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Readers-Per-Copy is Up at America's Daily Newspapers

Scarborough Research/Newspaper National Network LP (NNN) Study Examines Relationship Between Readership and Circulation

(NEW YORK, April 16, 2010) – A recent analysis of daily printed newspaper readership and circulation data for 25 leading U.S. newspapers conducted by Scarborough Research and Newspaper National Network LP (NNN) concludes that Readers-Per-Copy (RPC) rates increased over the past three years by an average of 7.5 percent. In 2007, an average of 3.07 adults in the study read a copy of a printed daily newspaper, versus 3.30 adults in 2009. Higher rates of pass-along readership indicate that an average unit of newspaper circulation is generating more readers.

“Readers-Per-Copy is especially important as newspapers compete for their share of a brand’s media budget, particularly among national advertisers,” said Gary Meo, senior vice president, print and digital media services, Scarborough Research. “More people are reading each printed copy, further enhancing the value of the newspaper as an advertising medium, and increasing exposure for advertisers.”

“Newspaper publishers are running their businesses more efficiently,” said Jason E. Klein, President and CEO of the Newspaper National Network LP. “Fewer printed papers are needed to reach a comparable number of readers, and digital formats are enabling newspapers to reach a growing audience.”

This conclusion rose from an in-depth analysis of readership and circulation data available in the complimentary report, “Telling the Whole Story: Analysis Supports Readership as Key Metric for Planning and Buying Newspaper Advertising.” Available for download at www.scarborough.com/freestudies.php and at www.nnnlp.com, the study summarizes reasons why readership is an essential part of advertising buying, selling and planning strategies:

- Readership data allows for measurement of pass-along readers, as measured by “Readers-Per-Copy.”
- Readership is the only measurement able to provide advertisers with qualitative information about adults who read or looked into a copy of a newspaper, such as demographics, lifestyles and purchase behavior.
- The study examined demographics of daily printed newspaper readers, finding that newspapers attract an affluent audience. In the Top 25 DMAs:
 - The median household income for daily printed newspaper readers is \$72,300, which is 12% higher than the overall median of \$64,500.

- Daily printed newspaper readers are 16% more likely than all adults to be college graduates.
- Daily printed newspaper readers are 11% more likely than all adults to be home owners.
- While readership and circulation are highly correlated and have been moving in the same direction over time, readership is decreasing at a slower rate than circulation. This suggests that efforts by publishers to jettison unprofitable or unproductive circulation have been successful.
- The readership metric facilitates apples-to-apples comparisons with other media, which rely on audience estimates.

“Advertisers have long accepted audience information for buying electronic media and magazines, but they have not fully embraced readership for newspapers,” said Mr. Meo. “This analysis shows that readership is key for buying newspaper advertising, not only because it correlates with circulation, but because readership provides the qualitative dimension of the newspaper audience -- demographics, shopping and purchasing behavior, and lifestyles – that buyers need to make informed decisions.”

The full report, “Telling the Whole Story: Analysis Supports Readership as Key Metric for Planning and Buying Newspaper Advertising,” is available for download free of charge at www.scarborough.com/freestudies.php and at www.nnnlp.com. The report includes more details about newspapers included in the analysis and report methodology.

SOURCE: Scarborough Research and Newspaper National Network LP, 2010. All newspaper readership data is from Scarborough Local Market Studies for the six month periods ending July/August 2007, January/February 2008, July/August 2008, January/February 2009 and July/August 2009. All circulation data is from Audit Bureau of Circulations Publisher’s Statements, for the six month periods ending September 2007, March 2008, September 2008, March 2009 and September 2009. All demographic and consumer data is from Scarborough Research’s USA+ Study, Release 1 2009.

About Scarborough Research

Scarborough Research (www.scarborough.com, info@scarborough.com) measures the lifestyle and shopping patterns, media behaviors and demographics of American consumers, and is the leading authority for newspaper audience ratings and local market research. Hundreds of newspapers, along with the advertisers and agencies they serve, rely on Scarborough insights to demonstrate the value of newspaper audiences. Scarborough’s core syndicated consumer insight studies in 77 Top-Tier Markets, its Multi-Market Study and its national USA+ Study are Media Rating Council (MRC) accredited. Other products and services include Scarborough Mid-Tier Local Market Studies, Hispanic Studies and Custom Research Solutions. Scarborough measures 2,000 consumer categories and serves a broad client base that includes marketers, advertising agencies, print and electronic media (broadcast and cable television, radio stations), sports teams and leagues and out-of-home media companies. Surveying more than 210,000 adults annually, Scarborough is a joint venture between Arbitron Inc. (www.arbitron.com) and The Nielsen Company (www.nielsen.com).

About Newspaper National Network LP

Established in 1994, Newspaper National Network LP is private partnership representing virtually all of the newspapers in the United States and the Newspaper Association of America. Its 25 newspaper company shareholders are: Tribune Co. (TRB), Advance Publications Inc., Gannett Co. Inc. (GCI), The New York Times Co. (NYT), The McClatchy Co. (MNI), Hearst Newspapers, MediaNews Group Inc, The

Washington Post Co. (WPO) Philadelphia Media Holdings, Chicago Sun Times, A.H. Belo (AHC), Cox Newspapers, The Seattle Times Co., Minneapolis Star Tribune, Newsday, Journal Sentinel Inc., The San Diego Union-Tribune, Freedom, Lee Enterprises (LEE), E.W. Scripps (SSP), The St. Petersburg Times, The Buffalo News, Media General Inc. (MEG), Pittsburgh Post-Gazette and Omaha World-Herald. Newspaper National Network LP is the primary nationwide sales and marketing network for newspapers, both print and digital, in most national categories of advertising including packaged goods, insurance, general merchandise, pharmaceutical and business products. As the “one-stop point of contact” with national advertisers, NNN is dedicated to strengthening brands, improving effectiveness, reducing costs, and improving advertiser return on investment from national newspaper media campaigns. NNN is headquartered in New York, with offices in Chicago, Los Angeles and San Francisco. More information about NNN can be found at www.nnnlp.com.

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