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SCARBOROUGH Newspaper Audience Ratings Report 2007



WELCOME TO THE FIRST ANNUAL SCARBOROUGH NEWSPAPER AUDIENCE RATINGS REPORT!

As the leading authority on newspaper ratings and consumer information in the U.S., Scarborough is issuing this report in response to the marketing community's desire for more information on newspaper audiences. The report provides ratings for print readership, website audience, and the integrated or total audience (print and online) for newspapers across the U.S.

The report is organized by Designated Market Area (DMA®) and lists the major newspapers measured by Scarborough within each DMA. Scarborough's local-market syndicated service is fully accredited by the Media Rating Council (MRC), so this information can be used with confidence.

The current media environment requires all of us to be smarter about marketing communications planning. This easy-to-navigate report is a valuable tool for anyone involved in planning, buying and selling media.

We hope you find value in this report and we welcome your feedback.



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HOW TO READ THE DATA

READERS
% COVERAGE

1 ALBUQUERQUE/SANTA FE, NM

3

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

The Albuquerque Journal/ The Albuquerque Tribune

4 Weekly Print Audience	559,000	7	42%
5 Weekly Website Audience ABQJournal.com/ABQTrib.com	60,000	8	5%
6 Integrated Newspaper Audience	572,000	9	43%

1 Market (DMA)

2 The total adult population of the Albuquerque/Santa Fe 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 1/1/07

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 Albuquerque/Santa Fe 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 Albuquerque/ Santa Fe DMA visited ABQJournal.com or ABQTrib.com during the past seven days

9 572,000 or 43% of adults in the Albuquerque/ Santa Fe DMA read the printed edition of the Albuquerque Journal, the online editions, or both, during the past week

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READERS

% COVERAGE

NEW YORK, NY

DMA ADULT POPULATION 15,790,000 DMA HOUSEHOLD RANK 1

Asbury Park Press (Asbury Park, NJ)		
Weekly Print Audience	687,000	4%
Weekly Website Audience <i>APP.com</i>	141,000	1%
Integrated Newspaper Audience	747,000	5%
Courier News (Bridgewater, NJ)		
Weekly Print Audience	225,000	1%
Weekly Website Audience <i>C-N.com</i>	96,000	1%
Integrated Newspaper Audience	294,000	2%
Daily Record (Morris County, NJ)		
Weekly Print Audience	280,000	2%
Weekly Website Audience <i>DailyRecord.com</i>	97,000	1%
Integrated Newspaper Audience	346,000	2%
The Journal News (Hudson Valley, NY)		
Weekly Print Audience	717,000	5%
Weekly Website Audience <i>LoHud.com/TheJournalNews.com</i>	97,000	1%
Integrated Newspaper Audience	751,000	5%
New York Daily News		
Weekly Print Audience	4,540,000	29%
Weekly Website Audience <i>NYDailyNews.com</i>	421,000	3%
Integrated Newspaper Audience	4,662,000	30%
New York Post		
Weekly Print Audience	3,273,000	21%
Weekly Website Audience <i>NewYorkPost.com</i>	381,000	2%
Integrated Newspaper Audience	3,396,000	22%
The New York Times		
Weekly Print Audience	3,752,000	24%
Weekly Website Audience <i>NewYorkTimes.com</i>	1,390,000	9%
Integrated Newspaper Audience	4,198,000	27%

READERS

% COVERAGE

NEW YORK, NY

DMA ADULT POPULATION 15,790,000 DMA HOUSEHOLD RANK 1

The Star-Ledger (Newark, NJ)		
Weekly Print Audience	1,994,000	13%
Weekly Website Audience <i>NJ.com</i>	402,000	3%
Integrated Newspaper Audience	2,143,000	14%
Newsday (Long Island, NY)		
Weekly Print Audience	2,414,000	15%
Weekly Website Audience <i>Newsday.com</i>	404,000	3%
Integrated Newspaper Audience	2,555,000	16%
The Record/Herald News		
Weekly Print Audience	840,000	5%
Weekly Website Audience <i>NorthJersey.com</i>	98,000	1%
Integrated Newspaper Audience	883,000	6%

MARKET FACT

The Integrated Newspaper Audience of The New York Times is 49% more likely than the total New York market to have an annual household income of \$100,000 or more.



LOS ANGELES, CA

DMA ADULT POPULATION 13,049,000 DMA HOUSEHOLD RANK 2

La Opinión (Los Angeles, CA)		
Weekly Print Audience	1,082,000	8%
Weekly Website Audience <i>LaOpinion.com</i>	86,000	1%
Integrated Newspaper Audience	1,096,000	8%

LOS ANGELES, CA

DMA ADULT POPULATION 13,049,000 DMA HOUSEHOLD RANK 2

Los Angeles Newspaper Group (LANG)*		
Weekly Print Audience	3,086,000	24%
Weekly Website Audience <i>DailyNews.com</i>	120,000	1%
Integrated Newspaper Audience	3,136,000	24%
Los Angeles Times		
Weekly Print Audience	4,451,000	34%
Weekly Website Audience <i>LATimes.com</i>	640,000	5%
Integrated Newspaper Audience	4,660,000	36%
The Orange County Register		
Weekly Print Audience	1,497,000	12%
Weekly Website Audience <i>OCRegister.com</i>	241,000	2%
Integrated Newspaper Audience	1,597,000	12%
Press-Enterprise (Southern California)		
Weekly Print Audience	820,000	6%
Weekly Website Audience <i>PE.com</i>	68,000	1%
Integrated Newspaper Audience	850,000	7%

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

CHICAGO, IL

DMA ADULT POPULATION 7,131,000 DMA HOUSEHOLD RANK 3

Chicago Sun-Times		
Weekly Print Audience	2,522,000	35%
Weekly Website Audience <i>SunTimes.com</i>	341,000	5%
Integrated Newspaper Audience	2,637,000	37%
Chicago Tribune		
Weekly Print Audience	3,293,000	46%
Weekly Website Audience <i>ChicagoTribune.com</i>	668,000	9%
Integrated Newspaper Audience	3,452,000	48%
Daily Herald (Suburban Chicago)		
Weekly Print Audience	800,000	11%
Weekly Website Audience <i>DailyHerald.com</i>	173,000	2%
Integrated Newspaper Audience	884,000	12%

PHILADELPHIA, PA

DMA ADULT POPULATION 5,945,000 DMA HOUSEHOLD RANK 4

The Morning Call (Allentown, PA)		
Weekly Print Audience	434,000	7%
Weekly Website Audience <i>MCall.com</i>	87,000	2%
Integrated Newspaper Audience	448,000	8%
Bucks County Courier Times		
Weekly Print Audience	258,000	4%
Weekly Website Audience <i>PhillyBurbs.com</i>	87,000	2%
Integrated Newspaper Audience	319,000	5%
Burlington County Times		
Weekly Print Audience	158,000	3%
Weekly Website Audience <i>PhillyBurbs.com</i>	87,000	2%
Integrated Newspaper Audience	234,000	4%

MARKET FACT

Half of all Chicagoans who plan to purchase or lease a new vehicle within the next year are Chicago Tribune print readers.



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READERS

% COVERAGE

PHILADELPHIA, PA

DMA ADULT POPULATION 5,945,000 DMA HOUSEHOLD RANK 4

The Intelligencer (Bucks & Montgomery Counties, PA)		
Weekly Print Audience	221,000	4%
Weekly Website Audience <i>PhillyBurbs.com</i>	87,000	2%
Integrated Newspaper Audience	291,000	5%
Philadelphia Daily News/ The Philadelphia Inquirer		
Weekly Print Audience	2,399,000	40%
Weekly Website Audience <i>Philly.com</i>	325,000	6%
Integrated Newspaper Audience	2,481,000	42%

SAN FRANCISCO/OAKLAND/SAN JOSE, CA

DMA ADULT POPULATION 5,116,000 DMA HOUSEHOLD RANK 5

ANG Newspapers*		
Weekly Print Audience	2,441,000	48%
Weekly Website Audience <i>ContraCostaTimes.com/InsideBayArea.com/ MercuryNews.com/OaklandTribune.com/ TriValleyHerald.com</i>	368,000	7%
Integrated Newspaper Audience	2,527,000	49%
San Francisco Chronicle		
Weekly Print Audience	1,742,000	34%
Weekly Website Audience <i>SFGate.com/SFChronicle.com</i>	517,000	10%
Integrated Newspaper Audience	1,912,000	37%
The Press Democrat (Santa Rosa, CA)		
Weekly Print Audience	381,000	7%
Weekly Website Audience <i>PressDemocrat.com</i>	61,000	1%
Integrated Newspaper Audience	396,000	8%

* ANG Newspapers include the following:
Alameda Times-Star, The Argus, Contra Costa Times, The Daily Review,
Marin Independent Journal, Napa Valley Register, Oakland Tribune,
San Jose Mercury News, San Mateo County Times, San Ramon Valley Herald,
San Ramon Valley Times, Tri-Valley Herald, Vacaville Reporter,
Vallejo Times-Herald, Valley Times, West County Times

READERS

% COVERAGE

BOSTON, MA

DMA ADULT POPULATION 4,783,000 DMA HOUSEHOLD RANK 7

The Boston Globe		
Weekly Print Audience	1,986,000	42%
Weekly Website Audience <i>Boston.com</i>	790,000	17%
Integrated Newspaper Audience	2,269,000	47%
Boston Herald		
Weekly Print Audience	1,181,000	25%
Weekly Website Audience <i>BostonHerald.com</i>	200,000	4%
Integrated Newspaper Audience	1,259,000	26%

DALLAS/FORT WORTH, TX

DMA ADULT POPULATION 4,725,000 DMA HOUSEHOLD RANK 6

The Dallas Morning News		
Weekly Print Audience	1,947,000	41%
Weekly Website Audience <i>DallasNews.com</i>	328,000	7%
Integrated Newspaper Audience	2,039,000	43%
Star-Telegram (Ft. Worth/Arlington, TX)		
Weekly Print Audience	1,087,000	23%
Weekly Website Audience <i>Star-Telegram.com</i>	168,000	4%
Integrated Newspaper Audience	1,135,000	24%

WASHINGTON D.C.

DMA ADULT POPULATION 4,560,000 DMA HOUSEHOLD RANK 8

The Washington Post		
Weekly Print Audience	2,852,000	63%
Weekly Website Audience <i>WashingtonPost.com</i>	950,000	21%
Integrated Newspaper Audience	3,046,000	67%
Washington Times		
Weekly Print Audience	433,000	10%
Weekly Website Audience <i>WashingtonTimes.com</i>	96,000	2%
Integrated Newspaper Audience	494,000	11%



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ATLANTA, GA

DMA ADULT POPULATION 4,315,000 DMA HOUSEHOLD RANK 9

The Atlanta Journal-Constitution		
Weekly Print Audience	2,045,000	47%
Weekly Website Audience <i>AJC.com/AccessAtlanta.com</i>	721,000	17%
Integrated Newspaper Audience	2,264,000	53%

HOUSTON, TX

DMA ADULT POPULATION 4,060,000 DMA HOUSEHOLD RANK 10

Houston Chronicle		
Weekly Print Audience	2,213,000	55%
Weekly Website Audience <i>Chron.com</i>	400,000	10%
Integrated Newspaper Audience	2,323,000	57%

DETROIT, MI

DMA ADULT POPULATION 3,788,000 DMA HOUSEHOLD RANK 11

The Detroit News/Detroit Free Press		
Weekly Print Audience	2,134,000	56%
Weekly Website Audience <i>DETNews.com/Freep.com</i>	388,000	10%
Integrated Newspaper Audience	2,240,000	59%

SEATTLE/TACOMA, WA

DMA ADULT POPULATION 3,465,000 DMA HOUSEHOLD RANK 14

The Daily Everett Herald (Everett, WA)		
Weekly Print Audience	287,000	8%
Weekly Website Audience <i>HeraldNet.com</i>	56,000	2%
Integrated Newspaper Audience	311,000	9%

The Seattle Times/Seattle Post-Intelligencer		
Weekly Print Audience	1,485,000	43%
Weekly Website Audience <i>NWAutos.com/NWClassifieds.com/NWJobs.com/NWSource.com/SeattlePI.com/SeattleTimes.com</i>	446,000	13%
Integrated Newspaper Audience	1,645,000	48%

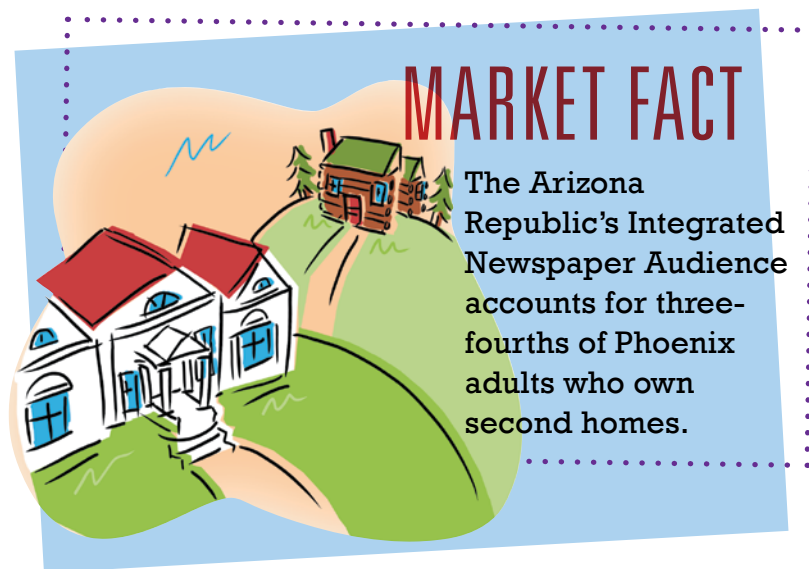
The News Tribune (Tacoma, WA)		
Weekly Print Audience	513,000	15%
Weekly Website Audience <i>TheNewsTribune.com</i>	88,000	3%
Integrated Newspaper Audience	544,000	16%

PHOENIX, AZ

DMA ADULT POPULATION 3,352,000 DMA HOUSEHOLD RANK 13

The Arizona Republic		
Weekly Print Audience	1,841,000	55%
Weekly Website Audience <i>ArizonaRepublic.com/AZCentral.com</i>	539,000	16%
Integrated Newspaper Audience	1,989,000	59%

East Valley Tribune/Scottsdale Tribune		
Weekly Print Audience	386,000	12%
Weekly Website Audience <i>EastValleyTribune.com</i>	37,000	1%
Integrated Newspaper Audience	407,000	12%



MARKET FACT

The Arizona Republic's Integrated Newspaper Audience accounts for three-fourths of Phoenix adults who own second homes.

MINNEAPOLIS/ST. PAUL, MN

DMA ADULT POPULATION 3,282,000 DMA HOUSEHOLD RANK 15

Star Tribune (Minneapolis, MN)		
Weekly Print Audience	1,791,000	55%
Weekly Website Audience <i>StarTribune.com</i>	389,000	12%
Integrated Newspaper Audience	1,894,000	58%

Pioneer Press (St. Paul, MN)		
Weekly Print Audience	881,000	27%
Weekly Website Audience <i>TwinCities.com/PioneerPress.com</i>	186,000	6%
Integrated Newspaper Audience	941,000	29%

MIAMI/FT. LAUDERDALE, FL

DMA ADULT POPULATION 3,230,000 DMA HOUSEHOLD RANK 16

el Nuevo Herald		
Weekly Print Audience	503,000	16%
Weekly Website Audience <i>elNuevoHerald.com</i>	66,000	2%
Integrated Newspaper Audience	523,000	16%

The Miami Herald		
Weekly Print Audience	1,274,000	40%
Weekly Website Audience <i>Herald.com</i>	219,000	7%
Integrated Newspaper Audience	1,330,000	41%

Sun-Sentinel (South Florida)		
Weekly Print Audience	1,281,000	27%
Weekly Website Audience <i>SouthFlorida.com/Sun-Sentinel.com</i>	306,000	7%
Integrated Newspaper Audience	1,396,000	30%

Sun-Sentinel data based on a combination of Miami and West Palm Beach DMAs. The combined adult population is 4,669,000.

TAMPA/ST. PETERSBURG, FL

DMA ADULT POPULATION 3,223,000 DMA HOUSEHOLD RANK 12

St. Petersburg Times		
Weekly Print Audience	1,185,000	37%
Weekly Website Audience <i>SPTimes.com/TampaBay.com</i>	182,000	6%
Integrated Newspaper Audience	1,218,000	38%

The Tampa Tribune		
Weekly Print Audience	1,016,000	32%
Weekly Website Audience <i>TBO.com/TampaTrib.com</i>	335,000	10%
Integrated Newspaper Audience	1,166,000	36%

SACRAMENTO/STOCKTON/MODESTO, CA

DMA ADULT POPULATION 3,033,000 DMA HOUSEHOLD RANK 20

The Modesto Bee		
Weekly Print Audience	348,000	12%
Weekly Website Audience <i>ModBee.com</i>	52,000	2%
Integrated Newspaper Audience	359,000	12%

The Sacramento Bee		
Weekly Print Audience	1,159,000	38%
Weekly Website Audience <i>Sacramento.com/SacBee.com</i>	276,000	9%
Integrated Newspaper Audience	1,244,000	41%

CLEVELAND/AKRON, OH

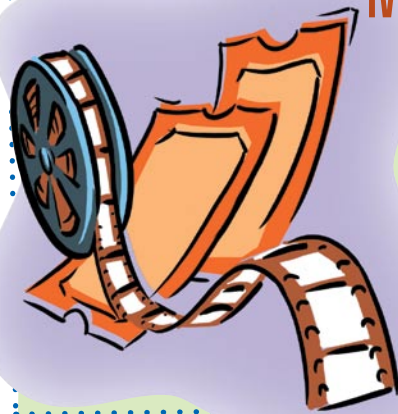
DMA ADULT POPULATION 2,978,000 DMA HOUSEHOLD RANK 17

Akron Beacon Journal		
Weekly Print Audience	569,000	19%
Weekly Website Audience <i>Ohio.com/BeaconJournal.com</i>	89,000	3%
Integrated Newspaper Audience	607,000	20%

The Plain Dealer (Cleveland, OH)		
Weekly Print Audience	1,415,000	48%
Weekly Website Audience <i>Cleveland.com/PlainDealer.com</i>	238,000	8%
Integrated Newspaper Audience	1,452,000	49%

MARKET FACT

The Integrated Newspaper Audience of el Nuevo Herald is 16% more likely than all Miami adults to have purchased movie tickets online during the past year.



TAMPA/ST. PETERSBURG, FL

DMA ADULT POPULATION 3,223,000 DMA HOUSEHOLD RANK 12

Lakeland Ledger		
Weekly Print Audience	315,000	10%
Weekly Website Audience <i>TheLedger.com</i>	57,000	2%
Integrated Newspaper Audience	329,000	10%

READERS

% COVERAGE



MARKET FACT

Pittsburgh's PDA owners are 11% more likely than all adults in the market to be Pittsburgh Post-Gazette print readers.

READERS

% COVERAGE

DENVER, CO

DMA ADULT POPULATION 2,824,000 DMA HOUSEHOLD RANK 18

The Denver Post		
Weekly Print Audience	1,388,000	49%
Weekly Website Audience <i>DenverPost.com</i>	192,000	7%
Integrated Newspaper Audience	1,446,000	51%

Rocky Mountain News		
Weekly Print Audience	1,449,000	51%
Weekly Website Audience <i>RockyMountainNews.com</i>	149,000	5%
Integrated Newspaper Audience	1,491,000	53%

ORLANDO/DAYTONA BEACH/MELBOURNE, FL

DMA ADULT POPULATION 2,656,000 DMA HOUSEHOLD RANK 19

The Daytona Beach News-Journal		
Weekly Print Audience	352,000	13%
Weekly Website Audience <i>News-JournalOnline.com</i>	51,000	2%
Integrated Newspaper Audience	360,000	14%

Orlando Sentinel		
Weekly Print Audience	1,189,000	45%
Weekly Website Audience <i>OrlandoSentinel.com</i>	237,000	9%
Integrated Newspaper Audience	1,247,000	47%

ST. LOUIS, MO

DMA ADULT POPULATION 2,387,000 DMA HOUSEHOLD RANK 21

Belleville News Democrat		
Weekly Print Audience	237,000	10%
Weekly Website Audience <i>BellevilleNewsDemocrat.com</i>	25,000	1%
Integrated Newspaper Audience	249,000	10%

St. Louis Post-Dispatch		
Weekly Print Audience	1,366,000	57%
Weekly Website Audience <i>STLToday.com</i>	289,000	12%
Integrated Newspaper Audience	1,438,000	60%

PITTSBURGH, PA

DMA ADULT POPULATION 2,269,000 DMA HOUSEHOLD RANK 22

Pittsburgh Post-Gazette		
Weekly Print Audience	1,047,000	46%
Weekly Website Audience <i>PostGazette.com</i>	197,000	9%
Integrated Newspaper Audience	1,081,000	48%

Tribune-Review		
Weekly Print Audience	551,000	24%
Weekly Website Audience <i>TribLive.com/PittsburghLive.com</i>	108,000	5%
Integrated Newspaper Audience	588,000	26%

SAN DIEGO, CA

DMA ADULT POPULATION 2,238,000 DMA HOUSEHOLD RANK 27

North County Times		
Weekly Print Audience	302,000	14%
Weekly Website Audience <i>NCTimes.com</i>	48,000	2%
Integrated Newspaper Audience	320,000	14%

San Diego Union-Tribune		
Weekly Print Audience	1,279,000	57%
Weekly Website Audience <i>SignOnSanDiego.com/UnionTrib.com</i>	357,000	16%
Integrated Newspaper Audience	1,373,000	61%

PORTLAND, OR

DMA ADULT POPULATION 2,236,000 DMA HOUSEHOLD RANK 23

The Oregonian (Portland, OR)		
Weekly Print Audience	1,211,000	54%
Weekly Website Audience <i>OregonLive.com/Oregonian.com</i>	214,000	10%
Integrated Newspaper Audience	1,260,000	56%

BALTIMORE, MD

DMA ADULT POPULATION 2,164,000 DMA HOUSEHOLD RANK 24

Baltimore Sun		
Weekly Print Audience	1,193,000	55%
Weekly Website Audience <i>BaltimoreSun.com</i>	205,000	10%
Integrated Newspaper Audience	1,254,000	58%

INDIANAPOLIS, IN

DMA ADULT POPULATION 2,014,000 DMA HOUSEHOLD RANK 25

The Indianapolis Star		
Weekly Print Audience	1,016,000	51%
Weekly Website Audience <i>IndyStar.com/Indy.com/IntakeWeekly.com</i>	249,000	12%
Integrated Newspaper Audience	1,082,000	54%

CHARLOTTE, NC

DMA ADULT POPULATION 1,995,000 DMA HOUSEHOLD RANK 26

The Charlotte Observer		
Weekly Print Audience	936,000	47%
Weekly Website Audience <i>Charlotte.com</i>	163,000	8%
Integrated Newspaper Audience	987,000	50%

RALEIGH/DURHAM, NC

DMA ADULT POPULATION 1,947,000 DMA HOUSEHOLD RANK 29

The Herald-Sun		
Weekly Print Audience	225,000	12%
Weekly Website Audience <i>HeraldSun.com</i>	40,000	2%
Integrated Newspaper Audience	234,000	12%

The News & Observer

Weekly Print Audience	738,000	38%
Weekly Website Audience <i>NewsObserver.com/Triangle.com</i>	172,000	9%
Integrated Newspaper Audience	777,000	40%

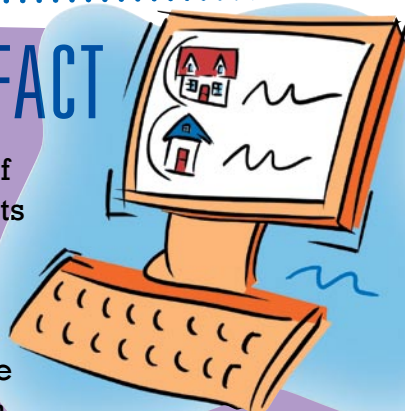
NASHVILLE, TN

DMA ADULT POPULATION 1,830,000 DMA HOUSEHOLD RANK 30

The Tennessean		
Weekly Print Audience	925,000	51%
Weekly Website Audience <i>Tennessean.com</i>	130,000	7%
Integrated Newspaper Audience	948,000	52%

MARKET FACT

Almost one-fifth of Baltimore residents who searched online real estate listings during the past month are BaltimoreSun.com readers.



HARTFORD/NEW HAVEN, CT

DMA ADULT POPULATION 2,023,000 DMA HOUSEHOLD RANK 28

Hartford Courant		
Weekly Print Audience	835,000	41%
Weekly Website Audience <i>Courant.com/CTNow.com</i>	223,000	11%
Integrated Newspaper Audience	897,000	44%

New Haven Register		
Weekly Print Audience	347,000	17%
Weekly Website Audience <i>NHRegister.com</i>	38,000	2%
Integrated Newspaper Audience	361,000	18%

Republican-American (Waterbury, CT)		
Weekly Print Audience	250,000	12%
Weekly Website Audience <i>Rep-Am.com</i>	15,000	1%
Integrated Newspaper Audience	256,000	13%



READERS

% COVERAGE

SALT LAKE CITY, UT

DMA ADULT POPULATION 1,796,000 DMA HOUSEHOLD RANK 35

Deseret Morning News		
Weekly Print Audience	403,000	22%
Weekly Website Audience <i>DeseretNews.com</i>	122,000	7%
Integrated Newspaper Audience	459,000	26%
Daily Herald (Provo, UT)		
Weekly Print Audience	143,000	8%
Weekly Website Audience <i>HarkTheHerald.com</i>	37,000	2%
Integrated Newspaper Audience	161,000	9%
The Salt Lake Tribune		
Weekly Print Audience	567,000	32%
Weekly Website Audience <i>SLTrib.com</i>	136,000	8%
Integrated Newspaper Audience	609,000	34%

KANSAS CITY, MO

DMA ADULT POPULATION 1,743,000 DMA HOUSEHOLD RANK 31

The Kansas City Star		
Weekly Print Audience	1,050,000	60%
Weekly Website Audience <i>KansasCity.com</i>	170,000	10%
Integrated Newspaper Audience	1,091,000	63%

COLUMBUS, OH

DMA ADULT POPULATION 1,718,000 DMA HOUSEHOLD RANK 32

The Columbus Dispatch		
Weekly Print Audience	1,043,000	61%
Weekly Website Audience <i>Dispatch.com</i>	139,000	8%
Integrated Newspaper Audience	1,059,000	62%

CINCINNATI, OH

DMA ADULT POPULATION 1,695,000 DMA HOUSEHOLD RANK 33

The Cincinnati Enquirer/The Cincinnati Post		
Weekly Print Audience	1,055,000	62%
Weekly Website Audience <i>Enquirer.com/CincyPost.com/Cincinnati.com</i>	273,000	16%
Integrated Newspaper Audience	1,120,000	66%

READERS

% COVERAGE

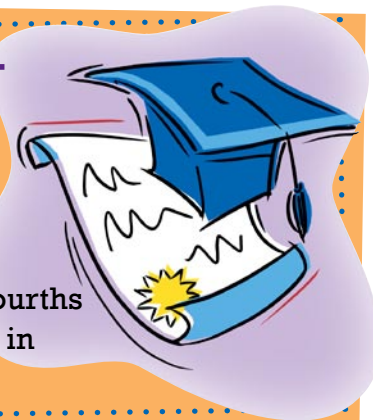
MILWAUKEE, WI

DMA ADULT POPULATION 1,693,000 DMA HOUSEHOLD RANK 34

Milwaukee Journal Sentinel		
Weekly Print Audience	1,114,000	66%
Weekly Website Audience <i>JSOnline.com/MKEOnline.com</i>	228,000	14%
Integrated Newspaper Audience	1,151,000	68%

MARKET FACT

The Milwaukee Journal Sentinel's Integrated Newspaper Audience represents over three-fourths of all college graduates in Milwaukee.



SAN ANTONIO, TX

DMA ADULT POPULATION 1,596,000 DMA HOUSEHOLD RANK 37

San Antonio Express-News		
Weekly Print Audience	1,038,000	65%
Weekly Website Audience <i>MySA.com/ExpressNews.com/KENS5.com</i>	263,000	17%
Integrated Newspaper Audience	1,090,000	68%

**GREENVILLE/SPARTANBURG/
ASHEVILLE/ANDERSON, SC**

DMA ADULT POPULATION 1,579,000 DMA HOUSEHOLD RANK 36

The Greenville News		
Weekly Print Audience	467,000	30%
Weekly Website Audience <i>GreenvilleOnline.com</i>	90,000	6%
Integrated Newspaper Audience	485,000	31%

Spartanburg Herald-Journal		
Weekly Print Audience	247,000	16%
Weekly Website Audience <i>GoUpstate.com</i>	39,000	3%
Integrated Newspaper Audience	255,000	16%

GRAND RAPIDS/KALAMAZOO/BATTLE CREEK, MI
DMA ADULT POPULATION 1,474,000 DMA HOUSEHOLD RANK 39

The Grand Rapids Press		
Weekly Print Audience	572,000	39%
Weekly Website Audience <i>GR-Press.com/MLive.com</i>	127,000	9%
Integrated Newspaper Audience	626,000	43%

The Jackson Citizen Patriot		
Weekly Print Audience	14,000	1%
Weekly Website Audience <i>MLive.com</i>	113,000	8%
Integrated Newspaper Audience	127,000	9%

Kalamazoo Gazette		
Weekly Print Audience	226,000	15%
Weekly Website Audience <i>MLive.com</i>	113,000	8%
Integrated Newspaper Audience	314,000	21%

Muskegon Chronicle		
Weekly Print Audience	168,000	11%
Weekly Website Audience <i>MLive.com</i>	113,000	8%
Integrated Newspaper Audience	267,000	18%

WEST PALM BEACH/FORT PIERCE, FL
DMA ADULT POPULATION 1,439,000 DMA HOUSEHOLD RANK 38

The Ft. Pierce/Port St. Lucie Tribune/ Port St. Lucie News/The Stuart News/ Vero Beach Press-Journal		
Weekly Print Audience	335,000	23%
Weekly Website Audience <i>TCPalm.com</i>	29,000	2%
Integrated Newspaper Audience	341,000	24%


The Palm Beach Post		
Weekly Print Audience	730,000	51%
Weekly Website Audience <i>GoPBI.com/PalmBeachPost.com</i>	131,000	9%
Integrated Newspaper Audience	757,000	53%

HARRISBURG/LANCASTER/LEBANON/YORK, PA
DMA ADULT POPULATION 1,429,000 DMA HOUSEHOLD RANK 41

Intelligencer Journal/ Lancaster New Era/Sunday News		
Weekly Print Audience	310,000	22%
Weekly Website Audience <i>LancasterOnline.com</i>	26,000	2%
Integrated Newspaper Audience	317,000	22%

The Patriot-News (Harrisburg, PA)		
Weekly Print Audience	482,000	34%
Weekly Website Audience <i>PennLive.com</i>	67,000	5%
Integrated Newspaper Audience	494,000	35%

York Daily Record/The York Dispatch		
Weekly Print Audience	252,000	18%
Weekly Website Audience <i>YDR.com/YorkDispatch.com</i>	31,000	2%
Integrated Newspaper Audience	257,000	18%



MARKET FACT

The Virginian-Pilot's print readers are 17% more likely than all Norfolk residents to have used an American Express Gold/Platinum card during the past three months.

NORFOLK/PORTSMOUTH/NEWPORT NEWS, VA
DMA ADULT POPULATION 1,420,000 DMA HOUSEHOLD RANK 42

Daily Press (Newport News, VA)		
Weekly Print Audience	406,000	29%
Weekly Website Audience <i>DailyPress.com</i>	42,000	3%
Integrated Newspaper Audience	413,000	29%

The Virginian-Pilot (Hampton Roads, VA)		
Weekly Print Audience	734,000	52%
Weekly Website Audience <i>HamptonRoads.com/PilotOnline.com</i>	207,000	15%
Integrated Newspaper Audience	785,000	55%



READERS

% COVERAGE

BIRMINGHAM, AL

DMA ADULT POPULATION 1,380,000 DMA HOUSEHOLD RANK 40

The Birmingham News		
Weekly Print Audience	642,000	47%
Weekly Website Audience <i>AL.com</i>	140,000	10%
Integrated Newspaper Audience	690,000	50%


READERS

% COVERAGE

FRESNO/VISALIA, CA

DMA ADULT POPULATION 1,292,000 DMA HOUSEHOLD RANK 55

The Fresno Bee		
Weekly Print Audience	692,000	54%
Weekly Website Audience <i>CentralValley.com/FresnoBee.com</i>	52,000	4%
Integrated Newspaper Audience	704,000	55%



MARKET FACT

64% of The Oklahoman's weekly website audience has a broadband connection in their household.

OKLAHOMA CITY, OK

DMA ADULT POPULATION 1,276,000 DMA HOUSEHOLD RANK 45

The Oklahoman		
Weekly Print Audience	777,000	61%
Weekly Website Audience <i>NewsOK.com/Oklahoman.com/9online.com</i>	170,000	13%
Integrated Newspaper Audience	825,000	65%

ALBUQUERQUE/SANTA FE, NM

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

The Albuquerque Journal/ The Albuquerque Tribune		
Weekly Print Audience	559,000	42%
Weekly Website Audience <i>ABQJournal.com/ABQTrib.com</i>	60,000	5%
Integrated Newspaper Audience	572,000	43%

PROVIDENCE/NEW BEDFORD, RI

DMA ADULT POPULATION 1,276,000 DMA HOUSEHOLD RANK 51

The Providence Journal		
Weekly Print Audience	731,000	57%
Weekly Website Audience <i>ProJo.com</i>	171,000	13%
Integrated Newspaper Audience	756,000	59%

LAS VEGAS, NV

DMA ADULT POPULATION 1,329,000 DMA HOUSEHOLD RANK 43

The Las Vegas Review-Journal		
Weekly Print Audience	758,000	57%
Weekly Website Audience <i>ReviewJournal.com</i>	135,000	10%
Integrated Newspaper Audience	794,000	60%

BUFFALO, NY

DMA ADULT POPULATION 1,269,000 DMA HOUSEHOLD RANK 49

The Buffalo News		
Weekly Print Audience	850,000	67%
Weekly Website Audience <i>Buffalo.com</i>	133,000	11%
Integrated Newspaper Audience	871,000	69%

MEMPHIS, TN

DMA ADULT POPULATION 1,301,000 DMA HOUSEHOLD RANK 44

The Commercial Appeal (Memphis, TN)		
Weekly Print Audience	751,000	58%
Weekly Website Audience <i>CommercialAppeal.com</i>	81,000	6%
Integrated Newspaper Audience	765,000	59%

GREENSBORO/HIGH POINT/WINSTON-SALEM, NC

DMA ADULT POPULATION 1,250,000 DMA HOUSEHOLD RANK 47

News & Record (Greensboro, NC)		
Weekly Print Audience	402,000	32%
Weekly Website Audience <i>News-Record.com/GoTriad.com</i>	62,000	5%
Integrated Newspaper Audience	421,000	34%



Local. Regional. National.

READERS

% COVERAGE

GREENSBORO/HIGH POINT/WINSTON-SALEM, NC

DMA ADULT POPULATION 1,250,000 DMA HOUSEHOLD RANK 47

Winston-Salem Journal		
Weekly Print Audience	355,000	28%
Weekly Website Audience <i>JournalNow.com</i>	60,000	5%
Integrated Newspaper Audience	367,000	29%

JACKSONVILLE, FL

DMA ADULT POPULATION 1,230,000 DMA HOUSEHOLD RANK 50

The Florida Times-Union		
Weekly Print Audience	701,000	57%
Weekly Website Audience <i>Jacksonville.com</i>	143,000	12%
Integrated Newspaper Audience	733,000	60%

LOUISVILLE, KY

DMA ADULT POPULATION 1,226,000 DMA HOUSEHOLD RANK 48

Louisville Courier-Journal		
Weekly Print Audience	794,000	65%
Weekly Website Audience <i>Courier-Journal.com</i>	118,000	10%
Integrated Newspaper Audience	802,000	65%

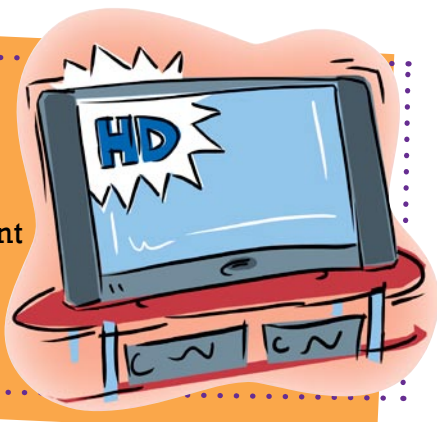
AUSTIN, TX

DMA ADULT POPULATION 1,193,000 DMA HOUSEHOLD RANK 52

Austin American-Statesman		
Weekly Print Audience	737,000	62%
Weekly Website Audience <i>Austin360.com/Statesman.com</i>	252,000	21%
Integrated Newspaper Audience	809,000	68%

MARKET FACT

The Austin American-Statesman's weekly print audience is 11% more likely than all Austin adults to have HDTV.



READERS

% COVERAGE

WILKES-BARRE/SCRANTON, PA

DMA ADULT POPULATION 1,190,000 DMA HOUSEHOLD RANK 53

The Times-Tribune/ The Sunday Times (Scranton, PA)		
Weekly Print Audience	209,000	18%
Weekly Website Audience <i>TheTimes-Tribune.com</i>	16,000	1%
Integrated Newspaper Audience	211,000	18%

The Times Leader (Wilkes-Barre, PA)		
Weekly Print Audience	182,000	15%
Weekly Website Audience <i>TimesLeader.com</i>	15,000	1%
Integrated Newspaper Audience	183,000	15%

ALBANY/SCHENECTADY/TROY, NY

DMA ADULT POPULATION 1,080,000 DMA HOUSEHOLD RANK 56

Albany Times-Union		
Weekly Print Audience	452,000	42%
Weekly Website Audience <i>TimesUnion.com</i>	100,000	9%
Integrated Newspaper Audience	479,000	44%

The Daily Gazette/ The Sunday Gazette (Schenectady, NY)		
Weekly Print Audience	198,000	18%
Weekly Website Audience <i>DailyGazette.com</i>	7,000	1%
Integrated Newspaper Audience	200,000	19%

RICHMOND/PETERSBURG, VA

DMA ADULT POPULATION 1,016,000 DMA HOUSEHOLD RANK 61

Richmond Times-Dispatch		
Weekly Print Audience	672,000	66%
Weekly Website Audience <i>TimesDispatch.com</i>	133,000	13%
Integrated Newspaper Audience	702,000	69%



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READERS

% COVERAGE

MOBILE, AL/PENSACOLA, FL

DMA ADULT POPULATION 994,000 DMA HOUSEHOLD RANK 59

Mobile Register/Baldwin Register		
Weekly Print Audience	415,000	42%
Weekly Website Audience <i>AL.com</i>	49,000	5%
Integrated Newspaper Audience	427,000	43%
Pensacola News Journal		
Weekly Print Audience	289,000	29%
Weekly Website Audience <i>PensacolaNewsJournal.com</i>	56,000	6%
Integrated Newspaper Audience	301,000	30%

KNOXVILLE, TN

DMA ADULT POPULATION 992,000 DMA HOUSEHOLD RANK 60

Knoxville News Sentinel		
Weekly Print Audience	570,000	57%
Weekly Website Audience <i>KnoxNews.com</i>	77,000	8%
Integrated Newspaper Audience	578,000	58%

TULSA, OK

DMA ADULT POPULATION 986,000 DMA HOUSEHOLD RANK 62

Tulsa World		
Weekly Print Audience	553,000	56%
Weekly Website Audience <i>TulsaWorld.com</i>	51,000	5%
Integrated Newspaper Audience	562,000	57%

HONOLULU, HI

DMA ADULT POPULATION 979,000 DMA HOUSEHOLD RANK 72

The Honolulu Advertiser		
Weekly Print Audience	610,000	62%
Weekly Website Audience <i>HonoluluAdvertiser.com</i>	88,000	9%
Integrated Newspaper Audience	623,000	64%
Honolulu Star-Bulletin		
Weekly Print Audience	256,000	26%
Weekly Website Audience <i>StarBulletin.com</i>	43,000	4%
Integrated Newspaper Audience	271,000	28%

READERS

% COVERAGE

DAYTON, OH

DMA ADULT POPULATION 979,000 DMA HOUSEHOLD RANK 58

Dayton Daily News		
Weekly Print Audience	519,000	53%
Weekly Website Audience <i>DaytonClassifieds.com/DaytonDailyNews.com</i>	101,000	10%
Integrated Newspaper Audience	544,000	56%

**MARKET FACT**

32% of the Dayton Daily News' weekly website audience spends at least 10 hours on the internet in an average week, versus 20% of the total Dayton market.

LEXINGTON, KY

DMA ADULT POPULATION 931,000 DMA HOUSEHOLD RANK 63

Lexington Herald-Leader		
Weekly Print Audience	503,000	54%
Weekly Website Audience <i>Kentucky.com</i>	86,000	9%
Integrated Newspaper Audience	520,000	56%

FLINT/SAGINAW/BAY CITY, MI

DMA ADULT POPULATION 924,000 DMA HOUSEHOLD RANK 66

The Bay City Times		
Weekly Print Audience	135,000	15%
Weekly Website Audience <i>MLive.com</i>	62,000	7%
Integrated Newspaper Audience	182,000	20%
The Flint Journal		
Weekly Print Audience	311,000	34%
Weekly Website Audience <i>FlintJournal.com/MLive.com</i>	69,000	8%
Integrated Newspaper Audience	345,000	37%
The Saginaw News		
Weekly Print Audience	179,000	19%
Weekly Website Audience <i>MLive.com</i>	62,000	7%
Integrated Newspaper Audience	224,000	24%

READERS

% COVERAGE

CHARLESTON/HUNTINGTON, WV

DMA ADULT POPULATION 914,000 DMA HOUSEHOLD RANK 65

Charleston Daily Mail/ The Charleston Gazette		
Weekly Print Audience	250,000	27%
Weekly Website Audience <i>DailyMail.com/WVGazette.com/WVGazetteMail.com</i>	39,000	4%
Integrated Newspaper Audience	262,000	29%

FORT MYERS/NAPLES, FL

DMA ADULT POPULATION 884,000 DMA HOUSEHOLD RANK 64

Naples Daily News		
Weekly Print Audience	226,000	26%
Weekly Website Audience <i>NaplesNews.com</i>	45,000	5%
Integrated Newspaper Audience	233,000	26%

The News-Press		
Weekly Print Audience	349,000	40%
Weekly Website Audience <i>News-Press.com</i>	59,000	7%
Integrated Newspaper Audience	364,000	41%

WICHITA/HUTCHINSON, KS

DMA ADULT POPULATION 868,000 DMA HOUSEHOLD RANK 67

The Wichita Eagle		
Weekly Print Audience	430,000	50%
Weekly Website Audience <i>Kansas.com</i>	69,000	8%
Integrated Newspaper Audience	439,000	51%

ROANOKE/LYNCHBURG, VA

DMA ADULT POPULATION 857,000 DMA HOUSEHOLD RANK 68

The Roanoke Times		
Weekly Print Audience	406,000	47%
Weekly Website Audience <i>RoanokeTimes.com/Roanoke.com</i>	58,000	7%
Integrated Newspaper Audience	414,000	48%

READERS

% COVERAGE

TUCSON, AZ

DMA ADULT POPULATION 830,000 DMA HOUSEHOLD RANK 70

Arizona Daily Star/Tucson Citizen		
Weekly Print Audience	502,000	61%
Weekly Website Audience <i>AZStarNet.com/Tucson.com/TucsonCitizen.com</i>	105,000	13%
Integrated Newspaper Audience	527,000	64%

TOLEDO, OH

DMA ADULT POPULATION 822,000 DMA HOUSEHOLD RANK 71

The Toledo Blade		
Weekly Print Audience	475,000	58%
Weekly Website Audience <i>ToledoBlade.com</i>	57,000	7%
Integrated Newspaper Audience	481,000	59%

MARKET FACT

The Des Moines Register's Integrated Newspaper Audience is 15% more likely than the total Des Moines market to have an MP3 player, such as an iPod, in their household.



DES MOINES/AMES, IA

DMA ADULT POPULATION 807,000 DMA HOUSEHOLD RANK 73

Des Moines Register		
Weekly Print Audience	574,000	71%
Weekly Website Audience <i>DesMoinesRegister.com</i>	83,000	10%
Integrated Newspaper Audience	585,000	73%



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READERS

% COVERAGE

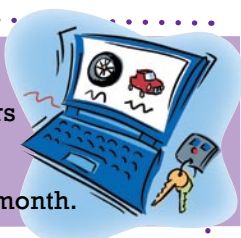
SPOKANE, WA

DMA ADULT POPULATION 798,000 DMA HOUSEHOLD RANK 77

Coeur d'Alene Press		
Weekly Print Audience	78,000	10%
Weekly Website Audience <i>CDAPress.com</i>	10,000	1%
Integrated Newspaper Audience	83,000	11%
The Spokesman-Review (Spokane, WA)		
Weekly Print Audience	389,000	49%
Weekly Website Audience <i>SpokesmanReview.com</i>	37,000	5%
Integrated Newspaper Audience	400,000	50%

MARKET FACT

Syracuse.com/Post-Standard.com readers are 73% more likely than all Syracuse consumers to have gone online for automobile information during the past month.



ROCHESTER, NY

DMA ADULT POPULATION 767,000 DMA HOUSEHOLD RANK 78

Rochester Democrat and Chronicle		
Weekly Print Audience	641,000	84%
Weekly Website Audience <i>DemocratAndChronicle.com</i>	99,000	13%
Integrated Newspaper Audience	652,000	85%

SYRACUSE, NY

DMA ADULT POPULATION 735,000 DMA HOUSEHOLD RANK 79

Syracuse Post-Standard		
Weekly Print Audience	493,000	67%
Weekly Website Audience <i>Syracuse.com/Post-Standard.com</i>	104,000	14%
Integrated Newspaper Audience	510,000	70%

EL PASO, TX

DMA ADULT POPULATION 641,000 DMA HOUSEHOLD RANK 99

El Paso Times		
Weekly Print Audience	348,000	54%
Weekly Website Audience <i>ElPasoTimes.com</i>	55,000	9%
Integrated Newspaper Audience	357,000	56%

SOURCE

The data in this report is from the Scarborough Research Local Market Studies, Release 2 2006. (fieldwork dates: 8/05-9/06). DMA Household Rank is based on Nielsen Media Research Local Market Universe Estimates as of 1/1/07.

METHODOLOGY

Scarborough Newspaper Readership Measurements At-A-Glance

The Scarborough study is based on a random sample of adults (age 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. Scarborough's local market syndicated service, from which the data in this report is derived, is Media Rating Council (MRC) accredited.

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.

ABOUT SCARBOROUGH RESEARCH

Scarborough Research, a Media Rating Council (MRC) accredited media and marketing service, (www.scarborough.com, info@scarborough.com) measures the shopping habits, media usage, lifestyle patterns and in-depth demographics of American consumers. Products and services include consumer insight studies in 81 Top-Tier Markets and several Mid-Tier Markets, Scarborough USA+ (a national database), Hispanic studies, custom research services, customer relationship management and database integration solutions. Scarborough has 35 years of experience and measures 2,000 categories and brands. 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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