

Judge Another Record Month for the Times

June advertising lineage breaks all records for same month of previous years:
An aggressive editorial policy and numerous achievements have made The
Times "Indiana's fastest growing Newspaper."

It is only natural that shrewd space buyers would be attracted to The Times with its large, rapidly growing circulation, concentrated in Marion County.

Here's the Comparative Story of June Advertising Inches of All Indianapolis Newspapers:

June, 1928, Against June, 1927

		Local Display	National	Total Display	Classified	Grand Total			Local Display	National	Total Display	Classified	Grand Total			Local Display	National	Total Display	Classified	Grand Total
TIMES	1928	29,472	3,182	32,654	6,559	39,213	NEWS	1923	59,458	23,903	83,361	19,223	102,584	DAILY	1928	18,737	8,602	27,339	12,320	39,659
	1927	20,534	4,046	24,580	5,086	29,665		1927	67,069	25,819	92,888	20,486	113,374	STAR	1927	26,140	11,214	37,354	11,593	48,947
Gain		8,938	8,074	1,473	9,547		Gain	Gain	727	
Loss		864		Loss	7,611	1,916	9,527	1,263	10,790	Loss	7,403	2,612	10,015	9,288	

1980-81 1981-82 1982-83 1983-84

TIMES GAINED 133,658 LINES

News . . .	151,060 Lines Loss
Daily Star .	130,032 Lines Loss
Sunday Star .	62,552 Lines Loss
Total Star .	192,584 Lines Loss

THE TREND *is* TOWARDS *the* TIMES

Newspaper preference is changing and the trend is toward The Times. Not only is this true of readers, but also advertisers as the above chart shows so conclusively. When advertisers want more results per dollar they buy CONCENTRATED CIRCULATION—Times circulation, 75% of which is distributed within the boundary lines of Marion County—where merchants get 75% to 80% of their business.



The Indianapolis Times

A Scripps-Howard Newspaper

“Indiana’s Fastest Growing Newspaper”