17 Circ Rev (000) 1/	Est '17 Ad Rev (000) 1/	Est '17 Total Rev (000) 1/	Owner	Owner # Papers	Owner Est Total Rev (000)
			Paid	Free	Mkt Pen						
Abington Journal	Clarks Summit, PA	1 W	1,336		0.2	82	143	260	Civitas Media LLC	6	16,310
Canton Independent Sentinel	Canton, PA	1 W	2,800		0.4	104	241	410	Shaffer, John	1	410
Carbondale News	Carbondale, PA	1 W	2,385		0.4	97	152	280	GateHouse Media Inc	410	1,361,700
Citizen-Standard	Valley View, PA	1 W	3,477		0.5	97	273	400	Sample News Group	23	29,800
Forest City News, The	Forest City, PA	1 W	2,129	131	0.4	70	147	220	Kameen, John	1	220
Journal of the Pocono Plateau	White Haven, PA	1 W		9,898	1.6		228	240	Journal Newspapers Inc	2	470
Journal-Herald, The	White Haven, PA	1 W	904		0.1	48	138	230	Journal Newspapers Inc	2	470
Luminary	Muncy, PA	1 W	1,421		0.2	58	136	250	Ogden Newspapers	83	198,850
Moscow Villager	Moscow, PA	1 W	522		0.1	22	77	130	GateHouse Media Inc	410	1,361,700
Mountaintop Eagle	Mountaintop, PA	1 W	1,500		0.2	90	106	220	Cubert, Stephanie	1	220

11 Market Overview

If the total number of newspapers cannot fit on one page, the weeklies listings follow the Financial Overview in a slightly different format. The Market Overview is reproduced on the first page of the Weeklies listing. For explanation see Items 1 through 3 on page 9.

12 Weekly Newspaper Name, City & State

Provides the newspaper's name and the city and state in which it is located. The Weekly newspapers are listed alphabetically. The number of days per week the paper is published and "W" (weekly) indicator is listed.

13 BIA Estimated Current Circulation

Current estimated Paid and Free circulation and market penetration (percent households).

14 Weekly Newspaper Financial Information

Estimated Circulation Revenue: Presented in thousands (\$000), BIA's estimate of revenue derived from newspaper circulation for the year indicated.
 Estimated Advertising Revenue: Presented in thousands (\$000), BIA's estimate of revenue derived from newspaper advertising for the year indicated.
 Estimated Total Revenue: Presented in thousands (\$000), BIA's estimate of total revenue derived from all sources for the year indicated. (NOTE: Includes circulation, and advertising plus other miscellaneous revenue sources.)

15 Weekly Newspaper Ownership Information

Owner: Name of the newspaper's current owner.
 Owner # Papers: Total number of weekly newspapers owned by the owner at time of publication.
 Owner Est Total Rev: Presented in thousands (\$000), this figure represents the total revenue of weekly newspapers owned by the subject owner.

Keys and Codes

General		Codes After Sales Price	
TPI	Total Personal Income	+	Sales price is amount listed plus notes, stock, or debt.
JOA	Joint Operating Agreement	d	Distress sale.
RS	Retail Sales	dn	Donation.
TVHH	Estimated Television Households	e	Estimated sales price.
		g	Group sale.
		nc	No cash consideration.
		st	Stock transfer.
		sw	Swap.
		u	Sales prices undisclosed.