

Your News, Your Way, Everyday

More people are reading news from The Southern than ever before! We reach the most highly sought after audience each day as they are actively engaging with our products.



Sunday Readership
50,721

Daily Readership
28,520

Total Copies
Sunday
16,907
Daily
10,330

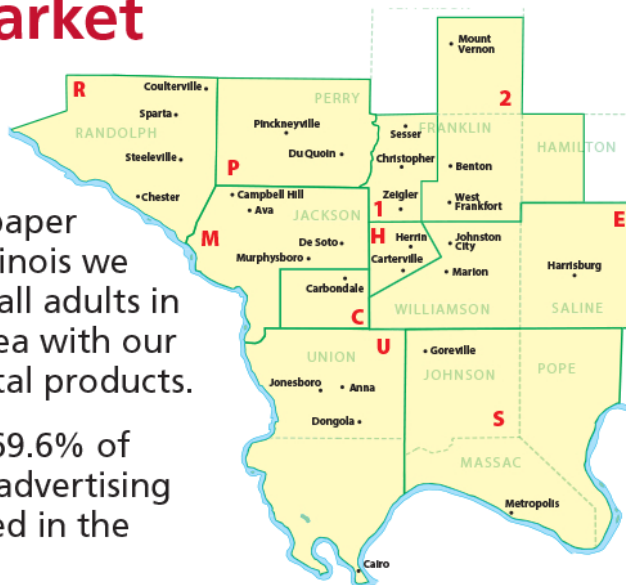
Source: Alliance for Audited Media. Q4 2018

PRINT

Print Market Reach

As the only regional newspaper in Southern Illinois we reach 78% of all adults in the market area with our print and digital products.

According to 69.6% of readers, your advertising is being noticed in the newspaper.



DIGITAL

THESOUTHERN.COM**

- Monthly Sessions (visits): 684,086
- Monthly Unique Visitors: 327,201
- Monthly Page Views: 1,988,672
- Monthly Home Page Visits: 146,032

MOBILE WEB**

- Monthly Sessions (visits): 342,043
- Monthly Unique Visitors: 163,600
- Monthly Page Views: 984,278
- Monthly Home Page Visits: 73,016

MOBILE APP**

- Monthly App Screen Views: 186,188

E-MAIL SUBSCRIBERS

- Today's Deal: 15,584
- Contests & Promotions: 28,543
- Local Offers: 15,952
- Business Updates: 17,534

SOCIAL MEDIA

- Facebook Followers: 50,872
- Twitter Followers: 12,600

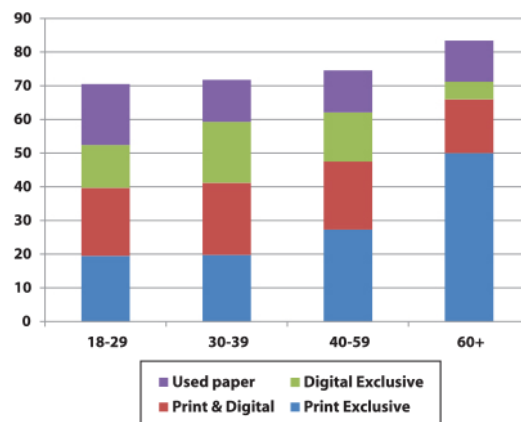
** Google Analytics - Monthly Average 2018

TheSouthern.com is the #1 local website!

Our website offers leaderboard and box ad display options as well as premium high impact positions to put your marketing message in front of the best online audience in Southern Illinois.

Don't believe the rumours!

The Southern Illinoisan reaches every age demographic!



Source: Lee Enterprises Audience Report, 2014