

NEWSPAPER INDUSTRY  
COMPENSATION SURVEY

# NICS

- Authoritative and powerful compensation planning tool
- Data for 100-plus newspaper industry-specific job titles
- Benchmark to comparable organizations
- Most comprehensive study in the U.S.
- Custom studies available
- Unblemished record of confidentiality for 90-plus years

**Join the hundreds of newspapers that rely on NICS data for confident compensation planning.**

Download NICS survey forms from [www.inlandpress.org](http://www.inlandpress.org):

- Click on the Research tab.
- Look for the 2015 NICS forms link.

Or request forms directly from Karla Zander, Inland's manager of research and member services, at [kzander@inlandpress.org](mailto:kzander@inlandpress.org).

Inland is your source for human resources expertise

## NICS

**Employee Attitude Survey**

**Inland Press HR Network on Google**

**Legal Affairs Hotline provided by Seyfarth Shaw LLP**

**Annual Human Resources Management Conference**

**Sales Compensation Plan Exchange**

**Job Description Exchange**

**Email Networking System**

Stay engaged.  
Find solutions.  
Move forward.

# INLAND

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# NICS

circulation	Number of newspapers	circulation in 1,000s	average number of employees employed	Per capita
less than 10,000	22	7	41	n
11-15,000	23	13	41	100,7
16-20,000	11	18	63	re
21-30,000	20	25	95	re
31-50,000	25	38	139	re
51-75,000	10	60	200	re
76-100,000	5	82	224	re
101-150,000	3	122	331	re
151-250,000	8	189	674	re
251-500,000	6	359	753	re
500,000 and over	0	nsd	nsd	re

The industry standard in compensation planning

# INLAND

PRESS FOUNDATION

## Setting a standard

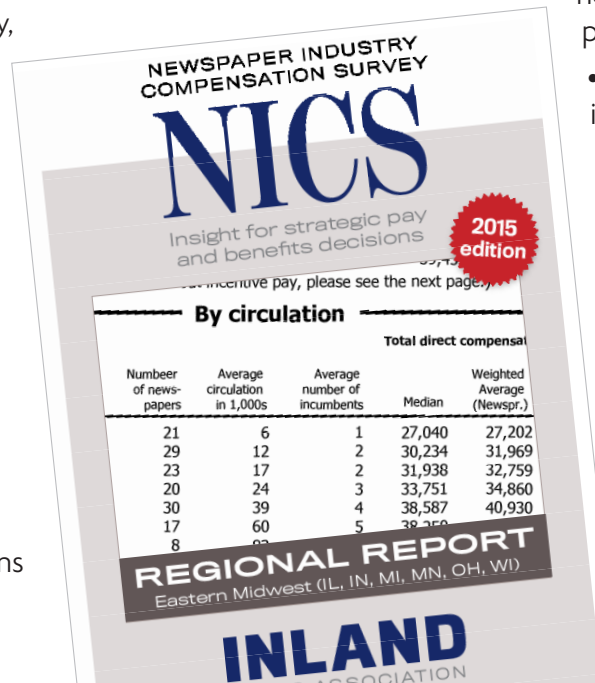
Inland's Newspaper Industry Compensation Survey (NICS) is the industry standard in compensation planning. It is easily **the most comprehensive, authoritative and powerful decision-making tool available**, surveying more than 100 job titles specific to print and digital newspaper operations. Produced by Inland's professional research department, NICS has an unblemished record of more than 90 years in handling confidential financial data.

## Plan with confidence

NICS provides your organization with high-quality data for **pay levels and compensation practices among newspapers in the United States and Canada**. With this comprehensive and up-to-date data, newspapers get reliable and effective pay benchmarks—of a quality and scope that cannot be found anywhere else.

Armed with this survey, newspaper organizations can compare compensation levels **by circulation size, by revenue level, by geographic region and with the newspaper industry as a whole**.

And NICS data helps news organizations explain their compensation decisions whenever necessary.



## Confidentiality

NICS reports provide averages across its many categories. **No specific information regarding any individual newspaper is ever released.** Inland Press Association researchers have been processing confidential financial data for more than 90 years without a single breach of confidentiality—a record they are determined to uphold.

## Rich in data

NICS gathers data for three different types of positions: single incumbent, multiple incumbent and direct sales, including digital media positions. The survey breaks down data by both circulation and revenue sizes. Survey data includes:

- Median/average base and total direct pay
- Average number of employees supervised
- Average circulation and number of newspapers reporting for each position
- Average number of incumbents
- Weighted average by newspaper and incumbents
- Year-to-year comparison for the past five years for selected survey positions.
- NICS also conducts a survey of benefits and related compensation. (This report is free with Inland membership.)

**For more information about NICS, contact:**

Karla Zander, Manager of Research and Member Services, (847) 795-0380, [kzander@inlandpress.org](mailto:kzander@inlandpress.org)



**I just don't think we would feel as confident in our decision-making for salary ranges. That is where the impact is. It's the confidence the survey gives us."**

*Heather Ritter, Director of Human Resources, Daily Herald Media Group, Arlington Heights, Ill.*

## Regional and Custom Reports

An optional custom report allows you to select 10 or more newspapers from the participation list to benchmark compensation. You'll also be provided with an analysis that graphically plots your data against national averages.

Regional reports provide a geographical breakdown of survey data in 10 different regions

## Get the NICS compensation planning advantage

NICS is a very cost-effective management tool, with survey fees based on circulation size. Fees are as follows:

- Under 30,000 \$120
- 30,001 to 100,000 \$210
- Over 100,000 \$515

The final deadline for 2015 participation is May 1. An additional surcharge may be applicable if the participant is not a member of Inland or a co-sponsoring association.