



For Immediate Release

***Rochester Democrat and Chronicle* and *Washingtonpost.com* Headline Latest Newspaper Industry Audience Report from Scarborough Research**

Scarborough Newspaper Penetration Report Features Latest Industry Audience Data

NEW YORK (July 14, 2009) – [The Rochester Democrat and Chronicle](#) and [Washingtonpost.com](#) command the highest rankings in Scarborough Research's biannual report of newspaper audience ratings, the company announced today. The Newspaper Penetration Report features Scarborough's Media Rating Council (MRC) accredited print, website and Integrated Newspaper Audience (combined print and online) ratings for newspapers measured in Scarborough's 81 Top-Tier local markets.

According to the report available for purchase, the Integrated Newspaper Audience (INA) of the *Rochester Democrat and Chronicle* is 80 percent, meaning that 80 percent of adults in the Rochester, NY local market (DMA) read the printed version of the newspaper, visited its website, or did both during the past week. As such, the *Rochester Democrat and Chronicle* boasts the leading INA in the country, as measured by Scarborough. This newspaper also tops Scarborough's print ratings. Seventy-eight percent of Rochester adults read the printed version of the newspaper during the past week, giving this paper a higher local market penetration for its weekly print audience than other measured papers.

Online, 24 percent of adults in the Washington D.C. local market (DMA) visited *Washingtonpost.com* during the past seven days, making it the highest ranked newspaper website in the country. Details for other top-ranking newspapers in the Scarborough Newspaper Penetration Report are included below.

The industry-leading audience data featured in the Scarborough Newspaper Penetration Report is relied-upon by those involved in the planning, buying and selling of local media across the U.S. All data is derived from Scarborough's Local Market Studies, Release 1 2009. The full Report contains newspaper audience ratings for DMA and CBSA/MD geographies, for weekly, daily and Sunday audiences in print, online, and combined print/online.

Available twice per year (corresponding with each local market release of Scarborough data), the [previous Newspaper Penetration Report](#), based on the company's Release 2 2008 data, was issued in January. Scarborough's Newspaper Penetration reports are delivered in a spreadsheet format that enables users to rank and analyze the information. Previous reports (dating back to 2007) are also available for trending analysis. For purchase information, please contact Kristi Hess at khess@scarborough.com or 818-559-5453.

WEEKLY PRINT AUDIENCE

Rank	Newspaper	Local Market (DMA®)	Weekly Print Audience (% of adults in the local market who read or looked into the printed paper during the past five weekdays or past Sunday)
1	Rochester Democrat and Chronicle	Rochester, NY	78%
2	Des Moines Register	Des Moines, IA	69%
3	Gannett Wisconsin Newspapers*	Green Bay, WI	68%
3t	Syracuse Post-Standard	Syracuse, NY	68%
4	Buffalo News	Buffalo, NY	66%

* Gannett Wisconsin Newspapers include Appleton Post-Crescent/Fond du Lac Reporter/Green Bay Press-Gazette/Manitowoc Herald Times Reporter/Oshkosh Northwestern

WEEKLY WEBSITE AUDIENCE

Rank	Website(s)	Local Market (DMA®)	Weekly Website Audience (% of adults in the local market who visited a newspaper's website(s), during the past week)
1	Washingtonpost.com	Washington D.C.	24%
2	MySanAntonio.com/Express-News.com/KENS5.com	San Antonio, TX	21%
2t	Austin360.com/Statesman.com	Austin, TX	21%
3	NOLA.com	New Orleans, LA	19%
4	Gannett Wisconsin Newspapers*	Green Bay, WI	18%

4t	Boston.com/Boston.com Monster	Boston, MA	18%
4t	syracuse.com	Syracuse, NY	18%

*Gannett Wisconsin Newspapers includes the websites: PostCrescent.com/
FDLReporter.com/ GreenBayPressGazette.com/ HTRNews.com/TheNorthwestern.com.

INTEGRATED NEWSPAPER AUDIENCE

Rank	Printed Newspaper; Website(s)	Local Market (DMA®)	Integrated Newspaper Audience (the weekly net unduplicated audience of the printed newspaper and its website(s))
1	Rochester Democrat and Chronicle; DemocratAndChronicle.com	Rochester, NY	80%
2	Gannett Wisconsin Newspapers*	Green Bay, WI	72%
2t	Des Moines Register; DesMoinesRegister.com	Des Moines, IA	72%
3	Syracuse Post-Standard; syracuse.com	Syracuse, NY	69%
4	Buffalo News; Buffalo.com/BuffaloNews.com	Buffalo, NY	68%

*Gannett Wisconsin Newspapers includes Appleton Post-Crescent/Fond du Lac Reporter/Green Bay Press-Gazette/Manitowoc Herald Times Reporter/Oshkosh Northwestern. Associated websites are PostCrescent.com/ FDLReporter.com/ GreenBayPressGazette.com/ HTRNews.com/TheNorthwestern.com.

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 considered the authority on local market research. Scarborough's core syndicated consumer insight studies in 81 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 220,000 adults annually, Scarborough is a joint venture between Arbitron Inc. (www.arbitron.com) and The Nielsen Company (www.nielsen.com).

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