Online Appendix A.   Summary Statistics

Table A1. Summary Statistics: Newspaper

Panel A: 1963

	Mean	Std. Dev.	Min	Max	Obs.
Incumbent Vote Share	47.396	12.580	24.051	77.841	178
Circ. per Thousand (*Kyunghyang*)	5.962	6.311	0.000	46.976	178
Circ. per Thousand (*Chosun*)	9.741	13.987	0.000	114.998	178
Circ. per Thousand (*Dong-A*)	14.076	21.032	0.000	107.369	178
Circ. per Thousand (*Daehan*)	11.660	14.980	0.000	71.517	178

Panel A: 1967

	Mean	Std. Dev.	Min	Max	Obs.
Incumbent Vote Share	51.931	11.636	32.185	82.116	189
Circ. per Thousand (*Kyunghyang*)	8.621	9.287	0.809	54.279	189
Circ. per Thousand (*Chosun*)	14.131	18.259	1.107	100.434	189
Circ. per Thousand (*Dong-A*)	20.732	31.530	0.947	167.807	189
Circ. per Thousand (*Daehan*)	15.590	17.931	0.473	103.700	189

Table A2. Summary Statistics: Radio

	Mean	Std. Dev.	Min	Max	Obs.
Incumbent Vote Share	50.357	13.746	19.977	85.226	258
Lagged Incumbent Vote Share	45.937	11.572	22.674	74.522	258
Radio Signal	0.000	1.000	-2.281	1.934	258

Radio signal variables are standardized.

Online Appendix B.   Robustness Checks

Table A3. Newspaper Circulation and Vote for Presidential Party

	Dependent Var. = Incumbent Vote Share			
Newspaper:	*Kyung-hyang*	*Chosun*	*Dong-a*	*Daehan*
	(1)	(2)	(3)	(4)
Circulation per Thousand	-0.716***	-0.421***	-0.150***	-0.402***
	(0.124)	(0.081)	(0.042)	(0.064)
Circulation per Thousand × Year 1967	0.922***	0.331***	0.272***	0.379***
	(0.152)	(0.078)	(0.034)	(0.059)
Observations	367	367	367	367

This table replicates Table 1 using the 1963 circulation figures. Robust standard errors in parentheses. A dummy variable for the year 1967 is included. Control variables are: population, population per km^2, percent male, percent aged 60 and older, percent married, percent eligible voters, and the land size (km^2). All the variables except population per square *km* and the land size are measured at the county level. Population per square *km* and the land size are measured at the district level. * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Table A4. Newspaper Circulation and Vote for Presidential Party

	Dependent Var. = Incumbent Vote Share							
Newspaper:	*Kyunghyang*		*Chosun*		*Dong-A*		*Daehan*	
	1963	1967	1963	1967	1963	1967	1963	1967
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Circulation per Thousand (1963)	-0.497***	-0.001	-0.283***	-0.228***	-0.126*	0.097**	-0.297***	-0.149
	(0.130)	(0.178)	(0.058)	(0.056)	(0.054)	(0.036)	(0.067)	(0.086)
Observations	178	189	178	189	178	189	178	189

This table replicates Table 2 using the 1963 circulation figures. Robust standard errors in parentheses. Control variables are: population, population per km^2, percent male, percent aged 60 and older, percent married, percent eligible voters, and the land size (km^2). All the variables except population per square km and the land size are measured at the county level. Population per square km and the land size are measured at the district level. * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.