

Contents

Prefaceiv
How to use the Market Guidev
Definitions and Notesvi
Retail Sales Definitionsvii
2005 MSA DefinitionsI-3
2005 Market RankingsI-13
National Newspaper RepresentativesI-53
U.S. Daily Newspaper Market SurveysII-2
2005 U.S. Population, Ages and EthnicityIII-2
2005 U.S. Housing, Income, Education and E&P IndicesIV-2
2005 U.S. Retail SalesV-2
Canadian Daily Newspaper Market SurveysVI-2
2005 Canadian Population, Income and HouseholdsVI-29
2005 Canadian Retail SalesVI-32
General IndexVI-35