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# SCARBOROUGH Newspaper Audience Ratings Report 2008



# WELCOME TO THE 2008 SCARBOROUGH NEWSPAPER AUDIENCE RATINGS REPORT!

As the leading source for newspaper audience ratings in the U.S., Scarborough Research is pleased to share with you our 2008 Newspaper Audience Ratings Report. This desktop guide, also available online at [www.scarborough.com](http://www.scarborough.com), is your source for newspaper print, website and integrated (print and website) audience ratings for 161 papers in 81 markets.

The report is organized by Designated Market Area (DMA®). (Newspapers whose websites have at least 1% penetration in their market, as well as a Sunday print edition, are included in this report.) The 2008 report features more cities and papers than last year's due to Scarborough's local market survey expansion and our return to measurement in New Orleans.

It is our hope that you will use this as a useful reference tool when planning, buying or selling local media. We hope you find value in it, and we welcome your feedback.



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## HOW TO READ THE DATA

### 1 ANY CITY, ANY STATE

2 DMA ADULT POPULATION 1,335,000    3 DMA HOUSEHOLD RANK 45

Any Paper	READERS	% COVERAGE
4 Weekly Print Audience	559,000	7 42%
5 Weekly Website Audience <i>AnyPaper.com</i>	60,000	8 5%
6 Integrated Newspaper Audience	572,000	9 43%

1 **Market (DMA)**

2 **The total adult population of the DMA.** (DMA stands for "Designated Market Area" and is a term trademarked by Nielsen Media Research to identify an exclusive grouping of counties)

3 **DMA Household Rank** as based on Nielsen Media Research Local Market Universe Estimates as of 1/1/08

4 **Weekly Print Audience:** Adults in the paper's local market who "read or looked into" the daily or Sunday edition of the paper during the past seven days (5 daily/past Sunday)

5 **Weekly Website Audience:** Adults in the paper's local market who visited the newspaper's website(s) during the past seven days

6 **Integrated Newspaper Audience:** Adults in the market who have read the printed newspaper or visited the newspaper's website(s), or did both, during the past seven days

7 559,000 or 42% of adults within the DMA have "read or looked into" the daily or Sunday edition of the newspaper within the past 5 weekdays or past Sunday

8 60,000 or 5% of adults in the DMA visited *AnyPaper.com* during the past seven days

9 572,000 or 43% of adults in the DMA read the printed edition of *Any Paper*, the online editions, or both, during the past week

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## NEW YORK, NY

DMA ADULT POPULATION 15,752,000 DMA HOUSEHOLD RANK 1

<b>Asbury Park Press</b> (Asbury Park, NJ)	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	686,000	4%
Weekly Website Audience <b>APP.com</b>	184,000	1%
Integrated Newspaper Audience	755,000	5%
<b>The Journal News</b> (Hudson Valley, NY)	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	785,000	5%
Weekly Website Audience <b>LoHud.com/TheJournalNews.com</b>	136,000	1%
Integrated Newspaper Audience	830,000	5%
<b>New York Daily News</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	4,506,000	29%
Weekly Website Audience <b>NYDailyNews.com</b>	396,000	3%
Integrated Newspaper Audience	4,621,000	29%
<b>New York Post</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	3,387,000	22%
Weekly Website Audience <b>NewYorkPost.com</b>	434,000	3%
Integrated Newspaper Audience	3,552,000	23%
<b>The New York Times</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	3,679,000	23%
Weekly Website Audience <b>NewYorkTimes.com</b>	1,541,000	10%
Integrated Newspaper Audience	4,200,000	27%
<b>Newsday</b> (Long Island, NY)	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	2,300,000	15%
Weekly Website Audience <b>Newsday.com</b>	472,000	3%
Integrated Newspaper Audience	2,479,000	16%
<b>The Record/Herald News</b> (Bergen/Passaic Counties, NJ)	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	829,000	5%
Weekly Website Audience <b>NorthJersey.com</b>	92,000	1%
Integrated Newspaper Audience	863,000	6%

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## NEW YORK, NY

CONTINUED

<b>The Star-Ledger</b> (Newark, NJ)	READERS	% COVERAGE
Weekly Print Audience	1,886,000	12%
Weekly Website Audience <b>NJ.com</b>	442,000	3%
Integrated Newspaper Audience	2,061,000	13%

  

<b>Staten Island Advance</b>	READERS	% COVERAGE
Weekly Print Audience	310,000	2%
Weekly Website Audience <b>SILive.com</b>	76,000	1%
Integrated Newspaper Audience	331,000	2%

## LOS ANGELES, CA

DMA ADULT POPULATION 13,171,000 DMA HOUSEHOLD RANK 2

<b>La Opinión</b> (Los Angeles, CA)	READERS	% COVERAGE
Weekly Print Audience	1,178,000	9%
Weekly Website Audience <b>LaOpinion.com</b>	95,000	1%
Integrated Newspaper Audience	1,205,000	9%

  

<b>Los Angeles Newspaper Group (LANG)*</b>	READERS	% COVERAGE
Weekly Print Audience	2,891,000	22%
Weekly Website Audience <b>DailyNews.com/DailyBreeze.com</b>	162,000	1%
Integrated Newspaper Audience	2,963,000	23%

  

<b>Los Angeles Times</b>	READERS	% COVERAGE
Weekly Print Audience	4,438,000	34%
Weekly Website Audience <b>LATimes.com</b>	740,000	6%
Integrated Newspaper Audience	4,689,000	36%

  

<b>The Orange County Register</b>	READERS	% COVERAGE
Weekly Print Audience	1,462,000	11%
Weekly Website Audience <b>OCRegister.com</b>	314,000	2%
Integrated Newspaper Audience	1,586,000	12%

Los Angeles, CA continues on next page ►



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## LOS ANGELES, CA

CONTINUED

<b>The Press-Enterprise (Southern California)</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	788,000	6%
Weekly Website Audience <b>PE.com</b>	109,000	1%
Integrated Newspaper Audience	848,000	6%

  

<b>Ventura County Star</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	366,000	3%
Weekly Website Audience <b>VenturaCountyStar.com</b>	66,000	1%
Integrated Newspaper Audience	392,000	3%

\* Los Angeles Newspaper Group (LANG) includes the following:  
Daily Breeze, Inland Valley Daily Bulletin, Los Angeles Daily News,  
The Pasadena Star-News, The Long Beach Press Telegram, The Redlands  
Daily Facts, San Gabriel Valley Tribune, The Sun (San Bernardino),  
Whittier Daily News

## CHICAGO, IL

DMA ADULT POPULATION 7,171,000 DMA HOUSEHOLD RANK 3

<b>Chicago Tribune</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	3,174,000	44%
Weekly Website Audience <b>ChicagoTribune.com</b>	786,000	11%
Integrated Newspaper Audience	3,435,000	48%

  

<b>Daily Herald (Suburban Chicago)</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	785,000	11%
Weekly Website Audience <b>DailyHerald.com</b>	180,000	3%
Integrated Newspaper Audience	851,000	12%

  

<b>Sun-Times News Group (STNG)*</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	3,246,000	45%
Weekly Website Audience <b>DailySouthtown.com / Post-Trib.com / SuburbanChicagoNews.com / SunTimes.com</b>	527,000	7%
Integrated Newspaper Audience	3,387,000	47%

\* Sun-Times News Group (STNG) includes the following:  
The Beacon News, Chicago Sun-Times, Daily Southtown, The Courier News,  
The Herald News, Naperville Sun, Post-Tribune, Lake County News-Sun

**PHILADELPHIA, PA**

DMA ADULT POPULATION 5,975,000 DMA HOUSEHOLD RANK 4

<b>Greater Philadelphia Newspapers (GPN)*</b> (Bucks & Montgomery Counties, PA)	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	532,000	9%
Weekly Website Audience <i>PhillyBurbs.com</i>	89,000	2%
Integrated Newspaper Audience	571,000	10%

<b>Journal Register Company**</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	766,000	13%
Weekly Website Audience <i>AllAroundPhilly.com</i>	31,000	1%
Integrated Newspaper Audience	785,000	13%

<b>The Morning Call</b> (Allentown, PA)	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	424,000	7%
Weekly Website Audience <i>Mcall.com</i>	104,000	2%
Integrated Newspaper Audience	453,000	8%

<b>The News Journal</b> (Wilmington, DE)	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	422,000	7%
Weekly Website Audience <i>DelawareOnline.com</i>	111,000	2%
Integrated Newspaper Audience	440,000	7%

<b>Philadelphia Daily News / The Philadelphia Inquirer</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	2,352,000	39%
Weekly Website Audience <i>Philly.com</i>	343,000	6%
Integrated Newspaper Audience	2,449,000	41%

<b>The Times</b> (Trenton, NJ)	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	227,000	4%
Weekly Website Audience <i>NJ.com</i>	117,000	2%
Integrated Newspaper Audience	314,000	5%

\* Greater Philadelphia Newspapers (GPN) includes the following:  
Bucks County Courier Times, Burlington County Times, The Intelligencer

\*\* Journal Register Company includes the following:  
Delaware County Daily Times, The Reporter, The Times Herald, The Phoenix,  
The Mercury, Trentonian, Daily Local News

**SAN FRANCISCO/OAKLAND/SAN JOSE, CA**  
 DMA ADULT POPULATION 5,167,000 DMA HOUSEHOLD RANK 6

<b>The Press Democrat</b> (Santa Rosa, CA)	READERS	% COVERAGE
Weekly Print Audience	384,000	7%
Weekly Website Audience <i>PressDemocrat.com</i>	96,000	2%
Integrated Newspaper Audience	400,000	8%
<b>San Francisco Bay Area Buy*</b>	READERS	% COVERAGE
Weekly Print Audience	2,424,000	47%
Weekly Website Audience <i>ContraCostaTimes.com/InsideBayArea.com/ MercuryNews.com/OaklandTribune.com/ TriValleyHerald.com</i>	396,000	8%
Integrated Newspaper Audience	2,514,000	49%
<b>San Francisco Chronicle</b>	READERS	% COVERAGE
Weekly Print Audience	1,652,000	32%
Weekly Website Audience <i>SFGate.com/SFChronicle.com</i>	563,000	11%
Integrated Newspaper Audience	1,851,000	36%

\* San Francisco Bay Area Buy includes the following:  
 Alameda Times-Star, The Argus, Contra Costa Times, The Daily Review,  
 Marin Independent Journal, Oakland Tribune, The San Jose Mercury News,  
 San Mateo County Times, San Ramon Valley Times, Tri-Valley Herald,  
 The Reporter, Times-Herald, Valley Times, West County Times

**DALLAS/FORT WORTH, TX**  
 DMA ADULT POPULATION 4,837,000 DMA HOUSEHOLD RANK 5

<b>The Dallas Morning News</b>	READERS	% COVERAGE
Weekly Print Audience	2,008,000	42%
Weekly Website Audience <i>DallasNews.com</i>	450,000	9%
Integrated Newspaper Audience	2,155,000	45%
<b>Star-Telegram</b> (Ft.Worth/Arlington, TX)	READERS	% COVERAGE
Weekly Print Audience	1,031,000	21%
Weekly Website Audience <i>Star-Telegram.com</i>	168,000	4%
Integrated Newspaper Audience	1,099,000	23%



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## BOSTON, MA

DMA ADULT POPULATION 4,789,000 DMA HOUSEHOLD RANK 7

The Boston Globe	READERS	% COVERAGE
Weekly Print Audience	1,860,000	39%
Weekly Website Audience <i>Boston.com</i>	759,000	16%
Integrated Newspaper Audience	2,109,000	44%

Boston Herald	READERS	% COVERAGE
Weekly Print Audience	1,137,000	24%
Weekly Website Audience <i>BostonHerald.com</i>	200,000	4%
Integrated Newspaper Audience	1,198,000	25%

## WASHINGTON D.C.

DMA ADULT POPULATION 4,594,000 DMA HOUSEHOLD RANK 9

The Washington Post	READERS	% COVERAGE
Weekly Print Audience	2,818,000	61%
Weekly Website Audience <i>WashingtonPost.com</i>	1,000,000	22%
Integrated Newspaper Audience	3,024,000	66%

The Washington Times	READERS	% COVERAGE
Weekly Print Audience	350,000	8%
Weekly Website Audience <i>WashingtonTimes.com</i>	106,000	2%
Integrated Newspaper Audience	417,000	9%

## ATLANTA, GA

DMA ADULT POPULATION 4,552,000 DMA HOUSEHOLD RANK 8

The Atlanta Journal-Constitution	READERS	% COVERAGE
Weekly Print Audience	2,175,000	48%
Weekly Website Audience <i>AJC.com/AccessAtlanta.com</i>	815,000	18%
Integrated Newspaper Audience	2,461,000	54%

## HOUSTON, TX

DMA ADULT POPULATION 4,175,000 DMA HOUSEHOLD RANK 10

Houston Chronicle	READERS	% COVERAGE
Weekly Print Audience	2,142,000	51%
Weekly Website Audience <i>Chron.com</i>	496,000	12%
Integrated Newspaper Audience	2,283,000	55%

## DETROIT, MI

DMA ADULT POPULATION 3,786,000 DMA HOUSEHOLD RANK 11

<b>The Ann Arbor News</b>	READERS	% COVERAGE
Weekly Print Audience	239,000	6%
Weekly Website Audience <i>MLive.com</i>	98,000	3%
Integrated Newspaper Audience	310,000	8%

  

<b>The Detroit News/Detroit Free Press</b>	READERS	% COVERAGE
Weekly Print Audience	2,076,000	55%
Weekly Website Audience <i>DETNews.com/Freep.com</i>	421,000	11%
Integrated Newspaper Audience	2,207,000	58%

  

<b>Journal Register Company*</b>	READERS	% COVERAGE
Weekly Print Audience	635,000	17%
Weekly Website Audience <i>MacombDaily.com/TheOaklandPress.com</i>	71,000	2%
Integrated Newspaper Audience	656,000	17%

\* Journal Register Company includes the following:  
The Macomb Daily, The Oakland Press

## SEATTLE/TACOMA, WA

DMA ADULT POPULATION 3,529,000 DMA HOUSEHOLD RANK 14

<b>The Daily Everett Herald (Everett, WA)</b>	READERS	% COVERAGE
Weekly Print Audience	269,000	8%
Weekly Website Audience <i>HeraldNet.com</i>	74,000	2%
Integrated Newspaper Audience	303,000	9%

  

<b>Kitsap Sun</b>	READERS	% COVERAGE
Weekly Print Audience	154,000	4%
Weekly Website Audience <i>KitsapSun.com</i>	29,000	1%
Integrated Newspaper Audience	159,000	5%

  

<b>The News Tribune (Tacoma, WA)</b>	READERS	% COVERAGE
Weekly Print Audience	481,000	14%
Weekly Website Audience <i>TheNewsTribune.com</i>	105,000	3%
Integrated Newspaper Audience	520,000	15%

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## SEATTLE/TACOMA, WA

CONTINUED

The Seattle Times/Seattle Post-Intelligencer	READERS	% COVERAGE
Weekly Print Audience	1,524,000	43%
Weekly Website Audience <i>NWJobs.com/NWHomes.com/NWAUTO.com/ NWApartments.com/NWClassifieds.com/ NWSOURCE.com/SeattlePI.com/SeattleTimes.com</i>	579,000	16%
Integrated Newspaper Audience	1,715,000	49%

## PHOENIX, AZ

DMA ADULT POPULATION 3,500,000 DMA HOUSEHOLD RANK 12

The Arizona Republic	READERS	% COVERAGE
Weekly Print Audience	1,758,000	50%
Weekly Website Audience <i>ArizonaRepublic.com/AZCentral.com</i>	598,000	17%
Integrated Newspaper Audience	1,928,000	55%

  

East Valley Tribune/Scottsdale Tribune	READERS	% COVERAGE
Weekly Print Audience	415,000	12%
Weekly Website Audience <i>EastValleyTribune.com</i>	42,000	1%
Integrated Newspaper Audience	437,000	13%

## MINNEAPOLIS/ST. PAUL, MN

DMA ADULT POPULATION 3,355,000 DMA HOUSEHOLD RANK 15

Pioneer Press (St. Paul, MN)	READERS	% COVERAGE
Weekly Print Audience	947,000	28%
Weekly Website Audience <i>TwinCities.com</i>	206,000	6%
Integrated Newspaper Audience	1,024,000	31%

  

Star Tribune (Minneapolis, MN)	READERS	% COVERAGE
Weekly Print Audience	1,785,000	53%
Weekly Website Audience <i>StarTribune.com</i>	426,000	13%
Integrated Newspaper Audience	1,872,000	56%

# TAMPA/ST. PETERSBURG, FL

DMA ADULT POPULATION 3,308,000 DMA HOUSEHOLD RANK 13

<b>Bradenton Herald</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	204,000	6%
Weekly Website Audience <i>Bradenton.com</i>	31,000	1%
Integrated Newspaper Audience	216,000	7%

<b>The Ledger</b> (Lakeland, FL)	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	328,000	10%
Weekly Website Audience <i>TheLedger.com</i>	66,000	2%
Integrated Newspaper Audience	340,000	10%

<b>Sarasota Herald-Tribune</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	343,000	10%
Weekly Website Audience <i>HeraldTribune.com</i>	44,000	1%
Integrated Newspaper Audience	357,000	11%

<b>St. Petersburg Times</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	1,128,000	34%
Weekly Website Audience <i>SPTimes.com/TampaBay.com</i>	191,000	6%
Integrated Newspaper Audience	1,179,000	36%

<b>The Tampa Tribune</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	1,008,000	31%
Weekly Website Audience <i>TBO.com/TampaTrib.com</i>	366,000	11%
Integrated Newspaper Audience	1,188,000	36%



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## MIAMI/FT. LAUDERDALE, FL

DMA ADULT POPULATION 3,252,000 DMA HOUSEHOLD RANK 16

<b>el Nuevo Herald</b>	READERS	% COVERAGE
Weekly Print Audience	405,000	13%
Weekly Website Audience <i>elNuevoHerald.com</i>	49,000	2%
Integrated Newspaper Audience	430,000	13%

<b>The Miami Herald</b>	READERS	% COVERAGE
Weekly Print Audience	1,197,000	37%
Weekly Website Audience <i>MiamiHerald.com</i>	264,000	8%
Integrated Newspaper Audience	1,290,000	40%

<b>Sun-Sentinel*</b> (South Florida)	READERS	% COVERAGE
Weekly Print Audience	1,239,000	26%
Weekly Website Audience <i>SouthFlorida.com/Sun-Sentinel.com</i>	292,000	6%
Integrated Newspaper Audience	1,348,000	29%

\* Sun-Sentinel data based on a combination of Miami and West Palm Beach DMAs. The combined adult population is 4,728,000.

## SACRAMENTO/STOCKTON/MODESTO, CA

DMA ADULT POPULATION 3,085,000 DMA HOUSEHOLD RANK 20

<b>The Modesto Bee</b>	READERS	% COVERAGE
Weekly Print Audience	369,000	12%
Weekly Website Audience <i>ModBee.com</i>	72,000	2%
Integrated Newspaper Audience	392,000	13%

<b>The Sacramento Bee</b>	READERS	% COVERAGE
Weekly Print Audience	1,071,000	35%
Weekly Website Audience <i>SacTicket.com/SacBee.com</i>	293,000	10%
Integrated Newspaper Audience	1,151,000	37%



## CLEVELAND/AKRON, OH

DMA ADULT POPULATION 2,981,000 DMA HOUSEHOLD RANK 17

<b>Akron Beacon Journal</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	580,000	19%
Weekly Website Audience <i>Ohio.com/BeaconJournal.com</i>	114,000	4%
Integrated Newspaper Audience	608,000	20%

<b>Journal Register Company Cleveland*</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	324,000	11%
Weekly Website Audience <i>AllAroundCleveland.com</i>	28,000	1%
Integrated Newspaper Audience	347,000	12%

<b>The Plain Dealer (Cleveland, OH)</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	1,383,000	46%
Weekly Website Audience <i>Cleveland.com/PlainDealer.com</i>	257,000	9%
Integrated Newspaper Audience	1,440,000	48%

\* Journal Register Company Cleveland includes the following:  
The Morning Journal, The News-Herald

## DENVER, CO

DMA ADULT POPULATION 2,864,000 DMA HOUSEHOLD RANK 18

<b>The Denver Post / Rocky Mountain News</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	1,556,000	54%
Weekly Website Audience <i>DenverPost.com/RockyMountainNews.com</i>	281,000	10%
Integrated Newspaper Audience	1,620,000	57%

## ORLANDO/DAYTONA BEACH/MELBOURNE, FL

DMA ADULT POPULATION 2,756,000 DMA HOUSEHOLD RANK 19

<b>The Daily Commercial</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	109,000	4%
Weekly Website Audience <i>DailyCommercial.com</i>	19,000	1%
Integrated Newspaper Audience	114,000	4%

<b>The Daytona Beach News-Journal</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	325,000	12%
Weekly Website Audience <i>News-JournalOnline.com</i>	47,000	2%
Integrated Newspaper Audience	339,000	12%

**ORLANDO/DAYTONA BEACH/MELBOURNE, FL**  
CONTINUED

<b>Florida Today</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	341,000	12%
Weekly Website Audience <i>FloridaToday.com</i>	114,000	4%
Integrated Newspaper Audience	374,000	14%

  

<b>Orlando Sentinel</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	1,186,000	43%
Weekly Website Audience <i>OrlandoSentinel.com</i>	223,000	8%
Integrated Newspaper Audience	1,240,000	45%

  

<b>Star-Banner (Ocala, FL)</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	173,000	6%
Weekly Website Audience <i>Ocala.com</i>	24,000	1%
Integrated Newspaper Audience	183,000	7%

**ST. LOUIS, MO**  
DMA ADULT POPULATION 2,414,000 DMA HOUSEHOLD RANK 21

<b>Belleville News-Democrat</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	250,000	10%
Weekly Website Audience <i>Belleville.com</i>	30,000	1%
Integrated Newspaper Audience	261,000	11%

  

<b>St. Louis Post-Dispatch</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	1,363,000	57%
Weekly Website Audience <i>SLToday.com</i>	359,000	15%
Integrated Newspaper Audience	1,430,000	59%



## PORTLAND, OR

DMA ADULT POPULATION 2,280,000 DMA HOUSEHOLD RANK 23

<b>The Oregonian</b> (Portland, OR)	READERS	% COVERAGE
Weekly Print Audience	1,262,000	55%
Weekly Website Audience <i>OregonLive.com/Oregonian.com</i>	256,000	11%
Integrated Newspaper Audience	1,336,000	59%

  

<b>Statesman Journal</b> (Salem, OR)	READERS	% COVERAGE
Weekly Print Audience	236,000	10%
Weekly Website Audience <i>StatesmanJournal.com</i>	41,000	2%
Integrated Newspaper Audience	244,000	11%

## PITTSBURGH, PA

DMA ADULT POPULATION 2,254,000 DMA HOUSEHOLD RANK 22

<b>Pittsburgh Post-Gazette</b>	READERS	% COVERAGE
Weekly Print Audience	976,000	43%
Weekly Website Audience <i>PostGazette.com</i>	189,000	8%
Integrated Newspaper Audience	1,014,000	45%

  

<b>Tribune-Review*</b>	READERS	% COVERAGE
Weekly Print Audience	637,000	28%
Weekly Website Audience <i>TribLive.com/PittsburghLive.com</i>	94,000	4%
Integrated Newspaper Audience	672,000	30%

\* Tribune-Review includes the following: Daily Courier, Leader Times, Tribune-Review, Trib. P.M., The Valley Independent, Valley News Dispatch

## SAN DIEGO, CA

DMA ADULT POPULATION 2,248,000 DMA HOUSEHOLD RANK 27

<b>North County Times</b>	READERS	% COVERAGE
Weekly Print Audience	292,000	13%
Weekly Website Audience <i>NCTimes.com</i>	48,000	2%
Integrated Newspaper Audience	310,000	14%

  

<b>The San Diego Union-Tribune</b>	READERS	% COVERAGE
Weekly Print Audience	1,204,000	54%
Weekly Website Audience <i>SignOnSanDiego.com/UnionTrib.com</i>	406,000	18%
Integrated Newspaper Audience	1,331,000	59%

## BALTIMORE, MD

DMA ADULT POPULATION 2,175,000 DMA HOUSEHOLD RANK 24

<b>Baltimore Sun</b>	READERS	% COVERAGE
Weekly Print Audience	1,109,000	51%
Weekly Website Audience <i>BaltimoreSun.com</i>	220,000	10%
Integrated Newspaper Audience	1,182,000	54%

## CHARLOTTE, NC

DMA ADULT POPULATION 2,046,000 DMA HOUSEHOLD RANK 25

<b>The Charlotte Observer</b>	READERS	% COVERAGE
Weekly Print Audience	902,000	44%
Weekly Website Audience <i>Charlotte.com</i>	235,000	12%
Integrated Newspaper Audience	960,000	47%

## INDIANAPOLIS, IN

DMA ADULT POPULATION 2,030,000 DMA HOUSEHOLD RANK 26

<b>The Indianapolis Star</b>	READERS	% COVERAGE
Weekly Print Audience	1,028,000	51%
Weekly Website Audience <i>IndyStar.com/IntakeWeekly.com</i>	257,000	13%
Integrated Newspaper Audience	1,083,000	53%

## HARTFORD/NEW HAVEN, CT

DMA ADULT POPULATION 2,026,000 DMA HOUSEHOLD RANK 29

<b>Hartford Courant</b>	READERS	% COVERAGE
Weekly Print Audience	827,000	41%
Weekly Website Audience <i>Courant.com/CTNow.com</i>	208,000	10%
Integrated Newspaper Audience	887,000	44%

<b>New Haven Register</b>	READERS	% COVERAGE
Weekly Print Audience	359,000	18%
Weekly Website Audience <i>NHRegister.com/CTCentral.com</i>	47,000	2%
Integrated Newspaper Audience	382,000	19%

<b>Republican-American</b> (Waterbury, CT)	READERS	% COVERAGE
Weekly Print Audience	227,000	11%
Weekly Website Audience <i>Rep-Am.com</i>	25,000	1%
Integrated Newspaper Audience	231,000	11%

## RALEIGH/DURHAM, NC

DMA ADULT POPULATION 1,992,000 DMA HOUSEHOLD RANK 28

<b>The Herald-Sun</b>	READERS	% COVERAGE
Weekly Print Audience	175,000	9%
Weekly Website Audience <i>HeraldSun.com</i>	38,000	2%
Integrated Newspaper Audience	191,000	10%

  

<b>The News &amp; Observer</b>	READERS	% COVERAGE
Weekly Print Audience	718,000	36%
Weekly Website Audience <i>NewsObserver.com/Triangle.com</i>	198,000	10%
Integrated Newspaper Audience	775,000	39%

## SALT LAKE CITY, UT

DMA ADULT POPULATION 1,881,000 DMA HOUSEHOLD RANK 35

<b>Daily Herald (Provo, UT)</b>	READERS	% COVERAGE
Weekly Print Audience	135,000	7%
Weekly Website Audience <i>HarkTheHerald.com</i>	40,000	2%
Integrated Newspaper Audience	155,000	8%

  

<b>Deseret Morning News</b>	READERS	% COVERAGE
Weekly Print Audience	362,000	19%
Weekly Website Audience <i>DeseretNews.com</i>	126,000	7%
Integrated Newspaper Audience	429,000	23%

  

<b>The Salt Lake Tribune</b>	READERS	% COVERAGE
Weekly Print Audience	527,000	28%
Weekly Website Audience <i>SLTrib.com</i>	170,000	9%
Integrated Newspaper Audience	602,000	32%

## NASHVILLE, TN

DMA ADULT POPULATION 1,875,000 DMA HOUSEHOLD RANK 30

<b>The Tennessean</b>	READERS	% COVERAGE
Weekly Print Audience	862,000	46%
Weekly Website Audience <i>Tennessean.com</i>	173,000	9%
Integrated Newspaper Audience	903,000	48%

## KANSAS CITY, MO

DMA ADULT POPULATION 1,768,000 DMA HOUSEHOLD RANK 31

<b>The Kansas City Star</b>	READERS	% COVERAGE
Weekly Print Audience	1,033,000	58%
Weekly Website Audience <i>KansasCity.com</i>	218,000	12%
Integrated Newspaper Audience	1,081,000	61%

## COLUMBUS, OH

DMA ADULT POPULATION 1,738,000 DMA HOUSEHOLD RANK 32

<b>The Columbus Dispatch</b>	READERS	% COVERAGE
Weekly Print Audience	1,007,000	58%
Weekly Website Audience <i>Dispatch.com</i>	184,000	11%
Integrated Newspaper Audience	1,040,000	60%

## CINCINNATI, OH

DMA ADULT POPULATION 1,714,000 DMA HOUSEHOLD RANK 33

<b>The Cincinnati/Kentucky Enquirer The Cincinnati/Kentucky Post*</b>	READERS	% COVERAGE
Weekly Print Audience	1,015,000	59%
Weekly Website Audience <i>Enquirer.com/CincyPost.com/Cincinnati.com</i>	312,000	18%
Integrated Newspaper Audience	1,099,000	64%

<b>Hamilton Journal News</b>	READERS	% COVERAGE
Weekly Print Audience	90,000	5%
Weekly Website Audience <i>Journal-News.com</i>	15,000	1%
Integrated Newspaper Audience	94,000	6%

<b>Middletown Journal</b>	READERS	% COVERAGE
Weekly Print Audience	79,000	5%
Weekly Website Audience <i>MiddletownJournal.com</i>	20,000	1%
Integrated Newspaper Audience	83,000	5%

\* The Cincinnati/Kentucky Enquirer / The Cincinnati/Kentucky Post:  
As of December 31, 2007, The Cincinnati Post ceased publication, ending  
the Enquirer/Post JOA

## MILWAUKEE, WI

DMA ADULT POPULATION 1,706,000 DMA HOUSEHOLD RANK 34

Milwaukee Journal Sentinel	READERS	% COVERAGE
Weekly Print Audience	1,064,000	62%
Weekly Website Audience <i>JSOnline.com/MKEOnline.com</i>	267,000	16%
Integrated Newspaper Audience	1,111,000	65%

## SAN ANTONIO, TX

DMA ADULT POPULATION 1,634,000 DMA HOUSEHOLD RANK 37

San Antonio Express-News	READERS	% COVERAGE
Weekly Print Audience	1,031,000	63%
Weekly Website Audience <i>MySanAntonio.com/Express-News.com/ KENS5.com</i>	283,000	17%
Integrated Newspaper Audience	1,089,000	67%

## GREENVILLE/SPARTANBURG/ ASHEVILLE/ANDERSON, SC

DMA ADULT POPULATION 1,599,000 DMA HOUSEHOLD RANK 36

Asheville Citizen-Times	READERS	% COVERAGE
Weekly Print Audience	273,000	17%
Weekly Website Audience <i>Citizen-Times.com</i>	40,000	3%
Integrated Newspaper Audience	281,000	18%

The Greenville News	READERS	% COVERAGE
Weekly Print Audience	408,000	26%
Weekly Website Audience <i>GreenvilleOnline.com</i>	124,000	8%
Integrated Newspaper Audience	438,000	27%

Spartanburg Herald-Journal	READERS	% COVERAGE
Weekly Print Audience	223,000	14%
Weekly Website Audience <i>GoUpstate.com</i>	40,000	3%
Integrated Newspaper Audience	235,000	15%



SCARBOROUGH  
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**GRAND RAPIDS/KALAMAZOO/BATTLE CREEK, MI**  
 DMA ADULT POPULATION 1,482,000 DMA HOUSEHOLD RANK 39

<b>The Grand Rapids Press</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	573,000	39%
Weekly Website Audience <i>GR-Press.com/MLive.com</i>	144,000	10%
Integrated Newspaper Audience	641,000	43%

<b>The Jackson Citizen Patriot</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	14,000	1%
Weekly Website Audience <i>MLive.com</i>	132,000	9%
Integrated Newspaper Audience	146,000	10%

<b>Kalamazoo Gazette</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	243,000	16%
Weekly Website Audience <i>MLive.com</i>	132,000	9%
Integrated Newspaper Audience	351,000	24%

<b>Muskegon Chronicle</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	166,000	11%
Weekly Website Audience <i>MLive.com</i>	132,000	9%
Integrated Newspaper Audience	279,000	19%

**WEST PALM BEACH/FORT PIERCE, FL**  
 DMA ADULT POPULATION 1,476,000 DMA HOUSEHOLD RANK 38

<b>The Palm Beach Post</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	686,000	47%
Weekly Website Audience <i>GoPBI.com/PalmBeachPost.com</i>	166,000	11%
Integrated Newspaper Audience	733,000	50%

<b>Treasure Coast News/Press-Tribune*</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	358,000	24%
Weekly Website Audience <i>TCPalm.com</i>	46,000	3%
Integrated Newspaper Audience	368,000	25%

\* Treasure Coast News/Press-Tribune includes the following:  
 Ft. Pierce/Port St. Lucie Tribune, Port St. Lucie News, Stuart News,  
 Vero Beach Press Journal

**HARRISBURG/LANCASTER/LEBANON/YORK, PA**  
 DMA ADULT POPULATION 1,444,000 DMA HOUSEHOLD RANK 41

<b>Intelligencer Journal/ Lancaster New Era/Sunday News</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	323,000	22%
Weekly Website Audience <i>LancasterOnline.com</i>	53,000	4%
Integrated Newspaper Audience	329,000	23%

<b>The Patriot-News (Harrisburg, PA)</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	449,000	31%
Weekly Website Audience <i>PennLive.com</i>	69,000	5%
Integrated Newspaper Audience	461,000	32%

<b>York Daily Record / York Sunday News / The York Dispatch</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	258,000	18%
Weekly Website Audience <i>YDR.com/YorkDispatch.com</i>	36,000	3%
Integrated Newspaper Audience	264,000	18%

**NORFOLK/PORTSMOUTH/NEWPORT NEWS, VA**  
 DMA ADULT POPULATION 1,440,000 DMA HOUSEHOLD RANK 42

<b>Daily Press (Newport News, VA)</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	382,000	27%
Weekly Website Audience <i>DailyPress.com</i>	54,000	4%
Integrated Newspaper Audience	397,000	28%

<b>The Virginian-Pilot (Hampton Roads, VA)</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	759,000	53%
Weekly Website Audience <i>HamptonRoads.com/PilotOnline.com</i>	209,000	15%
Integrated Newspaper Audience	815,000	57%

**BIRMINGHAM, AL**  
 DMA ADULT POPULATION 1,396,000 DMA HOUSEHOLD RANK 40

<b>The Birmingham News</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	637,000	46%
Weekly Website Audience <i>AL.com</i>	152,000	11%
Integrated Newspaper Audience	686,000	49%

## LAS VEGAS, NV

DMA ADULT POPULATION 1,372,000 DMA HOUSEHOLD RANK 43

Las Vegas Review-Journal	READERS	% COVERAGE
Weekly Print Audience	752,000	55%
Weekly Website Audience <i>ReviewJournal.com</i>	145,000	11%
Integrated Newspaper Audience	802,000	59%

## ALBUQUERQUE/SANTA FE, NM

DMA ADULT POPULATION 1,369,000 DMA HOUSEHOLD RANK 44

Albuquerque Journal/ The Albuquerque Tribune	READERS	% COVERAGE
Weekly Print Audience	547,000	40%
Weekly Website Audience <i>ABQJournal.com/ABQTrib.com</i>	63,000	5%
Integrated Newspaper Audience	565,000	41%

## FRESNO/VISALIA, CA

DMA ADULT POPULATION 1,321,000 DMA HOUSEHOLD RANK 55

The Fresno Bee	READERS	% COVERAGE
Weekly Print Audience	637,000	48%
Weekly Website Audience <i>CentralValley.com/FresnoBee.com</i>	84,000	6%
Integrated Newspaper Audience	650,000	49%

## MEMPHIS, TN

DMA ADULT POPULATION 1,317,000 DMA HOUSEHOLD RANK 47

The Commercial Appeal (Memphis, TN)	READERS	% COVERAGE
Weekly Print Audience	723,000	55%
Weekly Website Audience <i>CommercialAppeal.com</i>	109,000	8%
Integrated Newspaper Audience	746,000	57%

## OKLAHOMA CITY, OK

DMA ADULT POPULATION 1,296,000 DMA HOUSEHOLD RANK 45

The Oklahoman	READERS	% COVERAGE
Weekly Print Audience	741,000	57%
Weekly Website Audience <i>NewsOK.com/Oklahoman.com/9online.com</i>	190,000	15%
Integrated Newspaper Audience	802,000	62%



**PROVIDENCE/NEW BEDFORD, RI**

DMA ADULT POPULATION 1,268,000 DMA HOUSEHOLD RANK 52

<b>The Providence Journal</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	697,000	55%
Weekly Website Audience <i>ProJo.com</i>	176,000	14%
Integrated Newspaper Audience	724,000	57%

**GREENSBORO/HIGH POINT/WINSTON-SALEM, NC**

DMA ADULT POPULATION 1,267,000 DMA HOUSEHOLD RANK 46

<b>News &amp; Record (Greensboro, NC)</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	374,000	30%
Weekly Website Audience <i>News-Record.com/GoTriad.com</i>	71,000	6%
Integrated Newspaper Audience	396,000	31%

<b>Winston-Salem Journal</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	346,000	27%
Weekly Website Audience <i>JournalNow.com</i>	59,000	5%
Integrated Newspaper Audience	360,000	28%

**JACKSONVILLE, FL**

DMA ADULT POPULATION 1,258,000 DMA HOUSEHOLD RANK 49

<b>The Florida Times-Union</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	698,000	56%
Weekly Website Audience <i>Jacksonville.com</i>	161,000	13%
Integrated Newspaper Audience	746,000	59%

**BUFFALO, NY**

DMA ADULT POPULATION 1,255,000 DMA HOUSEHOLD RANK 50

<b>The Buffalo News</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	807,000	64%
Weekly Website Audience <i>BuffaloNews.com/Buffalo.com</i>	162,000	13%
Integrated Newspaper Audience	830,000	66%

**LOUISVILLE, KY**

DMA ADULT POPULATION 1,241,000 DMA HOUSEHOLD RANK 48

<b>The Courier-Journal</b>	READERS	% COVERAGE
Weekly Print Audience	762,000	62%
Weekly Website Audience <i>Courier-Journal.com</i>	128,000	10%
Integrated Newspaper Audience	784,000	63%

**AUSTIN, TX**

DMA ADULT POPULATION 1,239,000 DMA HOUSEHOLD RANK 51

<b>Austin American-Statesman</b>	READERS	% COVERAGE
Weekly Print Audience	718,000	58%
Weekly Website Audience <i>Austin360.com/Statesman.com</i>	241,000	19%
Integrated Newspaper Audience	778,000	63%

**WILKES-BARRE/SCRANTON, PA**

DMA ADULT POPULATION 1,195,000 DMA HOUSEHOLD RANK 54

<b>The Times Leader</b> (Wilkes-Barre, PA)	READERS	% COVERAGE
Weekly Print Audience	165,000	14%
Weekly Website Audience <i>TimesLeader.com</i>	16,000	1%
Integrated Newspaper Audience	171,000	14%

  

<b>The Times-Tribune/ The Sunday Times</b> (Scranton, PA) <b>The Citizens' Voice</b> (Wilkes-Barre, PA)	READERS	% COVERAGE
Weekly Print Audience	339,000	28%
Weekly Website Audience <i>TheTimes-Tribune.com/CitizensVoice.com</i>	25,000	2%
Integrated Newspaper Audience	344,000	29%

**NEW ORLEANS, LA\***

DMA ADULT POPULATION 1,166,000 DMA HOUSEHOLD RANK 53

<b>The Times-Picayune</b>	READERS	% COVERAGE
Weekly Print Audience	694,000	60%
Weekly Website Audience <i>Nola.com</i>	167,000	14%
Integrated Newspaper Audience	718,000	62%

\* Six month measurement period (April 2007 - September 2007)

## ALBANY/SCHENECTADY/TROY, NY

DMA ADULT POPULATION 1,081,000 DMA HOUSEHOLD RANK 56

<b>Times-Union</b> (Albany, NY)	READERS	% COVERAGE
Weekly Print Audience	434,000	40%
Weekly Website Audience <i>TimesUnion.com</i>	112,000	10%
Integrated Newspaper Audience	454,000	42%

  

<b>The Daily Gazette/ The Sunday Gazette</b> (Schenectady, NY)	READERS	% COVERAGE
Weekly Print Audience	211,000	20%
Weekly Website Audience <i>DailyGazette.com</i>	6,000	1%
Integrated Newspaper Audience	211,000	20%

## LITTLE ROCK/PINE BLUFF, AR

DMA ADULT POPULATION 1,052,000 DMA HOUSEHOLD RANK 57

<b>Arkansas Democrat-Gazette</b>	READERS	% COVERAGE
Weekly Print Audience	640,000	61%
Weekly Website Audience <i>ArkansasOnline.com</i>	59,000	6%
Integrated Newspaper Audience	647,000	62%

## MOBILE, AL/PENSACOLA, FL

DMA ADULT POPULATION 1,039,000 DMA HOUSEHOLD RANK 61

<b>Mobile Register/Baldwin Register</b>	READERS	% COVERAGE
Weekly Print Audience	417,000	40%
Weekly Website Audience <i>AL.com</i>	69,000	7%
Integrated Newspaper Audience	435,000	42%

  

<b>Pensacola News Journal</b>	READERS	% COVERAGE
Weekly Print Audience	289,000	28%
Weekly Website Audience <i>PensacolaNewsJournal.com/PNJ.com</i>	69,000	7%
Integrated Newspaper Audience	301,000	29%

## RICHMOND/PETERSBURG, VA

DMA ADULT POPULATION 1,037,000 DMA HOUSEHOLD RANK 59

<b>Richmond Times-Dispatch</b>	READERS	% COVERAGE
Weekly Print Audience	688,000	66%
Weekly Website Audience <i>TimesDispatch.com</i>	146,000	14%
Integrated Newspaper Audience	712,000	69%

## DAYTON, OH

DMA ADULT POPULATION 1,016,000 DMA HOUSEHOLD RANK 62

Dayton Daily News	READERS	% COVERAGE
Weekly Print Audience	528,000	52%
Weekly Website Audience <i>DaytonClassifieds.com/DaytonDailyNews.com</i>	114,000	11%
Integrated Newspaper Audience	553,000	54%

  

Springfield News-Sun	READERS	% COVERAGE
Weekly Print Audience	123,000	12%
Weekly Website Audience <i>SpringfieldNewsSun.com</i>	12,000	1%
Integrated Newspaper Audience	126,000	12%

## KNOXVILLE, TN

DMA ADULT POPULATION 1,009,000 DMA HOUSEHOLD RANK 58

Knoxville News Sentinel	READERS	% COVERAGE
Weekly Print Audience	561,000	56%
Weekly Website Audience <i>KnoxNews.com</i>	92,000	9%
Integrated Newspaper Audience	574,000	57%

## TULSA, OK

DMA ADULT POPULATION 1,002,000 DMA HOUSEHOLD RANK 60

Tulsa World	READERS	% COVERAGE
Weekly Print Audience	556,000	56%
Weekly Website Audience <i>TulsaWorld.com</i>	67,000	7%
Integrated Newspaper Audience	567,000	57%

## HONOLULU, HI

DMA ADULT POPULATION 986,000 DMA HOUSEHOLD RANK 73

The Honolulu Advertiser	READERS	% COVERAGE
Weekly Print Audience	606,000	62%
Weekly Website Audience <i>HonoluluAdvertiser.com</i>	131,000	13%
Integrated Newspaper Audience	627,000	64%

  

Honolulu Star-Bulletin	READERS	% COVERAGE
Weekly Print Audience	270,000	27%
Weekly Website Audience <i>StarBulletin.com</i>	59,000	6%
Integrated Newspaper Audience	296,000	30%

## LEXINGTON, KY

DMA ADULT POPULATION 947,000 DMA HOUSEHOLD RANK 64

<b>Lexington Herald-Leader</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	521,000	55%
Weekly Website Audience <i>Kentucky.com</i>	93,000	10%
Integrated Newspaper Audience	544,000	58%

## FLINT/SAGINAW/BAY CITY, MI

DMA ADULT POPULATION 923,000 DMA HOUSEHOLD RANK 66

<b>The Bay City Times</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	125,000	14%
Weekly Website Audience <i>MLive.com</i>	56,000	6%
Integrated Newspaper Audience	172,000	19%

<b>The Flint Journal</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	311,000	34%
Weekly Website Audience <i>FlintJournal.com/MLive.com</i>	68,000	7%
Integrated Newspaper Audience	343,000	37%

<b>The Saginaw News</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	201,000	22%
Weekly Website Audience <i>MLive.com</i>	56,000	6%
Integrated Newspaper Audience	237,000	26%

## FORT MYERS/NAPLES, FL

DMA ADULT POPULATION 917,000 DMA HOUSEHOLD RANK 63

<b>Charlotte Sun</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	108,000	12%
Weekly Website Audience <i>Sun-Herald.com</i>	11,000	1%
Integrated Newspaper Audience	111,000	12%

<b>Naples Daily News</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	221,000	24%
Weekly Website Audience <i>NaplesNews.com</i>	52,000	6%
Integrated Newspaper Audience	238,000	26%

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## FORT MYERS/NAPLES, FL

CONTINUED

The News-Press	READERS	% COVERAGE
Weekly Print Audience	370,000	40%
Weekly Website Audience <i>News-Press.com</i>	77,000	8%
Integrated Newspaper Audience	385,000	42%

## CHARLESTON/HUNTINGTON, WV

DMA ADULT POPULATION 915,000 DMA HOUSEHOLD RANK 65

Charleston Daily Mail/ The Charleston Gazette	READERS	% COVERAGE
Weekly Print Audience	252,000	28%
Weekly Website Audience <i>DailyMail.com/WVGazette.com/ SundayGazetteMail.com/WVGazetteMail.com</i>	49,000	5%
Integrated Newspaper Audience	261,000	29%

  

The Herald-Dispatch (Huntington, WV)	READERS	% COVERAGE
Weekly Print Audience	151,000	17%
Weekly Website Audience <i>Herald-Dispatch.com</i>	33,000	4%
Integrated Newspaper Audience	157,000	17%

## WICHITA/HUTCHINSON, KS

DMA ADULT POPULATION 873,000 DMA HOUSEHOLD RANK 69

The Wichita Eagle	READERS	% COVERAGE
Weekly Print Audience	424,000	49%
Weekly Website Audience <i>Kansas.com</i>	90,000	10%
Integrated Newspaper Audience	438,000	50%

## ROANOKE/LYNCHBURG, VA

DMA ADULT POPULATION 870,000 DMA HOUSEHOLD RANK 67

The Roanoke Times	READERS	% COVERAGE
Weekly Print Audience	403,000	46%
Weekly Website Audience <i>Roanoke.com</i>	82,000	9%
Integrated Newspaper Audience	421,000	48%

## TUCSON, AZ

DMA ADULT POPULATION 853,000 DMA HOUSEHOLD RANK 68

Arizona Daily Star/Tucson Citizen	READERS	% COVERAGE
Weekly Print Audience	512,000	60%
Weekly Website Audience <i>AZStarNet.com/Tucson.com/TucsonCitizen.com</i>	123,000	14%
Integrated Newspaper Audience	542,000	64%

## GREEN BAY/APPLETON, WI

DMA ADULT POPULATION 853,000 DMA HOUSEHOLD RANK 70

Gannett Wisconsin Newspapers*	READERS	% COVERAGE
Weekly Print Audience	622,000	73%
Weekly Website Audience <i>PostCrescent.com/FDLReporter.com/ GreenBayPressGazette.com/HTRNews.com/ TheNorthwestern.com</i>	136,000	16%
Integrated Newspaper Audience	648,000	76%

\* Gannett Wisconsin Newspapers includes the following:  
The Post-Crescent, The Reporter, Green Bay Press-Gazette, Herald Times Reporter, Oshkosh Northwestern

## TOLEDO, OH

DMA ADULT POPULATION 823,000 DMA HOUSEHOLD RANK 72

The Blade	READERS	% COVERAGE
Weekly Print Audience	438,000	53%
Weekly Website Audience <i>ToledoBlade.com</i>	56,000	7%
Integrated Newspaper Audience	450,000	55%

## DES MOINES/AMES, IA

DMA ADULT POPULATION 819,000 DMA HOUSEHOLD RANK 71

The Des Moines Register	READERS	% COVERAGE
Weekly Print Audience	571,000	70%
Weekly Website Audience <i>DesMoinesRegister.com</i>	91,000	11%
Integrated Newspaper Audience	583,000	71%

## SPOKANE, WA

DMA ADULT POPULATION 815,000 DMA HOUSEHOLD RANK 77

Coeur d'Alene Press*	READERS	% COVERAGE
Weekly Print Audience	122,000	15%
Weekly Website Audience <i>CDAPress.com</i>	12,000	2%
Integrated Newspaper Audience	125,000	15%

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**SPOKANE, WA**  
CONTINUED

<b>The Spokesman-Review (Spokane, WA)</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	407,000	50%
Weekly Website Audience <i>SpokesmanReview.com</i>	46,000	6%
Integrated Newspaper Audience	416,000	51%

\* Coeur d'Alene Press includes the following: Bonner County Daily Bee, Coeur d'Alene Press, Post Falls Press, Shoshone News Press

**HARLINGEN/McALLEN, TX \***  
DMA ADULT POPULATION 781,000 DMA HOUSEHOLD RANK 88

<b>The Brownsville Herald</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	106,000	14%
Weekly Website Audience <i>BrownsvilleHerald.com</i>	14,000	2%
Integrated Newspaper Audience	106,000	14%

<b>The Monitor (McAllen, TX)</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	296,000	38%
Weekly Website Audience <i>TheMonitor.com</i>	33,000	4%
Integrated Newspaper Audience	301,000	39%

<b>Valley Morning Star (Harlingen, TX)</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	136,000	17%
Weekly Website Audience <i>ValleyStar.com</i>	16,000	2%
Integrated Newspaper Audience	138,000	18%

\* Six-month measurement period (February 2007 - July 2007)

**ROCHESTER, NY**  
DMA ADULT POPULATION 781,000 DMA HOUSEHOLD RANK 78

<b>Rochester Democrat and Chronicle</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	619,000	79%
Weekly Website Audience <i>DemocratAndChronicle.com</i>	111,000	14%
Integrated Newspaper Audience	629,000	81%

**SYRACUSE, NY**  
DMA ADULT POPULATION 711,000 DMA HOUSEHOLD RANK 80

<b>The Post-Standard</b>	<b>READERS</b>	<b>% COVERAGE</b>
Weekly Print Audience	475,000	67%
Weekly Website Audience <i>Syracuse.com</i>	107,000	15%
Integrated Newspaper Audience	486,000	68%

## CHATTANOOGA, TN

DMA ADULT POPULATION 682,000 DMA HOUSEHOLD RANK 86

Chattanooga Times Free Press	READERS	% COVERAGE
Weekly Print Audience	341,000	50%
Weekly Website Audience <i>TimesFreePress.com</i>	40,000	6%
Integrated Newspaper Audience	349,000	51%

## EL PASO, TX

DMA ADULT POPULATION 653,000 DMA HOUSEHOLD RANK 98

El Paso Times	READERS	% COVERAGE
Weekly Print Audience	341,000	52%
Weekly Website Audience <i>EIPasoTimes.com</i>	61,000	9%
Integrated Newspaper Audience	351,000	54%

## COLORADO SPRINGS/PUEBLO, CO

DMA ADULT POPULATION 635,000 DMA HOUSEHOLD RANK 93

The Gazette	READERS	% COVERAGE
Weekly Print Audience	302,000	48%
Weekly Website Audience <i>ColoradoSprings.com/Gazette.com</i>	62,000	10%
Integrated Newspaper Audience	318,000	50%

The Pueblo Chieftain	READERS	% COVERAGE
Weekly Print Audience	141,000	22%
Weekly Website Audience <i>Chieftain.com</i>	17,000	3%
Integrated Newspaper Audience	144,000	23%

## BAKERSFIELD, CA

DMA ADULT POPULATION 552,000 DMA HOUSEHOLD RANK 125

The Bakersfield Californian	READERS	% COVERAGE
Weekly Print Audience	286,000	52%
Weekly Website Audience <i>Bakersfield.com</i>	52,000	9%
Integrated Newspaper Audience	298,000	54%



SCARBOROUGH  
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# ABOUT THE 2008 SCARBOROUGH NEWSPAPER AUDIENCE RATINGS REPORT

This report is a valuable desktop reference on newspaper audience ratings for those involved in the planning, buying and selling of newspaper media. The report highlights audience ratings for printed newspapers, newspaper websites and Integrated Newspaper Audiences in the 81 Top-Tier local markets measured by Scarborough. In order to be included in this report, newspapers need to have a 1% or greater penetration of their weekly printed newspaper (5 Daily, Sunday) and weekly newspaper website(s) within their local market, as well as Sunday edition of their printed newspaper.

## SOURCE

The data in this report is from the Scarborough Research Local Market Studies, Release 2 2007 (fieldwork dates: 8/06-9/07). The markets are organized by DMA adult population and include – but are not ranked by – DMA Household Rank. The DMA Household Rank is based on Nielsen Media Research Local Market Universe Estimates as of 1/1/08.

## METHODOLOGY

### **Scarborough Newspaper Readership Measurements At-A-Glance**

The Scarborough study is based on a random sample of adults (ages 18+). Scarborough Research employs a two-phase methodology to collect data: a randomly dialed telephone interview followed by a written, self-administered consumer questionnaire and television diary. The newspaper audience information and websites visited are captured during the telephone interview. A Media Rating Council (MRC) accredited media and marketing service, our newspaper data meets the highest data quality standards.

#### **Weekly Print Audience**

Adults in the paper's local market who "read or looked into" the daily or Sunday print edition of the paper during the past seven days (5 daily/past Sunday).

#### **Weekly Website Audience**

Adults in the paper's local market who visited the newspaper's website(s) within the past seven days.

#### **Integrated Newspaper Audience**

Adults in the market who have read the printed newspaper or visited the newspaper's website(s), or did both, during the past seven days. The Weekly Website Audience measurement is used to calculate Integrated Newspaper Audience to be more consistent with the publishing timetable, as most newspapers sell advertising on a weekly or average-issue basis.

## SCARBOROUGH NEWSPAPER AUDIENCE RATINGS NOW FEATURED IN AUDIENCE-FAX

Audience-FAX, a joint initiative between Scarborough Research, the Audit Bureau of Circulations (ABC) and the Newspaper Association of America (NAA), integrates newspaper audience, circulation and website usage data into the ABC's U.S. media statements. Scarborough's printed newspaper, newspaper website and Integrated Newspaper Audience ratings are all featured in Audience-FAX. In addition to appearing on the ABC's printed statements, Audience-FAX data is available via an online, easy-to-use database tool ([www.audiencefax.com](http://www.audiencefax.com)).

*For more information on Audience-FAX,  
please log on to [www.accessabc.com](http://www.accessabc.com), or contact  
Gary Meo at [gmeo@scarborough.com](mailto:gmeo@scarborough.com).*

## NEWSPAPER PENETRATION REPORT FEATURES AUDIENCE RANKING CAPABILITIES

Interested in ranking papers within a market? Do you want to examine other geographies, or perhaps other newspaper metrics? The Scarborough Newspaper Penetration Report features in-depth newspaper audience data covering weekly, daily and Sunday print, online and Integrated Newspaper Audiences. The report is delivered in a spreadsheet format which enables users to rank and analyze the information. The Scarborough Newspaper Penetration Report is released in February and October of each year and is available for purchase.

*Contact Kristi Brumleve at  
[kbrumleve@scarborough.com](mailto:kbrumleve@scarborough.com)  
for more information.*

## ABOUT SCARBOROUGH RESEARCH

Scarborough Research ([www.scarborough.com](http://www.scarborough.com), [info@scarborough.com](mailto:info@scarborough.com)) measures the lifestyle and shopping patterns, media behaviors and demographics of American consumers, and is considered the authority on local market research. Scarborough's core syndicated consumer insight studies in 81 Top-Tier Markets and its Multi-Market Study are Media Rating Council (MRC) accredited. Other products and services include Scarborough USA+ (a national database), 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 220,000 adults annually, Scarborough is a joint venture between Arbitron Inc. ([www.arbitron.com](http://www.arbitron.com)) and The Nielsen Company ([www.nielsen.com](http://www.nielsen.com)).

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