

V - The Suburban Press

The 8,000 or so suburban papers in the United States have a dedicated readership.

The average circulation is small -- about 8,500. Each paper's raison d'etre is the local scene, and the majority cover it on a weekly rather than a daily basis.

About 4,000 have modernized their equipment, or have been established recently enough to buy offset rather than letterpress equipment. This group uses much copy from organizations such as the North American Precis Syndicate Inc., a commercial press publicity service which specializes in writing for the suburbans on behalf of a long roster of clients.

"The larger the suburban paper," says Jay Jonas of North American Precis, "the more likely it is to use public affairs and financial news from us as well as the standard new product release. What we do in essence is to provide the type of material that these small papers are staffed to evaluate rather than research or write. They have proved to be a useful adjunct to many publicity campaigns and their potential for influencing public opinion ought not to be ignored."