

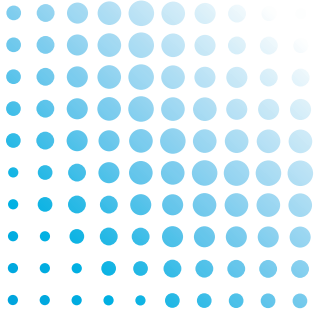
# Market book



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# Foreword

We are pleased to present the 2010 Washington Market Book, our annual directory of information for advertising professionals.

These data sources use different geographic definitions to describe market areas. Consequently, throughout this publication, we have used two different market definitions: Designated Market Area (DMA) and metro market.

All data comparing the top ten markets are reported using the DMA market definition. In most cases, data specific to the Washington area are reported using metro market definitions. Refer to page 11 for a detailed description of the Washington DMA and metro market.

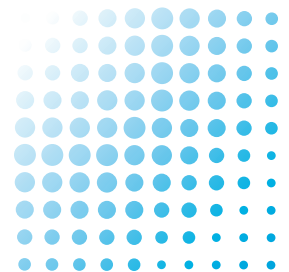
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## THE TOP TEN DMAs

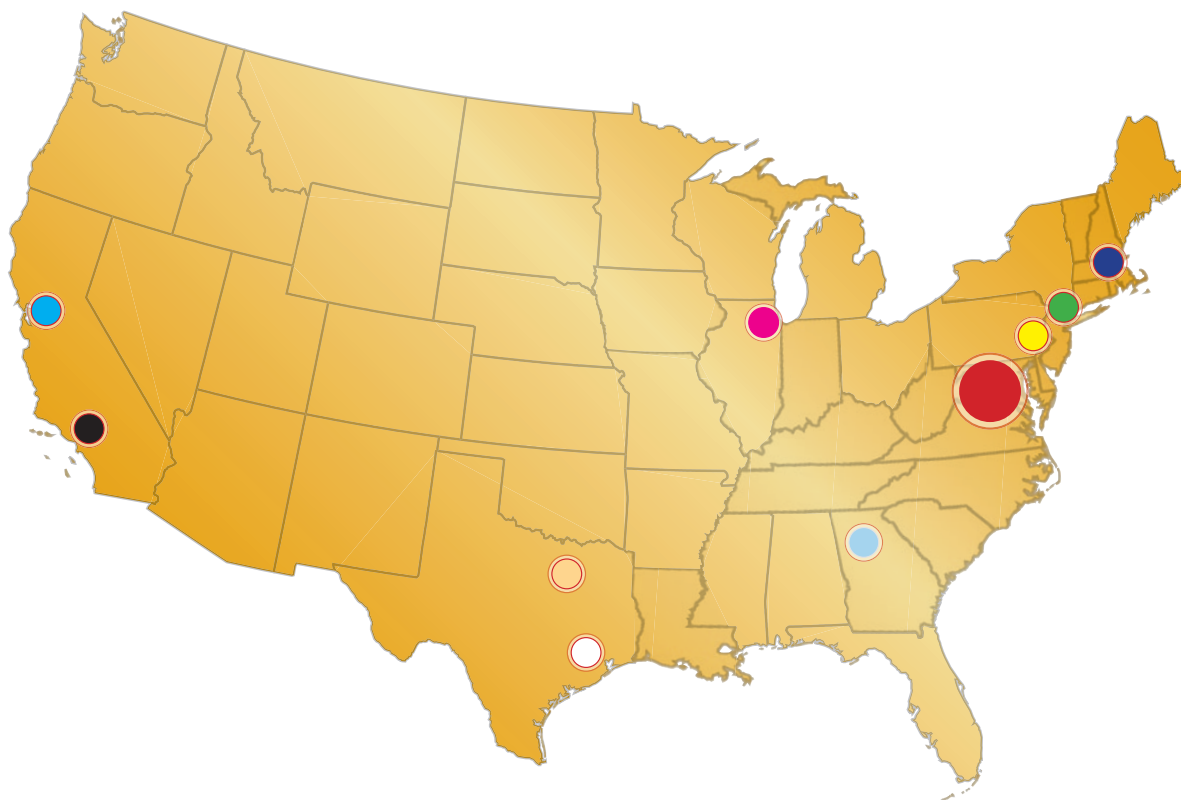
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# Locations



- Atlanta
- Boston
- Chicago
- Dallas-Fort Worth
- Houston
- Los Angeles
- New York
- Philadelphia
- San Francisco-Oakland-San Jose
- Washington

## Population & Households

### Washington Ranks Ninth in Population

With nearly 6.2 million people, over 2.3 million households and nearly 4.7 million adults, Washington ranks ninth in population among the nation's ten largest DMAs.

DMA	Population	Adults	Households
New York	20,881,600	15,831,500	7,527,100
Los Angeles	17,895,100	13,347,500	5,722,500
Chicago	9,774,000	7,239,700	3,517,900
Philadelphia	7,851,200	5,993,000	2,968,500
S.F.-Oakland-San Jose	7,006,900	5,261,300	2,529,300
Dallas- Ft. Worth	6,998,800	5,037,400	2,513,500
Atlanta	6,571,200	4,819,100	2,380,900
Boston	6,265,700	4,846,700	2,418,600
<b>Washington</b>	<b>6,188,200</b>	<b>4,668,900</b>	<b>2,336,700</b>
Houston	6,137,800	4,389,800	2,123,700
<b>Total for the Top Ten DMAs</b>	<b>95,570,500</b>	<b>71,434,900</b>	<b>34,038,700</b>
United States	306,624,700	230,975,000	115,306,100

Sources: Population & Households – Claritas, 2009; Adults – Scarborough 2009, Release 1

## Education

### Washington Leads in Proportion of College and Post Graduates Age 25 and Over

At nearly 43%, Washington leads in proportion of adults age 25 and over with college degrees.

Washington also leads the top ten DMAs in proportion of adults with post graduate education. Nearly twenty percent of area adults age 25 and over hold post graduate degrees, indexing 101 points above the U.S. average.

### College Graduates Age 25 and Over

DMA	Number	%	Index (US=100)
<b>Washington</b>	<b>1,760,900</b>	<b>42.5%</b>	<b>155</b>
S.F.-Oakland-San Jose	1,907,900	40.7%	149
Boston	1,636,000	38.0%	139
New York	4,745,200	34.0%	124
Chicago	2,030,200	32.2%	117
Atlanta	1,339,300	31.9%	116
Dallas-Fort Worth	1,350,300	30.8%	112
Philadelphia	1,554,300	29.7%	108
Houston	1,121,300	29.5%	108
Los Angeles	3,105,300	27.0%	99
<b>Total for the Top Ten DMAs</b>	<b>20,550,799</b>	<b>33.0%</b>	<b>123</b>
United States	55,603,600	27.4%	100

### Adults Age 25 and Over with Post Graduate Degrees

DMA	Number	%	Index (US=100)
<b>Washington</b>	<b>825,800</b>	<b>19.9%</b>	<b>201</b>
S.F.-Oakland-San Jose	779,800	16.6%	168
Boston	669,700	15.6%	157
New York	1,930,700	13.8%	139
Chicago	768,700	12.2%	123
Atlanta	505,800	12.0%	122
Philadelphia	564,300	10.8%	109
Houston	410,100	10.8%	109
Dallas-Fort Worth	466,500	10.6%	107
Los Angeles	1,107,700	9.6%	97
<b>Total for the Top Ten DMAs</b>	<b>8,029,000</b>	<b>12.8%</b>	<b>133</b>
United States	20,085,900	9.9%	100

Source: Scarborough 2009, Release 1

## Income

### Washington: Second in Average After-Tax Household Income; First in Adults in Multi-Income Households

Washington has an after-tax average household income of \$78,926— 41% above the U.S. average.

Washington's high proportion of multi-income households drives Washington's consistent position near the top in average after-tax household income. Fifty-five percent of local adults reside in households with two or more wage-earners.

#### Average Household Income (After-Tax)

DMA	Average Household Income	Index (US =100)
S.F.-Oakland-San Jose	\$81,637	146
<b>Washington</b>	<b>\$78,926</b>	<b>141</b>
New York	\$70,077	125
Boston	\$68,467	123
Los Angeles	\$65,024	116
Chicago	\$62,237	111
Dallas-Fort Worth	\$61,356	110
Philadelphia	\$61,305	110
Houston	\$61,068	109
Atlanta	\$58,520	105
Average for Top 10 DMAs	\$66,862	120
United States	\$55,886	100

#### Multi-Income Households

DMA	Adults in Multi-Income HHs	Proportion of DMA Adults	Index (US =100)
<b>Washington</b>	<b>2,578,300</b>	<b>55.2%</b>	<b>113</b>
Chicago	3,790,400	52.4%	107
Atlanta	2,518,800	52.3%	107
Boston	2,506,700	51.7%	106
Los Angeles	6,850,200	51.3%	105
Dallas-Fort Worth	2,570,400	51.0%	105
Philadelphia	3,023,400	50.4%	104
New York	7,931,900	50.1%	103
Houston	2,191,400	49.9%	102
S.F.-Oakland-San Jose	2,578,100	49.0%	101
Total for the Top Ten DMAs	36,539,700	51.2%	105
United States	112,566,300	48.7%	100

Sources: Claritas, 2009; Scarborough 2009, Release 1

### Washington: #1 in Proportion of Adults in \$100,000+ and \$150,000+ Income Households

Washington is first among the top ten DMAs in proportion of adults with household incomes of \$100,000 or more. Nearly 43% of area adults fall in this category.

Washington also ranks first among the top ten markets in proportion of adults with household incomes of \$150,000 or more. Twenty-three percent of area adults belong to this upscale group, more than twice the U.S. average.

#### Household Incomes of \$100,000 or More

DMA	Adults in \$100k+ Households	Proportion of DMA Adults	Index (US =100)
<b>Washington</b>	<b>1,989,600</b>	<b>42.6%</b>	<b>199</b>
S.F.-Oakland-San Jose	2,058,900	39.1%	183
New York	5,357,800	33.8%	158
Boston	1,582,000	32.6%	153
Chicago	2,086,500	28.8%	135
Atlanta	1,368,700	28.4%	133
Dallas-Fort Worth	1,363,700	27.1%	127
Houston	1,171,900	26.7%	125
Philadelphia	1,569,600	26.2%	122
Los Angeles	3,468,100	26.0%	121
Total for the Top Ten DMAs	22,016,800	30.8%	146
United States	49,406,900	21.4%	100

#### Household Incomes of \$150,000 or More

DMA	Adults in \$150k+ Households	Proportion of DMA Adults	Index (US =100)
<b>Washington</b>	<b>1,072,600</b>	<b>23.0%</b>	<b>260</b>
S.F.-Oakland-San Jose	1,097,400	20.9%	236
New York	2,760,200	17.4%	198
Boston	726,100	15.0%	170
Houston	566,400	12.9%	146
Atlanta	609,600	12.6%	143
Chicago	898,700	12.4%	141
Los Angeles	1,591,900	11.9%	135
Dallas-Fort Worth	593,800	11.8%	134
Philadelphia	683,400	11.4%	129
Total for the Top Ten DMAs	10,600,100	14.9%	169
United States	20,380,300	8.8%	100

Source: Scarborough 2009, Release 1



### Washington Leads in Proportion of Black Adults in \$100,000+ and \$150,000+ Income Households

Thirty-six percent of Washington’s black adults have household incomes of at least \$100,000. That’s the highest proportion among the top ten black population DMAs.

Among the top ten black population DMAs, Washington ranks first in proportion of black adults with household incomes of \$150,000 or more. Nearly 17% of black adults in Washington live in these high-income households.

#### Black Adults in \$100,000+ Households

DMA	Black Adults in \$100k+ Households	Proportion of DMA Black Adults	Index (US=100)
<b>Washington</b>	<b>378,000</b>	<b>36.0%</b>	<b>288</b>
New York	499,700	20.1%	162
Los Angeles	190,000	19.6%	157
Atlanta	220,300	17.5%	140
Dallas-Fort Worth	110,400	17.1%	137
Miami-Ft Lauderdale	84,700	14.0%	112
Philadelphia	135,800	13.2%	106
Houston	91,100	13.0%	104
Chicago	154,900	12.8%	103
Detroit	87,800	11.8%	94
<b>Total for Top 10 DMAs</b>	<b>1,952,700</b>	<b>17.5%</b>	<b>140</b>
United States	3,334,600	12.5%	100

#### Black Adults in \$150,000+ Households

DMA	Black Adults in \$150k+ Households	Proportion of DMA Black Adults	Index (US =100)
<b>Washington</b>	<b>175,800</b>	<b>16.7%</b>	<b>350</b>
Los Angeles	85,300	8.8%	184
New York	207,400	8.4%	175
Houston	48,700	7.0%	146
Dallas-Fort Worth	44,100	6.8%	143
Chicago	69,800	5.8%	121
Philadelphia	58,200	5.7%	119
Atlanta	66,600	5.3%	111
Miami-Ft Lauderdale	31,000	5.1%	107
Detroit	25,600	3.4%	72
<b>Total for Top 10 DMAs</b>	<b>812,500</b>	<b>7.3%</b>	<b>153</b>
United States	1,276,700	4.8%	100

Note: Top ten black population DMAs are defined based on total black population as reported by Claritas

Source: Scarborough 2009, Release 1

## Workforce

### Washington: First in Proportion of Professionals & Managers and Second in Proportion of White-Collar Employment

More than half of employed Washington adults are in professional or managerial jobs, and the market indexes 38 points above the U.S. average for professional employment.

Washington ranks second among the nation’s ten largest markets in proportion of adults in white-collar jobs, with nearly 73% of its workforce in this category.

#### Professionals/Managers

DMA	Number of Prof./Mgrs.	Proportion of Workforce	Index (US =100)
<b>Washington</b>	<b>1,853,500</b>	<b>55.7%</b>	<b>138</b>
S.F.-Oakland-San Jose	1,867,300	53.8%	133
Dallas-Fort Worth	1,546,200	46.4%	115
Boston	1,493,800	46.0%	114
New York	4,672,900	45.4%	112
Houston	1,296,000	44.0%	109
Atlanta	1,465,900	43.7%	108
Philadelphia	1,712,300	43.1%	107
Chicago	2,043,800	42.2%	104
Los Angeles	3,348,100	39.2%	97
<b>Total for Top 10 DMAs</b>	<b>21,299,700</b>	<b>45.0%</b>	<b>114</b>
United States	59,689,700	40.5%	100

#### White-Collar Employment

DMA	Number in White-Collar Jobs	Proportion of Workforce	Index (US =100)
S.F.-Oakland-San Jose	2,585,600	74.4%	118
<b>Washington</b>	<b>2,425,100</b>	<b>72.8%</b>	<b>116</b>
New York	7,149,100	69.5%	110
Boston	2,211,700	68.1%	108
Philadelphia	2,639,200	66.5%	106
Atlanta	2,217,400	66.1%	105
Dallas-Fort Worth	2,185,600	65.5%	104
Chicago	3,145,100	65.0%	103
Houston	1,873,700	63.6%	101
Los Angeles	5,336,600	62.5%	99
<b>Total for Top 10 DMAs</b>	<b>31,768,900</b>	<b>67.1%</b>	<b>107</b>
United States	92,867,600	63.0%	100

Source: Scarborough 2009, Release 1

### Washington: Leads in Professional/Managerial Men and Professional/Managerial Women

With more than half of Washington’s employed men holding professional or managerial positions, the market indexes 45 points above the U.S. average.

Washington also leads in the percentage of working women employed in professional or managerial positions, as over 55% of women hold professional or managerial positions.

#### Professional/Managerial Men

DMA	Number of Employed Men	Proportion of Prof./Mgrs.	Index (US =100)
<b>Washington</b>	<b>1,791,400</b>	<b>56.1%</b>	<b>145</b>
S.F.-Oakland-San Jose	1,930,100	53.3%	137
Dallas-Fort Worth	1,933,300	45.2%	117
New York	5,437,300	44.6%	115
Atlanta	1,829,200	44.4%	114
Houston	1,737,600	44.0%	113
Boston	1,739,000	42.8%	110
Philadelphia	2,089,400	42.2%	109
Chicago	2,573,100	40.5%	104
Los Angeles	4,786,600	38.3%	99
<b>Total for Top 10 DMAs</b>	<b>25,847,100</b>	<b>44.1%</b>	<b>116</b>
United States	80,530,900	38.8%	100

#### Professional/Managerial Women

DMA	Number of Employed Women	Proportion of Prof./Mgrs.	Index (US =100)
<b>Washington</b>	<b>1,537,900</b>	<b>55.2%</b>	<b>130</b>
S.F.-Oakland-San Jose	1,543,500	54.4%	128
Boston	1,510,600	49.7%	117
Dallas-Fort Worth	1,401,400	48.0%	113
New York	4,853,900	46.3%	109
Chicago	2,265,400	44.3%	104
Philadelphia	1,879,800	44.2%	104
Houston	1,206,800	44.1%	104
Atlanta	1,524,600	42.9%	101
Los Angeles	3,745,400	40.5%	95
<b>Total for Top 10 DMAs</b>	<b>21,469,400</b>	<b>46.1%</b>	<b>111</b>
United States	66,991,300	42.5%	100

Source: Scarborough 2009, Release 1

### Washington: #1 in Computer Professionals and #2 in Computer & Engineering Professionals

Washington ranks first in proportion of computer professionals– 69 out of every 1,000 area workers are employed in computer occupations, indexing 154 points above the U.S. average.

Washington also leads in proportion of computer and engineering professionals, with over 10% of the workforce in this category.

#### Computer Professionals

DMA	Number of Employed Adults	Proportion That Are Computer Professionals	Index (US =100)
<b>Washington</b>	<b>3,329,400</b>	<b>6.9%</b>	<b>254</b>
S.F.-Oakland-San Jose	3,473,600	4.8%	177
Boston	3,249,600	4.1%	152
Dallas-Fort Worth	3,334,700	3.0%	145
Philadelphia	3,969,200	3.5%	127
Atlanta	3,353,800	3.2%	118
Chicago	4,838,600	2.8%	104
New York	10,291,200	2.6%	95
Houston	2,944,500	2.3%	86
Los Angeles	8,531,900	2.3%	84
<b>Total for Top 10 DMAs</b>	<b>47,316,500</b>	<b>2.4%</b>	<b>89</b>
United States	147,522,200	2.7%	100

#### Computer & Engineering Professionals

DMA	Number of Employed Adults	Proportion That Are Computer/Engineering Professionals	Index (US =100)
<b>Washington</b>	<b>3,329,400</b>	<b>10.4%</b>	<b>192</b>
S.F.-Oakland-San Jose	3,473,600	9.8%	179
Boston	3,249,600	7.0%	128
Dallas-Fort Worth	3,334,700	6.4%	118
Atlanta	3,353,800	6.4%	118
Houston	2,944,500	6.0%	110
Philadelphia	3,969,200	5.6%	102
New York	10,291,200	5.2%	95
Chicago	4,838,600	5.0%	93
Los Angeles	8,531,900	4.9%	90
<b>Total for Top 10 DMAs</b>	<b>47,316,500</b>	<b>6.2%</b>	<b>123</b>
United States	147,522,200	5.5%	100

Source: Scarborough 2009, Release 1



## Affluent Consumer Group: Baby Boomers\*

### Washington Ranks First in Proportion of Baby Boomers and Second in Affluent Baby Boomers

Washington is tied with the San Francisco Bay area with the highest proportion of “baby boomers” among the top ten DMAs, with over 35% of the market’s adult population falling into this category.

Washington ranks second in proportion of affluent baby boomers— baby boomers who live in \$100,000+ income households— with 17% of DMA adults fitting this profile.

#### Baby Boomers (Age 45-64)\*

DMA	Number of Baby Boomers	Proportion of DMA Adults	Index (US =100)
<b>Washington</b>	<b>1,655,500</b>	<b>35.5%</b>	<b>104</b>
S.F.-Oakland-San Jose	1,870,200	35.5%	104
Boston	1,705,500	35.2%	103
Philadelphia	2,094,500	34.9%	103
New York	5,463,900	34.5%	101
Chicago	2,450,700	33.9%	99
Houston	1,479,800	33.7%	99
Atlanta	1,603,200	33.3%	98
Dallas-Fort Worth	1,641,900	32.6%	96
Los Angeles	4,273,700	32.0%	94
<b>Total for Top 10 DMAs</b>	<b>24,239,000</b>	<b>33.9%</b>	<b>100</b>
United States	78,691,000	34.1%	100

#### Affluent Baby Boomers (Age 45-64, HHI \$100,000+)\*

DMA	Number of Affluent Baby Boomers	Proportion of DMA Adults	Index (US =100)
S.F.-Oakland-San Jose	931,600	17.7%	196
<b>Washington</b>	<b>791,800</b>	<b>17.0%</b>	<b>188</b>
Boston	670,800	13.8%	154
New York	2,158,700	13.6%	151
Los Angeles	1,510,100	11.3%	125
Chicago	816,000	11.3%	125
Houston	489,000	11.1%	124
Philadelphia	646,100	10.8%	120
Dallas-Fort Worth	531,400	10.5%	117
Atlanta	501,200	10.4%	115
<b>Total for Top 10 DMAs</b>	<b>9,046,700</b>	<b>12.8%</b>	<b>142</b>
United States	20,824,400	9.0%	100

\*Although definitions vary, “baby boomers” are generally accepted to have been born between 1946 and 1964. Data report the closest available age breaks to these years.

Source: Scarborough 2009, Release 1

## PC Owners & Internet Access

### Washington: #1 in Proportion Personal/Home Computer Ownership and in Internet Access Past 30 Days

Washington ranks first in the share of adults in households that own a personal or home computer. More than eight out of ten area adults have at least one computer in their household.

Among the nation’s largest DMAs, Washington ranks number one in adults who accessed the Internet in the past 30 days, indexing 14 points above the United States average.

#### Personal/Home Computer Ownership

DMA	Number of PC Owners	Proportion of DMA Adults	Index (US =100)
<b>Washington</b>	<b>3,871,700</b>	<b>82.9%</b>	<b>112</b>
Atlanta	3,819,400	79.3%	107
S.F.-Oakland-San Jose	4,141,200	78.7%	106
Boston	3,803,400	78.5%	106
New York	12,089,400	76.4%	103
Chicago	5,470,800	75.6%	102
Philadelphia	4,409,900	73.6%	99
Houston	3,160,300	72.0%	97
Dallas-Fort Worth	3,594,100	71.3%	96
Los Angeles	9,354,300	70.1%	95
<b>Total for Top 10 DMAs</b>	<b>53,714,500</b>	<b>75.2%</b>	<b>102</b>
United States	171,162,000	74.1%	100

#### Internet Access in the Past 30 Days

DMA	Number Accessed Internet Past 30 Days	Proportion of DMA Adults	Index (US =100)
<b>Washington</b>	<b>3,735,900</b>	<b>80.0%</b>	<b>114</b>
S.F.-Oakland-San Jose	4,075,200	77.5%	110
Boston	3,751,300	77.4%	110
Atlanta	3,730,900	77.4%	110
Chicago	5,299,500	73.2%	104
Dallas-Fort Worth	3,563,800	70.7%	101
Philadelphia	4,209,900	70.2%	100
New York	11,088,600	70.0%	100
Houston	3,035,500	69.1%	98
Los Angeles	8,905,500	66.7%	95
<b>Total for Top 10 DMAs</b>	<b>51,395,900</b>	<b>71.9%</b>	<b>104</b>
United States	162,567,000	70.4%	100

Source: Scarborough 2009, Release 1

## Internet Access & DVR Ownership

### Washington: First in Time Spent on the Internet and Second in Proportion of DVR Owners

Among the nation's largest DMAs, Washington ranks first in proportion of adults who spend 20+ hours on the Internet in an average week, indexing 54 points above the United States average.

Washington ranks second in the proportion of adults who own a digital video recorder (DVR), indexing 12 points above the United States average.

### Time Spent on Internet in an Average Week (20+ hours)

DMA	Number 20+ Hrs./ Week	Proportion of DMA Adults	Index (US = 100)
<b>Washington</b>	<b>860,500</b>	<b>18.4%</b>	<b>154</b>
S.F.-Oakland-San Jose	887,800	16.9%	141
Atlanta	752,300	15.6%	130
Houston	656,100	14.9%	125
Dallas-Fort Worth	686,700	13.6%	114
Boston	650,400	13.4%	112
Los Angeles	1,652,400	12.4%	103
New York	1,930,000	12.2%	102
Chicago	878,400	12.1%	101
Philadelphia	691,500	11.5%	96
<b>Total for Top 10 DMAs</b>	<b>9,645,900</b>	<b>13.5%</b>	<b>118</b>
United States	27,717,700	12.0%	100

### DVR Ownership

DMA	Number of Adult DVR Owners	Proportion of DMA Adults	Index US = 100)
<b>Washington</b>	<b>1,870,800</b>	<b>40.1%</b>	<b>112</b>
Dallas-Fort Worth	2,218,900	44.0%	123
Atlanta	1,932,800	40.1%	112
Houston	1,756,900	40.0%	112
S.F.-Oakland-San Jose	2,068,000	39.3%	110
Chicago	2,795,800	38.6%	108
Los Angeles	5,019,700	37.6%	105
Boston	1,765,500	36.4%	102
New York	5,693,100	36.0%	100
Philadelphia	2,068,300	34.5%	96
<b>Total for Top 10 DMAs</b>	<b>27,189,800</b>	<b>38.1%</b>	<b>108</b>
United States	82,704,600	35.8%	100

Source: Scarborough 2009, Release 1

## Five Year Ethnic Group Forecasts

### Washington: Continuing to Grow in Population Among Ethnic Groups

The Washington area Asian population growth rate is expected to be the fourth highest among the largest DMAs in the next five years. With 88,800 (19%) additional Asians by 2014, the Asian population in Washington is expected to grow to 556,600.

Washington's Hispanic/Latino population is expected to increase by 164,500 or nearly 24% by 2014 to an estimated total of 859,500.

### 2014 Asian Population

DMA	2014 Asian Population	2009-2014 Change	% Change
Atlanta	302,800	64,400	27.0%
Dallas-Fort Worth	372,400	71,500	23.8%
Houston	390,600	63,400	19.4%
<b>Washington</b>	<b>556,600</b>	<b>88,800</b>	<b>19.0%</b>
Philadelphia	385,700	55,800	16.9%
Boston	358,000	45,200	14.4%
Chicago	569,600	68,700	13.7%
Los Angeles	2,352,700	266,800	12.8%
S.F.-Oakland-San Jose	1,754,200	192,900	12.4%
New York	1,992,000	214,300	12.1%
<b>Total for Top 10 DMAs</b>	<b>9,034,800</b>	<b>1,131,800</b>	<b>14.3%</b>
United States	15,561,100	2,075,000	15.4%

### 2014 Hispanic/Latino Population

DMA	2014 Hisp/Lat Population	2009-2014 Change	% Change
Atlanta	860,100	218,500	34.1%
Dallas-Fort Worth	2,272,700	435,500	23.7%
<b>Washington</b>	<b>859,500</b>	<b>164,500</b>	<b>23.7%</b>
Houston	2,466,500	414,700	20.2%
Philadelphia	767,800	109,300	16.6%
Chicago	2,182,700	260,200	13.5%
Boston	508,100	56,800	12.6%
Los Angeles	8,880,000	989,000	12.5%
S.F.-Oakland-San Jose	1,728,800	177,000	11.4%
New York	4,644,800	321,300	7.4%
<b>Total for Top 10 DMAs</b>	<b>25,170,900</b>	<b>3,146,900</b>	<b>14.3%</b>
United States	55,458,200	7,917,200	16.7%

Source: Claritas, 2009

## Young Adults (Age 18-34)

### Washington Ranks Second in Proportion of College Graduates+ and First in Professional/Managerial Workers Among Adults 18-34

Washington ranks second among the top ten DMAs in proportion of adults 18-34 who have a bachelor's degree or higher, indexing 45 points above the United States average.

Washington leads in proportion of employed adults age 18-34 who hold professional/managerial positions. Nearly 47% of young adults are professionals or managers.

#### College Graduates+ (Age 18-34)

DMA	Number of Adults Age 18-34	Proportion of Adults Age 18-34	Index (US =100)
Boston	408,300	30.2%	146
<b>Washington</b>	<b>416,400</b>	<b>29.9%</b>	<b>145</b>
S.F.-Oakland-San Jose	436,700	29.5%	143
New York	1,161,600	25.9%	125
Chicago	580,200	25.8%	125
Philadelphia	436,200	25.4%	123
Atlanta	356,700	22.6%	110
Dallas-Fort Worth	379,900	22.5%	109
Houston	280,800	19.1%	92
Los Angeles	686,300	15.5%	75
<b>Total for Top 10 DMAs</b>	<b>5,143,200</b>	<b>24.6%</b>	<b>119</b>
United States	14,313,800	20.6%	100

#### Professional/Managerial (Age 18-34)

DMA	Number of Employed Adults 18-34	Proportion of DMA Adults	Index (US =100)
<b>Washington</b>	<b>511,500</b>	<b>46.7%</b>	<b>141</b>
S.F.-Oakland-San Jose	457,100	42.7%	129
Dallas-Fort Worth	475,600	39.7%	120
Philadelphia	522,500	39.7%	120
Boston	402,000	39.3%	119
New York	1,265,400	38.2%	116
Chicago	654,500	37.9%	115
Atlanta	437,600	35.2%	106
Houston	349,400	32.0%	97
Los Angeles	843,600	27.5%	83
<b>Total for Top 10 DMAs</b>	<b>5,919,200</b>	<b>37.9%</b>	<b>115</b>
United States	16,811,800	33.0%	100

Source: Scarborough 2009, Release 1

## Knowledge Workers\* & Influentials\*\*

### Washington is #1 in Proportion of Knowledge Workers and Influentials

Washington ranks first in the share of employed adults classified as knowledge workers\* with nearly 34% falling into this category.

Among the nation's largest DMAs, Washington ranks number one in adults who can be characterized as Influentials\*\*. Nearly 11% of DMA adults work in these specified fields.

#### Knowledge Workers\*

DMA	Number of Employed Adults	Proportion of Knowledge Workers	Index (US =100)
<b>Washington</b>	<b>3,329,400</b>	<b>33.7%</b>	<b>135</b>
S.F.-Oakland-San Jose	3,473,600	31.8%	128
Boston	3,249,600	30.0%	121
New York	10,291,200	28.5%	114
Philadelphia	3,969,200	28.4%	114
Chicago	4,838,600	26.2%	105
Houston	2,944,500	24.4%	98
Dallas-Fort Worth	3,334,700	24.4%	98
Atlanta	3,353,800	24.4%	98
Los Angeles	8,531,900	23.1%	93
<b>Total for Top 10 DMAs</b>	<b>47,316,500</b>	<b>27.5%</b>	<b>110</b>
United States	147,522,200	24.9%	100

#### Influentials\*\*

DMA	Percent of Adults
<b>Washington</b>	<b>10.7%</b>
Boston	10.5%
Philadelphia	10.3%
S.F.-Oakland-San Jose	9.8%
Chicago	9.7%
Detroit	8.8%
Atlanta	6.5%
New York	6.4%
Dallas-Fort Worth	5.8%
Los Angeles	4.7%
United States	8.1%

\*"Knowledge Workers" here are broadly defined as employed in computer, architecture, and engineering; education and training, life, physical and social sciences; financial, legal, and medical professions; community and social services; or arts, design, entertainment and media professions.

\*\*"Influentials" are defined by MRI as having participated in 3+ public activities the past 12 months.

Sources: Scarborough 2009, Release 1 (Knowledge Workers); 2009 MRI Doublebase (Influentials)

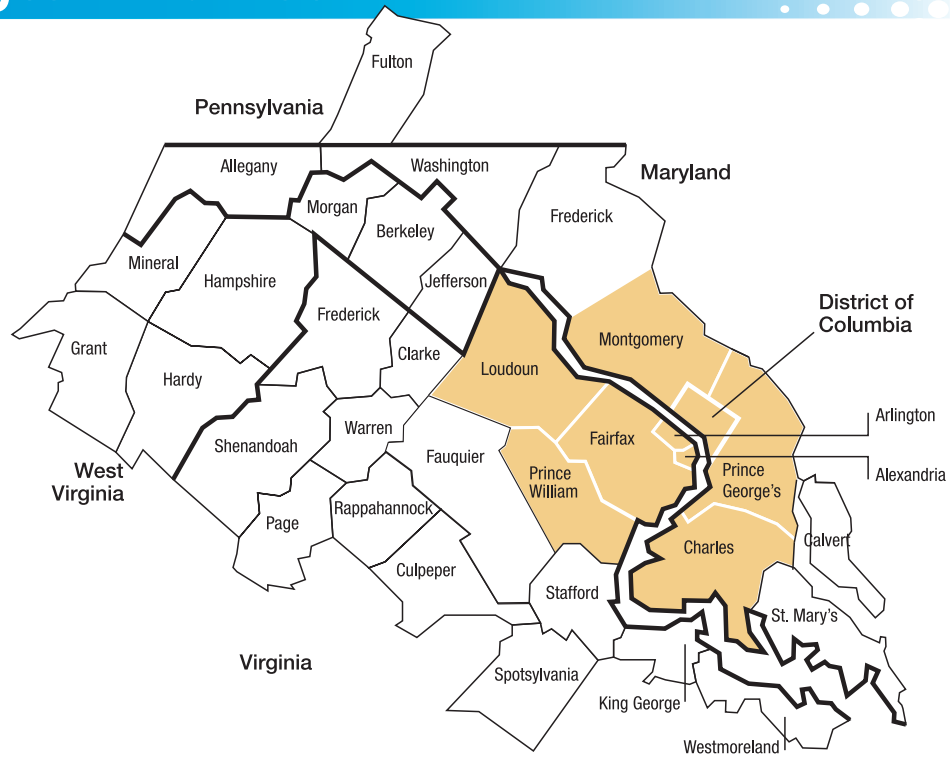
## The Washington DMA & Metro Market

### The Washington Market

Throughout this publication, the Washington market is referred to as: the Washington DMA or the Washington metro market.

As illustrated in the map to the right, the entire metro market is contained within the DMA.

Metro Market  
 DMA



#### The Washington DMA

The DMA, or Designated Market Area, is a term coined by Nielsen Media Research to define groupings of mutually exclusive television marketing areas. The Washington DMA in 2009 consists of 32 counties and seven independent cities in four states and the District of Columbia, with a total of 2,336,700 households.

#### The Washington Metro Market

The metro market—the heart of the Washington area—consists of the District of Columbia, the Maryland counties of Charles, Montgomery and Prince George's, and the Virginia counties of Arlington, Fairfax, Loudoun and Prince William; and the cities of Alexandria, Fairfax, Falls Church, Manassas and Manassas Park. With over 4.6 million people and \$149 billion in after-tax income, the metro market accounts for:

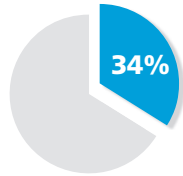
- 75% of the Washington DMA population
- 75% of DMA households
- 81% of DMA after-tax income
- 76% of DMA retail sales dollars

Source: Claritas, 2009

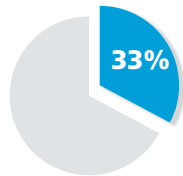
## Metro Market in Maryland

### The Metro Market Contribution to Maryland

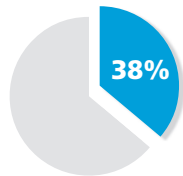
Washington's suburban areas contribute significant shares of population, income and retail sales dollars to their states. The Maryland portion of the Washington metro market—Charles, Montgomery and Prince George's counties—accounts for:



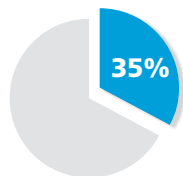
34% of Maryland's population



33% of Maryland's households



38% of Maryland's after-tax income



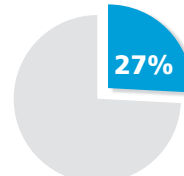
35% of Maryland's retail sales dollars

Source: Claritas, 2009

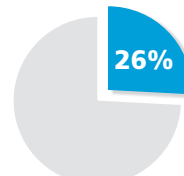
## Metro Market in Virginia

### The Metro Market Contribution to Virginia

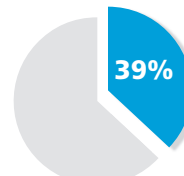
The Virginia portion of the Washington metro market—consisting of Arlington, Fairfax, Loudoun and Prince William counties, and the independent cities of Alexandria, Fairfax, Falls Church, Manassas and Manassas Park—contributes:



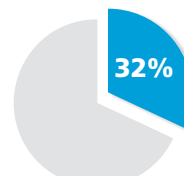
27% of Virginia's population



26% of Virginia's households



39% of Virginia's after-tax income



32% of Virginia's retail sales dollars

Source: Claritas, 2009

## Population & Households

The Washington metro market population totaled 4.6 million people in 2009. The area has gained 142,900 people in the past five years. Twelve percent of the growth occurred in Prince William County, which increased by 44,700 people since 2004. By far the highest relative growth occurred in the outlying county of Loudoun, where the population grew by nearly 30% in the five-year period.

### Population

	2009 Population	Change 2004-2009	Percent
<b>Washington Metro Market</b>	<b>4,626,400</b>	<b>142,900</b>	<b>3.2%</b>
District of Columbia	591,700	31,500	5.6%
Charles	143,400	8,800	6.5%
Montgomery	938,800	6,800	0.7%
Prince George's	827,400	-24,600	-2.9%
Alexandria	140,200	2,200	1.6%
Arlington	205,700	11,500	5.9%
Fairfax*	1,054,400	-4,400	-0.4%
Loudoun	295,600	66,400	29.0%
Prince William**	429,200	44,700	11.6%

### Households

Households	2009 Households	Percent of Metro Total
<b>Washington Metro Market</b>	<b>1,749,600</b>	<b>100%</b>
District of Columbia	260,700	14.9%
Charles	50,900	2.9%
Montgomery	347,600	19.9%
Prince George's	297,100	17.0%
Alexandria	65,500	3.7%
Arlington	92,700	5.3%
Fairfax*	384,200	22.0%
Loudoun	104,300	6.0%
Prince William**	146,500	8.4%

\*Fairfax County includes the cities of Fairfax and Falls Church.

\*\*Prince William County includes the cities of Manassas and Manassas Park.

See page 11 for definition of the metro market.

Note: Population and household estimates are as of 1/1/09.

Sources: Claritas, 2009

## After-Tax Income

After-tax income in the Washington metro market in 2009 was nearly \$149 billion, or \$85,031 per household. Fairfax and Montgomery counties together account for nearly half of the area's buying power, with per-household incomes of \$102,045 and \$97,921, respectively.

### Total After-Tax Income

	2009 Total After-Tax Income (\$000)	Percent of Metro Total
<b>Washington Metro Market</b>	<b>\$148,768,800</b>	<b>100%</b>
District of Columbia	\$17,087,700	11.5%
Charles	\$3,724,700	2.5%
Montgomery	\$34,040,600	22.9%
Prince George's	\$18,952,900	12.7%
Alexandria	\$5,668,400	3.8%
Arlington	\$8,848,000	5.9%
Fairfax*	\$39,209,500	26.4%
Loudoun	\$10,002,900	6.7%
Prince William**	\$11,234,100	7.6%

### Average Household After-Tax Income

	2009 Average HH After-Tax Income
<b>Washington Metro Market</b>	<b>\$85,031</b>
District of Columbia	\$65,533
Charles	\$73,242
Montgomery	\$97,921
Prince George's	\$63,789
Alexandria	\$86,602
Arlington	\$95,455
Fairfax*	\$102,045
Loudoun	\$95,881
Prince William**	\$76,675

\* Fairfax County includes the cities of Fairfax and Falls Church.

\*\* Prince William County includes the cities of Manassas and Manassas Park.

See page 11 for definition of the metro market.

Source: Claritas, 2009



## Shopping Centers/Malls

### Metro Market Adult Shoppers at Shopping Centers/Malls (in Rank Order)

#### Shopped in Past 3 Months at:

(in rank order)	Number of Adults	% of Metro Adults	(in rank order)	Number of Adults	% of Metro Adults
Any Metro Market Shopping Center/Mall	3,302,100	94.8%	Forest Village Park Mall	206,100	5.9%
Tysons Corner Center	937,900	26.9%	Other Shops in Georgetown	197,300	5.7%
Fair Oaks Mall	618,400	17.8%	Chevy Chase Pavilion	189,600	5.4%
Tysons Galleria	539,000	15.5%	Manassas Mall	174,800	5.0%
The Fashion Centre at Pentagon City	531,500	15.3%	The Mall in Columbia	157,800	4.5%
Westfield Montgomery	528,100	15.2%	Crystal City Shops	147,200	4.2%
Rockville Pike area	519,500	14.9%	St. Charles Towne Plaza	146,000	4.2%
White Flint Mall	499,900	14.4%	White Oak Shopping Center	140,900	4.0%
Downtown Washington	490,600	14.1%	Westfield Annapolis	140,600	4.0%
Potomac Mills	462,800	13.3%			
Fair Lakes area	450,900	12.9%			
Springfield Mall	429,500	12.3%			
Westfield Wheaton	393,500	11.3%			
Bailey's Crossroads area	391,900	11.3%			
Union Station shops	388,500	11.2%			
Dulles Town Center	383,600	11.0%			
Bowie Town Center	371,900	10.7%			
Potomac Yard Center	333,700	9.6%			
Leesburg Corner Premium Outlets	325,000	9.3%			
Alexandria Oldtown area	313,400	9.0%			
Lakeforest	306,600	8.8%			
Seven Corners- Willston area	297,500	8.5%			
The Mall at Prince George's	294,700	8.5%			
Mazza Gallerie	290,300	8.3%			
Congressional Plaza	282,200	8.1%			
The Boulevard at the Capital Centre	279,900	8.0%			
Reston Town Center/Spectrum Center	269,400	7.7%			
Landmark Mall	264,400	7.6%			
Beltway Plaza	262,600	7.5%			
The Shops at Georgetown Park	262,000	7.5%			
Ballston Common	261,900	7.5%			
Shops in Friendship Heights- Western/ Wisconsin Avenue	255,500	7.3%			
Midtown Washington/Connecticut Avenue Area	253,500	7.3%			
Iverson Mall- Marlow Heights	231,200	6.6%			
St. Charles Towne Center	228,500	6.6%			
City Place Mall	210,600	6.0%			

Source: Scarborough 2009, Release 1

## Five Year Forecasts

### 2014: Over 90,000 Additional Metro Market Households

The Washington metro market is projected to gain 92,000 households from 2009 to 2014. The highest relative growth is projected to occur in Loudoun, Prince William and Charles counties.

Forecasts show that the metro area's average household income will rise by 14% from 2009 to 2014, reaching \$97,155. Average income growth rates are projected to range from 12% to 18% across local jurisdictions.

### 2014 Households by Jurisdiction

	2014 Forecast	Change 2009-2014	
		Number	Percent
<b>Washington Metro Market</b>	<b>1,841,600</b>	<b>92,000</b>	<b>5.3%</b>
District of Columbia	267,800	7,100	2.7%
Charles	55,600	4,700	9.2%
Montgomery	360,300	12,700	3.7%
Prince George's	301,300	4,200	1.4%
Alexandria	67,900	2,400	3.7%
Arlington	96,600	3,900	4.2%
Fairfax*	396,200	12,000	3.1%
Loudoun	128,800	24,500	23.5%
Prince William**	167,100	20,600	14.1%

### 2014 Average Household Income

	2014 Forecast	Change 2009-2014	
		Number	Percent
<b>Washington Metro Market</b>	<b>\$97,155</b>	<b>\$12,124</b>	<b>14.3%</b>
District of Columbia	\$75,232	\$9,699	14.8%
Charles	\$83,838	\$10,596	14.5%
Montgomery	\$111,081	\$13,160	13.4%
Prince George's	\$71,253	\$7,464	11.7%
Alexandria	\$100,695	\$14,093	16.3%
Arlington	\$112,795	\$17,340	18.2%
Fairfax*	\$116,379	\$14,334	14.0%
Loudoun	\$109,820	\$13,939	14.5%
Prince William**	\$87,558	\$10,883	14.2%

Note: Household estimates projected from 1/1/09 to 1/1/14

\*Fairfax County includes the cities of Fairfax and Falls Church.

\*\*Prince William County includes the cities of Manassas and Manassas Park. See page 11 for definition of the metro market.

Source: Claritas, 2009

### 2014: Nearly 140,000 Additional Metro Market Hispanics/Latinos

The metro market's Hispanic population will rise by over 21% from 2009 to 2014, reaching 750,000. The highest total growth is forecast in Prince William and Prince George's counties.

The metro market's Asian population will rise by 18% from 2009 to 2014, reaching 518,500. The highest total growth is forecast in Loudoun and Fairfax counties.

### 2014 Hispanic/Latino Population

	2014 Forecast	Change 2009-2014	
		Number	Percent
<b>Washington Metro Market</b>	<b>750,000</b>	<b>130,500</b>	<b>21.1%</b>
District of Columbia	52,400	2,700	5.4%
Charles	7,300	1,800	32.7%
Montgomery	160,500	22,200	16.1%
Prince George's	132,200	26,800	25.4%
Alexandria	16,700	-900	-5.1%
Arlington	29,500	-2,200	-6.9%
Fairfax*	167,000	20,900	14.3%
Loudoun	49,300	17,200	53.6%
Prince William**	135,100	41,900	45.0%

### 2014 Asian Population

	2014 Forecast	Change 2009-2014	
		Number	Percent
<b>Washington Metro Market</b>	<b>518,500</b>	<b>78,600</b>	<b>17.9%</b>
District of Columbia	22,300	2,600	13.2%
Charles	4,700	900	23.7%
Montgomery	141,900	15,900	12.6%
Prince George's	31,700	200	0.6%
Alexandria	8,100	300	3.8%
Arlington	19,500	1,200	6.6%
Fairfax*	185,900	21,100	12.8%
Loudoun	61,500	23,700	62.7%
Prince William**	43,000	12,800	42.4%

\*Fairfax County includes the cities of Fairfax and Falls Church.

\*\*Prince William County includes the cities of Manassas and Manassas Park. See page 11 for definition of the metro market.

Source: Claritas, 2009

## READERSHIP AND CIRCULATION

### Highest Daily Coverage in the Top Ten DMAs

#### The Post's Household Coverage Tops Other Major Dailies

Selling 25 daily papers for every 100 households, The Washington Post's DMA coverage is higher than that of any other major market daily newspaper.

#### Circulation and Coverage: Leading Daily Papers In The Top Ten DMAs

	2008 DMA Circulation	Daily Household Coverage
<b>The Washington Post</b>	<b>583,383</b>	<b>25.0%</b>
Houston Chronicle	450,415	21.3%
Chicago Tribune	514,686	14.6%
Philadelphia Inquirer	399,843	13.5%
Dallas Morning News	328,542	13.1%
San Francisco Chronicle	312,494	12.6%
Los Angeles Times	735,653	12.6%
Atlanta Journal Constitution	295,412	12.4%
Boston Globe	283,924	11.7%
Chicago Sun-Times	314,129	8.9%
San Jose Mercury News	210,655	8.5%
New York Daily News	622,036	8.3%
New York Post	569,415	7.6%
Fort Worth Star-Telegram	189,175	7.5%
Contra Costa Times	162,177	6.5%
Boston Herald	146,394	6.1%
New York Times	444,533	5.9%
Long Island Newsday	378,123	5.0%
Orange County Register	233,544	4.0%
Newark Star-Ledger	296,958	3.9%
Los Angeles Daily News	136,895	2.3%

Source: SRDS Circulation 2010

### Highest Sunday Coverage in the Top Ten DMAs

#### The Post Leads Other Major Sunday Papers in Household Coverage

The Washington Post sells 34 Sunday papers for every 100 households in the Washington DMA, providing coverage above that of any other top ten DMA Sunday newspaper.

#### Circulation and Coverage: Leading Sunday Papers in the Top Ten DMAs

	2008 DMA Circulation	Sunday Household Coverage
<b>The Washington Post</b>	<b>785,136</b>	<b>33.6%</b>
Houston Chronicle	588,057	27.8%
Chicago Tribune	854,999	24.3%
Atlanta Journal-Constitution	475,606	20.0%
Philadelphia Inquirer	545,129	18.4%
Dallas Morning News	453,449	18.0%
Los Angeles Times	1,051,159	18.0%
Boston Globe	433,026	17.9%
San Francisco Chronicle	361,822	14.6%
Forth Worth Star-Telegram	276,580	11.0%
San Jose Mercury News	227,076	9.2%
New York Daily News	637,899	8.5%
New York Times	578,124	7.7%
Chicago Sun-Times	242,975	6.9%
Contra Costa Times	171,783	6.9%
Long Island Newsday	435,890	5.8%
Newark Star-Ledger	422,827	5.6%
Orange County Register	299,199	5.1%
New York Post	301,586	4.0%
Boston Herald	88,648	3.7%
Los Angeles Daily News	145,831	2.5%

Source: SRDS Circulation 2010

## Highest Daily Reach in the Top Ten DMAs

### The Post Leads Other Major Papers in Daily Readership

Daily readership of The Washington Post exceeds that of any other newspaper in the top ten DMAs. In fact, it takes the combined readership of several papers in other markets to surpass that of The Post: 33% for all adults and 39% for upscale adults.

### Average Issue Readership: Leading Daily Papers in the Top Ten DMAs

DMA	Total Adults		HH Income \$75k+	
	Number	Percent	Number	Percent
<b>Washington</b>	4,668,900	100%	2,733,900	100%
<b>Washington Post</b>	<b>1,543,000</b>	<b>33%</b>	<b>1,077,600</b>	<b>39%</b>
<b>Atlanta</b>	4,819,100	100%	2,172,500	100%
Atlanta Journal-Constitution	1,000,000	21%	575,800	27%
<b>Boston</b>	4,846,700	100%	2,387,800	100%
Boston Globe	762,300	16%	464,400	19%
Boston Herald	513,400	11%	261,500	11%
(2 Paper Net)	1,144,000	24%	629,500	26%
<b>Chicago</b>	7,239,700	100%	3,350,700	100%
Chicago Tribune	1,427,300	20%	813,300	24%
Chicago Sun-Times	1,195,300	17%	537,400	16%
(2 Paper Net)	2,262,800	31%	1,152,000	34%
<b>Dallas</b>	5,037,438	100%	2,221,100	100%
Dallas Morning News	884,300	18%	482,300	22%
Star-Telegram (Fort Worth)	522,800	10%	281,300	13%
(2 Paper Net)	1,350,300	27%	733,200	33%
<b>Houston</b>	4,389,800	100%	1,813,800	100%
Houston Chronicle	1,197,700	27%	651,000	36%
<b>Los Angeles</b>	13,347,500	100%	5,375,700	100%
Los Angeles Times	1,928,800	15%	1,047,500	20%
Orange County Register	643,100	5%	334,700	6%
Los Angeles Daily News	440,800	3%	208,400	4%
(3 Paper Net)	2,772,700	21%	1,464,800	27%
<b>New York</b>	15,831,500	100%	7,580,200	100%
New York Daily News	2,470,000	16%	1,075,700	14%
New York Post	1,930,300	12%	967,700	13%
New York Times	1,606,200	10%	1,109,700	15%
Newsday	1,362,300	9%	783,300	10%
Newark Star-Ledger	932,400	6%	524,000	7%
(5 Paper Net)	6,264,800	40%	3,366,300	44%
<b>Philadelphia</b>	5,993,000	100%	2,615,600	100%
Philadelphia Inquirer	833,700	14%	431,400	17%
Philadelphia Daily News	457,100	8%	184,800	7%
(2 Paper Net)	1,124,000	19%	536,800	21%
<b>San Francisco</b>	5,261,300	100%	2,784,400	100%
San Francisco Chronicle	841,100	16%	525,900	19%
San Jose Mercury News	613,500	12%	412,800	15%
Contra Costa Times	333,500	6%	200,900	7%
Oakland Tribune	110,700	2%	56,300	2%
(4 Paper Net)	1,772,300	34%	1,105,700	40%

Source: Scarborough 2009, Release 1

## Highest Sunday Reach in the Top Ten DMAs

### The Post Leads Other Major Papers in Sunday Readership

In every other major market, it takes a combination of newspapers to approach The Washington Post's Sunday coverage. The Sunday Post reaches 44% of total DMA adults and 50% of adults in households with incomes of \$75,000 or more.

### Average Issue Readership: Leading Sunday Papers in the Top Ten DMAs

	Total Adults		HH Income \$75k+	
	Number	Percent	Number	Percent
<b>Washington</b>	4,668,900	100%	2,733,900	100%
<b>Washington Post</b>	<b>2,059,000</b>	<b>44%</b>	<b>1,355,400</b>	<b>50%</b>
<b>Atlanta</b>	4,819,100	100%	2,172,500	100%
Atlanta Journal-Constitution	1,682,400	35%	885,000	41%
<b>Boston</b>	4,846,700	100%	2,387,800	100%
Boston Globe	1,399,200	29%	844,600	35%
Boston Herald	378,600	8%	168,300	7%
(2 Paper Net)	1,617,900	33%	943,000	40%
<b>Chicago</b>	7,239,700	100%	3,350,700	100%
Chicago Tribune	2,385,500	33%	1,292,600	39%
Chicago Sun-Times	1,272,800	18%	570,900	17%
(2 Paper Net)	3,161,900	44%	1,642,900	49%
<b>Dallas</b>	5,037,400	100%	2,221,100	100%
Dallas Morning News	1,333,500	27%	715,800	32%
Star-Telegram (Fort Worth)	756,800	15%	397,100	18%
(2 Paper Net)	2,020,300	40%	1,075,300	48%
<b>Houston</b>	4,389,800	100%	1,813,800	100%
Houston Chronicle	1,726,400	39%	905,600	50%
<b>Los Angeles</b>	13,347,500	100%	5,375,700	100%
Los Angeles Times	3,000,500	23%	1,593,700	30%
Orange County Register	889,500	7%	492,000	9%
Los Angeles Daily News	506,300	4%	230,800	4%
(3 Paper Net)	3,980,200	30%	2,110,500	39%
<b>New York</b>	15,831,500	100%	7,580,200	100%
New York Daily News	2,593,200	16%	1,009,800	13%
New York Times	2,316,400	15%	1,587,000	21%
Newark Star-Ledger	1,313,600	8%	781,600	10%
Newsday	1,265,600	8%	726,500	10%
New York Post	1,126,900	7%	547,600	7%
(5 Paper Net)	6,819,400	43%	3,638,200	48%
<b>Philadelphia</b>	5,993,000	100%	2,615,600	100%
Philadelphia Inquirer	1,504,900	25%	761,800	29%
<b>San Francisco</b>	5,261,300	100%	2,784,400	100%
San Francisco Chronicle	981,100	19%	617,000	22%
San Jose Mercury News	665,500	13%	434,200	16%
Sunday Times(Contra Costa Newspapers)	369,400	7%	224,100	8%
Oakland Tribune	117,700	2%	53,200	2%
(4 Paper Net)	1,969,400	37%	1,209,400	43%

Source: Scarborough 2009, Release 1

## Washington DMA Daily Audience Composition

### The Washington Post: 1.5 Million Readers Daily

	Total Daily Readers <sup>1</sup>	% Audience Composition	% US Adults	Index <sup>2</sup>
<b>Total Adults</b>	<b>1,543,000</b>	<b>100%</b>		
<b>Age</b>				
Median Age	51		46	
35-64	951,700	61.7%	52.8%	117
35-54	630,100	40.8%	37.9%	108
25-54	783,200	50.8%	55.7%	91
18-49	709,400	46.0%	57.7%	80
18-34	272,900	17.7%	30.0%	59
<b>Household Income</b>				
Median Household Income	\$110,133		\$56,605	
\$150,000+	498,600	32.3%	8.8%	366
\$100,000+	840,800	54.5%	21.4%	255
\$75,000+	1,077,600	69.8%	36.8%	190
\$50,000+	1,274,700	82.6%	54.7%	151
<b>Education</b>				
College Graduate or More	799,400	51.8%	25.1%	207
<b>Occupation</b>				
Professional/Management	703,000	45.6%	25.8%	176

1 Readership of one issue

2 Index based on U.S. adults (U.S. = 100)

Source: Scarborough 2009, Release 1

## Washington DMA Sunday Audience Composition

### The Washington Post: More Than 2 Million Readers on Sunday

	Total Sunday Readers <sup>1</sup>	% Audience Composition	% US Adults	Index <sup>2</sup>
<b>Total Adults</b>	<b>2,059,000</b>	<b>100%</b>		
<b>Age</b>				
Median Age	51		46	
35-64	1,260,900	61.2%	52.8%	116
35-54	859,200	41.7%	37.9%	110
25-54	1,105,600	53.7%	55.7%	96
18-49	993,300	48.2%	57.7%	84
18-34	401,500	19.5%	30.0%	65
<b>Household Income</b>				
Median Household Income	\$100,061		\$56,605	
\$150,000+	597,600	29.0%	8.8%	330
\$100,000+	1,030,000	50.0%	21.4%	234
\$75,000+	1,355,400	65.8%	36.8%	179
\$50,000+	1,646,700	80.0%	54.7%	146
<b>Education</b>				
College Graduate or More	1,004,000	48.8%	25.1%	194
<b>Occupation</b>				
Professional/Management	927,700	45.1%	25.8%	175

1 Readership of one issue

2 Index based on U.S. adults (U.S. = 100)

Source: Scarborough 2009, Release 1



## Maryland State Newspaper Circulation

### The Post is the #1 Paper in Maryland

The Washington Post ranks first among newspapers circulated in Maryland, with more paid daily circulation in Maryland than any other newspaper.

#### Paid Circulation in Maryland

	Morning	Evening	Sunday
<b>The Washington Post</b>	<b>267,241</b>		<b>385,354</b>
Baltimore Sun	222,360		354,728
Annapolis Capital		42,530	44,373
Frederick News-Post	38,640		36,913
Westminster Carroll County Times	23,692		26,003
Salisbury Daily Times	19,757		22,491
Cumberland Times-News	19,745		20,884
Easton Star-Democrat*	16,926		17,762
Hagerstown Herald-Mail	23,324		25,969
Cecil Whig*	28,489		

\*Not ABC audited

Source: SRDS Circulation 2010

## Virginia State Newspaper Circulation

### The Post is the #1 Paper in Virginia

The Washington Post ranks as Virginia's circulation leader, with more paid circulation— daily and Sunday— than any newspaper circulated in Virginia.

#### Paid Circulation in Virginia

	Morning	Evening	Sunday
<b>The Washington Post</b>	<b>265,491</b>		<b>369,894</b>
Richmond Times-Dispatch	173,756		206,412
Norfolk Virginian-Pilot	160,977		160,977
Roanoke Times	88,186		100,170
Newport News Daily Press	76,043		98,342
Fredericksburg Free Lance-Star	46,343		50,389
Lynchburg News & Advance	31,662		37,409
Harrisonburg Daily News-Record	28,253		
Charlottesville Daily Progress	27,347		30,504
Bristol Herald-Courier	24,213		27,974
News & Messenger	20,967		19,348
Winchester Star	19,047		
Danville Register & Bee	17,164		19,415
Staunton Daily News Leader	17,161		19,480
Martinsville Bulletin	15,737		17,966
Strasburg Northern Virginia Daily	15,033		
Petersburg Progress-Index		13,254	14,581
Suffolk News-Herald*	11,710		11,710
Waynesboro News-Virginian	7,062		6,773
Culpeper Star-Exponent	7,291		7,398
Covington Virginian-Review		6,706	
Pulaski Southwest Times*		5,500	5,500

\*Not ABC audited

Source: SRDS Circulation 2010

## DMA Circulation and Household Coverage

### 90% of The Post's Daily Circulation is in the DMA

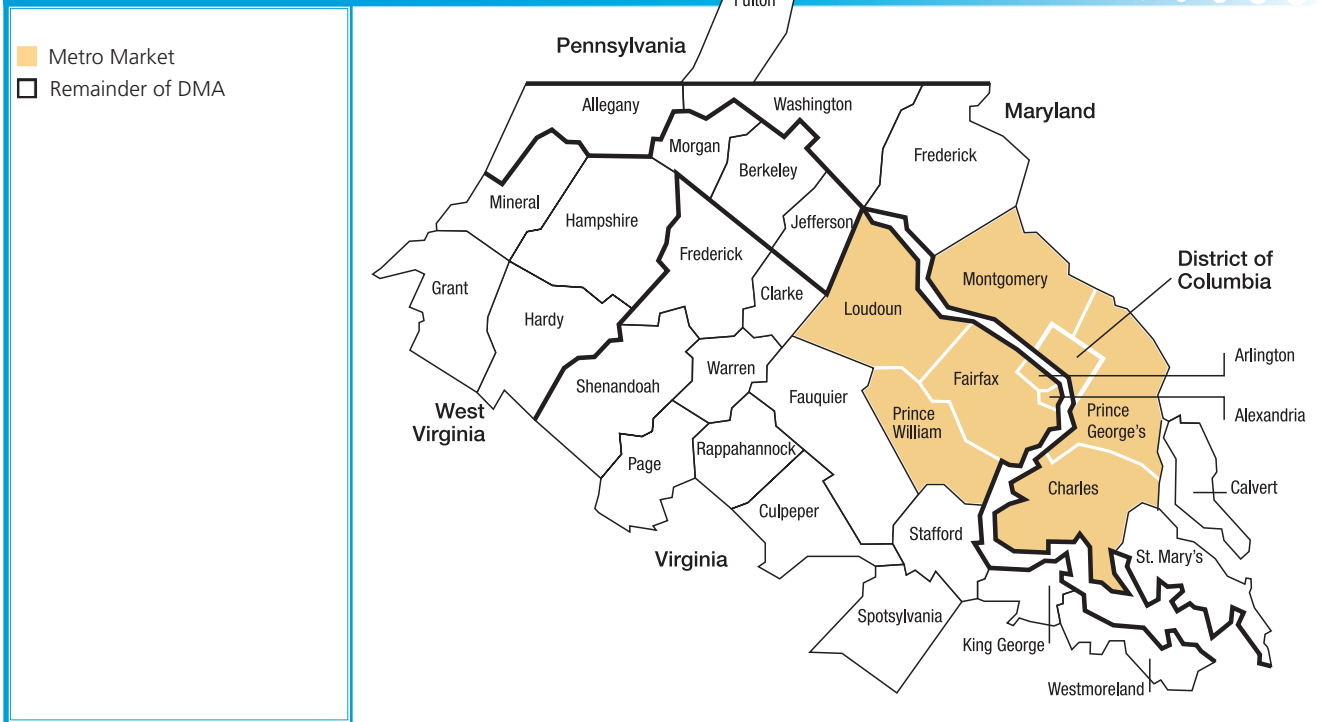
The Washington DMA consists of the District of Columbia and 32 counties and seven independent cities in four states surrounding the District.

At the heart of the DMA is the affluent Washington metro market composed of the District and eight major jurisdictions in Maryland and Virginia which accounts for three-quarters of all DMA households.

Within the metro market, The Washington Post covers 31% of households daily and 41% on Sunday.

Note: The DMA, or Designated Market Area, is Nielsen's TV market definition.

## The Washington Market



## Washington Metro Market

Area	Households	Daily Circ.	% Cov.	Sunday Circ.	% Cov.
<b>District of Columbia</b>	257,819	102,810	40%	101,892	40%
<b>Maryland Portion</b>					
Charles	51,248	10,497	20%	20,465	40%
Montgomery	349,124	123,253	35%	156,336	45%
Prince George's	303,711	71,292	23%	112,884	37%
<b>Virginia Portion</b>					
Alexandria (Ind. City)	63,965	17,615	28%	22,758	36%
Arlington	88,506	29,855	34%	34,944	39%
Fairfax <sup>2</sup>	385,037	136,730	36%	175,281	46%
Loudoun	102,144	26,055	26%	40,176	39%
Prince William <sup>2</sup>	146,727	27,291	19%	46,095	31%
<b>Maryland</b>					
Allegany	28,968	221	1%	381	1%
Anne Arundel <sup>1</sup>	191,668	18,386	10%	26,111	14%
Calvert	31,674	5,713	18%	11,347	36%
Frederick	82,767	8,648	10%	14,697	18%
Howard <sup>1</sup>	101,002	13,602	13%	18,297	18%
St. Mary's	37,200	4,408	12%	9,031	24%
Washington	57,139	1,307	2%	2,203	4%
<b>Virginia</b>					
Clarke	6,127	557	9%	1,140	19%
Culpeper	17,198	1,237	7%	2,397	14%
Fauquier	24,974	3,788	15%	6,885	28%
Frederick <sup>2</sup>	39,524	1,823	5%	4,594	12%
King George	8,425	208	2%	363	4%
Page	10,226	259	3%	852	8%
Rappahannock	2,914	310	11%	547	19%
Shenandoah	17,121	563	3%	1,933	11%
Spotsylvania <sup>2</sup>	53,443	2,538	5%	4,329	8%
Stafford	41,586	3,066	7%	5,875	14%
Warren	14,081	662	5%	1,942	14%
Westmoreland	7,179	288	4%	608	8%
<b>West Virginia</b>					
Berkeley	40,634	692	2%	1,540	4%
Grant	5,137	0	---	122	2%
Hampshire	9,379	36	0%	286	3%
Hardy	5,747	6	0%	240	4%
Jefferson	20,785	1,351	6%	2,397	12%
Mineral	11,076	27	0%	67	1%
Morgan	7,068	71	1%	126	2%
<b>Pennsylvania</b>					
Fulton	6,151	206	3%	403	7%
<b>Total Metro Market</b>	<b>1,748,281</b>	<b>545,398</b>	<b>31%</b>	<b>710,831</b>	<b>41%</b>
<b>Total DMA</b>	<b>2,334,804</b>	<b>583,383</b>	<b>25%</b>	<b>785,136</b>	<b>34%</b>
<b>Total Circulation</b>		<b>647,647</b>		<b>878,110</b>	

<sup>1</sup> Non-DMA county

<sup>2</sup> Includes independent cities within these counties

Source: ABC Audit for the 12 months ended September 28, 2008

## Opinion Leaders Inside the Beltway

### The Washington Post is the #1 Media Source Used Regularly by Opinion Leaders Inside the Beltway.

Opinion leaders are defined as individuals holding a position that affects and shapes policy and opinions. The individuals include a representative sample from the executive and legislative branches of government, state and local government, executives of trade and professional organizations, and persons from a range of influential occupational groups.

### Regular Readership/Viewership of Print and Television Media

Media Source	% Regular Readership*	% Regular Viewership*	Media Frequency
<b>The Washington Post</b>	<b>83</b>		<b>Daily</b>
The New York Times	44		Daily
The Wall Street Journal	32		Daily
NBC Nightly News		30	Weekday
The New York Times Sunday Edition	29		Weekly
Meet the Press (NBC, CNBC)		24	Weekly
Newsweek	22		Weekly
The Washingtonian	22		Monthly
The Economist	20		Weekly
AARP Bulletin (11X)	19		Monthly
Smithsonian	19		Monthly
The News Hour with Jim Lehrer (PBS)		18	Weekday
The New Yorker	17		Weekly
National Geographic	17		Monthly
The Hill (4x)	17		Daily
ABC World News Tonight		16	Weekday
The Washington Times	16		Daily
National Journal	15		Weekly
Time	15		Weekly
CQ Today	15		Daily
National Journal's CongressDaily AM	15		Daily
Roll Call (4X)	14		Daily
USA Today	14		Daily
Hardball with Chris Matthews (CNBC, MSNBC)		13	Weekday
CBS Evening News		13	Weekday
Politico (3x)	12		Daily
Business Week	11		Weekly
Federal Times	11		Weekly
The McLaughlin Group (SYN)		11	Weekly
This Week with George Stephanopoulos (ABC)		11	Weekly
The Chris Matthews Show (SYN)		11	Weekly
CNN Election Center w/Campbell Brown		11	Weekday
ABA Journal	11		Monthly
Fox & Friends (FNC)		10	Weekday
The Situation Room (CNN)		10	Weekday
Anderson Cooper 360° (CNN)		10	Weekday
National Review	10		Biweekly

\*Regular readership/viewership defined as at least three out of every four issues/programs  
Source: Erdos & Morgan 2008-2009 Opinion Leader Study

## Metro Market Composition and Post Reach

### The Washington Post: 1.4 Million Readers Daily; 1.8 Million Readers on Sunday

On average, The Washington Post reaches 41% of metro market adults daily and 53% on Sunday.

	Metro Market Composition Total Number	% of Market	Washington Post Daily Avg Issue <sup>1</sup>	Sunday Avg Issue <sup>1</sup>
Total Adults	3,482,100	100%	41%	53%
<b>Gender</b>				
Men	1,671,500	48%	43%	51%
Employed Men	1,351,400	39%	42%	49%
Women	1,810,700	52%	39%	55%
Employed Women	1,170,200	34%	36%	53%
<b>Age</b>				
18-24	407,400	12%	28%	35%
25-34	636,800	18%	22%	34%
35-44	717,000	21%	34%	48%
45-54	708,200	20%	46%	61%
55-64	537,300	15%	56%	68%
65+	475,300	14%	61%	74%
<b>Education</b>				
Any Post-Graduate Education	890,200	26%	53%	63%
College Graduate (4 Years)	675,100	19%	42%	54%
Some College (1-3 Years)	874,600	25%	40%	55%
High School Grad (No College)	808,100	23%	36%	47%
Less Than High School Grad	234,200	7%	14%	26%
<b>Occupation</b>				
White Collar	1,926,500	55%	42%	56%
Professional Specialty	824,000	24%	42%	56%
Management	677,700	20%	45%	57%
Sales and Administrative	424,800	12%	38%	54%
Blue Collar/Service	595,000	17%	29%	36%
Not Currently Employed	960,600	28%	45%	58%
<b>Household Income</b>				
\$150,000+	911,400	26%	51%	61%
\$100,000 +	1,629,300	47%	48%	58%
\$75,000 - \$99,999	543,100	16%	39%	52%
\$50,000 - \$74,999	490,400	14%	36%	52%
\$35,000 - \$49,999	413,300	12%	34%	48%
< \$35,000	406,100	12%	26%	42%
<b>Marital status</b>				
Married	1,954,600	56%	44%	56%
Single, Never Married	1,056,300	30%	33%	42%
Widowed /Separated /Divorced	471,300	14%	45%	63%
Any Children in HH	1,400,800	40%	35%	47%
One child < 18 in hhld	585,600	17%	36%	47%
Two + children <18 in hhld	815,200	23%	35%	47%
No children <18 in hhld	2,081,400	60%	44%	57%

	Metro Market Composition Total Number	% of Market	Washington Post Daily Avg Issue <sup>1</sup>	Sunday Avg Issue <sup>1</sup>
<b>Area of Residence in Metro Market</b>				
District of Columbia	468,500	14%	44%	60%
Maryland Portion	1,431,800	41%	42%	54%
Montgomery County	704,800	20%	46%	55%
Prince George's County	620,200	18%	40%	52%
Charles County	106,900	3%	26%	49%
Virginia Portion	1,581,800	45%	39%	50%
Arlington or Alexandria	278,100	8%	46%	56%
Fairfax County <sup>2</sup>	790,800	23%	42%	53%
Loudoun County	208,100	6%	29%	45%
Prince William County <sup>3</sup>	304,800	9%	28%	43%
<b>Race</b>				
White	2,253,300	65%	43%	54%
Black/African American	947,800	27%	38%	54%
Asian /Other	281,100	8%	31%	42%
Hispanic origin/descent	425,000	12%	18%	22%
<b>Home Ownership</b>				
Own residence	2,449,700	70%	47%	59%
Rent /Other	1,032,400	30%	26%	39%
Single Unit Detached Dwelling	2,005,900	58%	47%	58%
Townhouse	676,900	19%	34%	49%
Multi-Unit and/or Condo	748,900	22%	31%	43%
<b>Market Value of Owned Home</b>				
Home Value \$500,000+	941,400	27%	54%	65%
Home Value \$350,000-\$499,999	678,900	20%	45%	57%
Home Value \$200,000-\$349,999	658,000	19%	41%	54%
Home Value < \$200,000	171,400	5%	38%	54%
<b>Lifestage*</b>				
Baby Boomers (45-64)	1,245,600	36%	50%	64%
Professional Boomers	604,700	17%	54%	68%
Accumulated Wealth	445,100	13%	44%	57%
Affluent Empty Nesters	511,200	15%	62%	71%
Married w/ Children	1,030,700	30%	37%	49%

\*Although definitions vary, "baby boomers" are generally accepted to have been born between 1946 and 1964. Data report the closest available age break to these years. All other "lifestages" are simply based on logical demographic definitions.

1 – Reach of one issue.

2 – Includes Fairfax County, Fairfax City and Falls Church City.

3 – Includes Manassas City and Manassas Park City.

Source: Scarborough 2009, Release 1

washingtonpost.com is Accessed by More Than One-Third of all Metro Market Adults

A majority of Washington metro market adults who access washingtonpost.com are college graduates (59%), age 25-54 (69%) and professionals or managers (60%).

	Washington Metro Market	All Internet Users <sup>1</sup>	Access Washington post.com <sup>2</sup>
Total Adults	3,428,100	2,869,300	1,333,100
	100%	82%	38%
<b>Gender</b>			
Men	48%	48%	48%
Employed Men	39%	41%	42%
Women	52%	52%	52%
Employed Women	34%	37%	40%
<b>Age</b>			
18-24	12%	13%	11%
25-34	18%	19%	22%
35-44	21%	22%	25%
45-54	20%	22%	22%
55-64	15%	15%	14%
65+	14%	8%	6%
<b>Household Income</b>			
\$150,000+	26%	30%	36%
\$100,000 +	47%	54%	61%
\$75,000 - \$99,999	16%	16%	15%
\$50,000 - \$74,999	14%	13%	11%
\$35,000 - \$49,999	12%	10%	8%
Less than \$35,000	12%	8%	5%
<b>Education</b>			
Any Post-Graduate Education	26%	30%	35%
College Graduate (4 Years )	19%	22%	24%
Some College (1-3 Years)	25%	26%	25%
High School Grad	23%	19%	13%
Less Than High School Grad	7%	3%	3%
<b>Occupation</b>			
White Collar	55%	64%	72%
Professional Specialty	24%	27%	32%
Management	20%	23%	28%
Sales and Administrative	12%	13%	13%
Blue Collar/Service	17%	15%	10%
Not Currently Employed	28%	22%	18%

	Washington Metro Market	All Internet Users <sup>1</sup>	Access Washington post.com <sup>2</sup>
<b>Race</b>			
White	65%	66%	66%
Black/African American	27%	25%	26%
Asian /Other	8%	9%	9%
Hispanic origin/descent	12%	9%	7%
<b>Marital status</b>			
Married	56%	59%	58%
Single, Never Married	30%	31%	31%
Widowed /Separated / Divorced	14%	11%	11%
<b>Presence of Children in Household</b>			
Any	40%	43%	44%
<b>Home Ownership</b>			
Own residence	70%	73%	74%
Rent /Other	30%	27%	26%
<b>Market Value of Owned Home</b>			
\$500,000 or more	27%	30%	33%
\$350,000 or more	47%	51%	55%
\$250,000 or more	61%	65%	67%
<b>Ways online services used past 30 days</b>			
Job/Employment Search	20%	24%	24%
Real Estate Listings - For Sale	12%	14%	16%
Real Estate Listings - For Rent	4%	5%	6%
Automotive Info/Listings	10%	12%	12%
Financial Information/Services	26%	31%	33%

Note: Figures based on Washington metro market

1 – Adults who accessed the Internet in the past 30 days.

2 – Adults who accessed washingtonpost.com in the past 30 days.

Source: Scarborough 2009, Release 1



## Express Reader Composition

### An Average Issue of Express is Read by Nearly 316,000 Metro Market Adults

A majority of Washington metro market adults who read Express are ages 25-54 (71%) have household incomes of \$75,000 or more (58%) and are married (52%).

	Washington Metro Market	Express Average Issue <sup>1</sup>
Total Adults	3,482,100	315,800
<b>Gender</b>		
Men	48%	53%
Employed Men	39%	45%
Women	52%	47%
Employed Women	34%	38%
<b>Age</b>		
18-24	12%	8%
25-34	18%	30%
35-44	21%	21%
45-54	20%	20%
55-64	15%	16%
65+	14%	6%
<b>Education</b>		
Any Post Graduate Education	26%	27%
College Graduate (4 Years)	19%	17%
Some College (1-3 Years)	25%	23%
High School Graduate or Less	30%	33%
<b>Occupation</b>		
Professional Specialty	24%	24%
Management	20%	25%
Sales and Administrative	12%	15%
Blue Collar/Service	17%	19%
Not Currently Employed	28%	17%
<b>Household Income</b>		
\$100,000+	47%	43%
\$75,000 - \$99,999	16%	15%
\$50,000 - \$74,999	14%	19%
Less Than \$50,000	24%	23%
<b>Marital Status</b>		
Married	56%	52%
Single, Never Married	30%	35%
Widowed/Separated/Divorced	14%	13%

	Washington Metro Market	Express Average Issue <sup>1</sup>
<b>Presence of Children in Household</b>		
Any	40%	43%
<b>Area of Residence in Metro Market</b>		
District of Columbia	14%	34%
Montgomery County	20%	16%
Prince George's County	18%	23%
Arlington or Alexandria	8%	11%
Fairfax County <sup>2</sup>	23%	12%
<b>Race</b>		
White	65%	49%
Black/African American	27%	42%
Asian/Other	8%	10%
Hispanic origin/descent	12%	13%
<b>Home Ownership</b>		
Own Residence	70%	57%
Rent/Other	30%	43%
<b>Type of Dwelling</b>		
Single Unit Detached	58%	36%
Townhouse	19%	22%
Multi-Unit and/or Condo	22%	40%
<b>Metrorail</b>		
Past 7 days	24%	46%

1-Reach of one issue.

2- Includes Fairfax County, Fairfax City and Falls Church City.

Source: Scarborough 2009, Release 1

# PRINT, TELEVISION & RADIO

## Daily and Sunday Newspapers by Jurisdiction

### Daily Circulation, Household Coverage and Readership by Jurisdiction

Coverage Area Publication	Circulation*	Coverage	Readers	Reach	Add On <sup>1</sup>
<b>METRO MARKET</b>					
The Washington Post	545,398	31%	1,420,600	41%	
The Washington Times	65,814	4%	174,900	5%	2%
The Washington Examiner	281,452	16%	135,600	4%	2%
Express	184,072	11%	315,600	9%	4%
<b>DISTRICT OF COLUMBIA</b>					
The Washington Post	102,810	40%	207,800	44%	
The Washington Times	15,915	6%	21,000	5%	1%
The Washington Examiner	59,383	23%	49,300	11%	7%
Express	67,978	26%	108,500	23%	14%
<b>MARYLAND</b>					
<b>Charles</b>					
The Washington Post	10,497	20%	27,900	26%	
The Washington Times	1,754	3%	3,600	3%	2%
<b>Montgomery</b>					
The Washington Post	123,253	35%	324,200	46%	
The Washington Times	10,116	3%	28,100	4%	2%
The Washington Examiner	66,913	19%	21,500	3%	1%
Express	30,668	9%	50,800	3%	1%
<b>Prince George's</b>					
The Washington Post	71,292	23%	250,400	40%	
The Washington Times	10,936	4%	26,100	4%	1%
The Washington Examiner	27,934	9%	19,300	3%	2%
Express	35,628	12%	70,900	11%	6%
<b>VIRGINIA</b>					
<b>Alexandria City</b>					
The Washington Post	17,615	28%	43,800	39%	
The Washington Times	3,327	5%	12,200	11%	7%
The Washington Examiner	11,788	18%	6,000	5%	1%
Express	6,272	10%	14,200	13%	5%
<b>Arlington</b>					
The Washington Post	29,855	34%	85,300	51%	
The Washington Times	3,074	4%	5,500	3%	1%
The Washington Examiner	18,577	20%	10,700	6%	3%
Express	18,651	20%	19,800	12%	5%
<b>Fairfax</b>					
The Washington Post	136,730	36%	335,000	42%	
The Washington Times	14,869	4%	51,600	7%	3%
The Washington Examiner	70,558	18%	25,800	3%	2%
Express	22,339	6%	38,000	5%	3%
<b>Loudoun</b>					
The Washington Post	26,055	26%	61,000	29%	
The Washington Times	2,455	2%	13,000	6%	4%
The Washington Examiner	13,186	13%	0	<1%	0%
<b>Prince William</b>					
The Washington Post	27,291	19%	85,000	28%	
The Washington Times	3,368	2%	13,800	5%	2%
The Washington Examiner	13,113	9%	1,400	1%	0%
News & Messenger	15,007	12%	56,800	19%	10%
Express	2,536	2%	5,500	2%	1%

### Sunday Circulation, Household Coverage and Readership by Jurisdiction

Coverage Area Publication	Circulation*	Coverage	Readers	Reach	Add On <sup>1</sup>
<b>METRO MARKET</b>					
The Washington Post	710,831	41%	1,846,200	53%	
The Washington Examiner	240,611	14%	62,300	2%	1%
<b>DISTRICT OF COLUMBIA</b>					
The Washington Post	101,892	40%	282,400	60%	
The Washington Examiner	14,953	6%	13,600	3%	2%
<b>MARYLAND</b>					
<b>Charles</b>					
The Washington Post	20,465	40%	52,800	49%	
<b>Montgomery</b>					
The Washington Post	156,336	45%	390,300	55%	
The Washington Examiner	69,294	20%	11,500	2%	1%
<b>Prince George's</b>					
The Washington Post	112,884	37%	324,800	52%	
The Washington Examiner	18,651	6%	7,600	1%	1%
<b>VIRGINIA</b>					
<b>Alexandria City</b>					
The Washington Post	22,758	36%	58,600	52%	
The Washington Examiner	9,220	14%	2,300	2%	1%
<b>Arlington</b>					
The Washington Post	34,944	39%	97,500	59%	
The Washington Examiner	13,163	14%	2,200	1%	0%
<b>Fairfax</b>					
The Washington Post	175,281	46%	416,600	53%	
The Washington Examiner	83,864	22%	19,800	3%	1%
<b>Loudoun</b>					
The Washington Post	40,716	39%	93,300	45%	
The Washington Examiner	18,217	17%	0	0%	0%
<b>Prince William</b>					
The Washington Post	46,095	31%	129,900	43%	
The Washington Examiner	22,469	15%	4,300	1%	1%
News & Messenger	15,025	12%	43,800	14%	4%

Note: Readership is based on the number of adults age 18 and over. Fairfax County includes the cities of Fairfax and Falls Church. Prince William County includes the cities of Manassas and Manassas Park.

\*Circulation for The Washington Post and Washington Times is paid, circulation for The Washington Examiner is freely distributed.

1-Proportion of adults added to Washington Post by second newspaper.

Sources: Circulation – SRDS Circulation 2010; CAC Audit Reports 9/30/09 (Examiner & Express); Readership – Scarborough 2009, Release 1

## Community/Weekly Newspapers: Northern Virginia and DC/Metro

Ownership/ Publication	Circulation Non-Paid	Paid	# of Readers	% Duplicated w/ Daily Post <sup>1</sup>
<b>DISTRICT OF COLUMBIA/METRO</b>				
City Paper	70,278	-	177,200	60%
Washington Afro-American	11,557	-	*	*
Washington Business Journal	-	15,576	75,500	57%
El Pregonero	50,000	-	*	*
El Tiempo Latino	53,288	-	107,500	21%
Washington Hispanic	55,000	-	*	*
Washington Jewish Week	1,200	9,800	*	*
Current Newspapers (NW DC)	60,151	-	54,100	72%
<b>VIRGINIA</b>				
<b>The Connection Papers</b>	149,206	-	174,300	59%
Alexandria/Mt. Vern Gaz	24,226	300	*	*
Centre View	18,199	-	*	*
Arlington	9,524	-		
Laurel Hill	1,698	-		
Burke/Springfield/Fairfax	30,810	-		
Loudoun (Ashburn & Cascades)	14,964	-		
McLean/Great Falls/ Vienna/Oakton	26,063	-		
Reston/Herndon	13,977	-		
<b>Falls Church News-Press</b>	30,500	-	30,000	56%
<b>Leesburg Today</b>	45,068	-	74,400	48%
<b>Times Community Newspapers</b>			153,600	46%
Fairfax County Times	127,892	-		
Loudoun Times-Mirror	60,017	-	82,300	37%
Culpeper Times	12,585	-		
Fauquier Times- Democrat	14,782	-		
Gainesville Times	13,684	-		
Rappahannock News	3,088	-		

## Community/Weekly Newspapers: Suburban Maryland

Ownership/ Publication	Circulation Non-Paid	Paid	# of Readers	% Duplicated w/ Daily Post <sup>1</sup>
<b>MARYLAND</b>				
<b>Gazette Newspapers (Montgomery)</b>			257,200	58%
Bethesda/Chevy Chase	42,487	-		
Burtonsville	25,130	-		
Damascus	10,300	-		
Gaithersburg/Mont. Village	42,221	-		
Olney	15,297	-		
Potomac	22,676	-		
Rockville	32,097	-		
Silver Spring/Takoma	24,709	-		
Wheaton	25,455	-		
<b>Gazette Newspapers (Prince George's)</b>			114,700	56%
Bowie Star	24,927	-		
Clinton/Ft. Washington	31,932	-		
College Park/Greenbelt	22,143	-		
Hyattsville/Port Town	20,404	-		
Landover/New Carrollton	26,781	-		
Lanham/Largo	30,143	-		
Laurel	27,187	-		
Upper Marlboro Star	15,195	-		
<b>Patuxent Publishing</b>				
Laurel Leader	30,226	212		
Soundoff!	11,044	5		
<b>Sentinel Publications</b>			20,100	64%
Prince George's Sentinel	38,000			
<b>Southern Maryland Newspapers (Gazette Publishing)</b>			98,600	30%
Calvert Recorder (2)	326	10,710	54,900	26%
St. Mary's Enterprise	424	15,299		
MD Independent	477	19,741	54,000	36%
Enquirer Gazette	897	1,740		

1. "% Duplicated" is the proportion of adults reached by the other medium who also read the daily Washington Post. For example, of the 177,200 adults reached by the City Paper, 60% also read the daily Post (about 106,300).

2. Readership figures are for the Calvert Recorder and St. Mary's Enterprise combined.

- Marginal or no distribution

Sources: Readership – Scarborough 2009, Release 1; Circulation – SRDS Community Publications Rates & Data, May 2009; figures reported or quoted by publications

\* No Data

## Washington Post Media Reach

### Washington Post Media Reach Nearly Four in Five Metro Market Adults

The seven day cumulative reach of The Washington Post's suite of products reaches 78% of metro market adults and 84% of adults in households with incomes of \$100,000 or more.

	Total Adults		HH Income \$100K+	
	Number	Percent	Number	Percent
Metro Market Adults	3,482,100	100%	1,629,300	100%
WP Media past 7 day cumulative reach	2,723,600	78%	1,362,200	84%
WP Media average weekday reach	1,870,900	54%	991,100	61%
Washington Post average daily reach	1,420,600	41%	783,300	48%
Washington Post average Sunday reach	1,846,200	53%	939,900	58%
Washington Post newspaper 7 day cumulative reach	2,380,800	68%	1,195,100	73%
Average weekday washingtonpost.com reach	551,700	16%	349,000	21%
washingtonpost.com past 7 day reach	1,007,400	29%	628,800	39%
Express average weekday reach	315,800	9%	136,200	8%
Express 5 weekday reach	587,600	17%	261,200	16%
El Tiempo Latino average week reach	107,500	3%	15,900	1%

Source: Scarborough 2009, Release 1

## Magazines

### The Washington Post Magazine Outreaches Other Magazines in the Washington Area

Leading in number of readers and percent of adults reached, The Washington Post Magazine outdistances all other magazines in the Washington marketplace.

Local Magazines	# of Readers	% Reach
<b>The Washington Post Magazine</b>	<b>1,065,000</b>	<b>30.6%</b>
Washingtonian	314,100	9.0%
Washington Life (10x a year)	68,600	2.0%
Northern Virginia (11x a year)	46,100	1.3%
Bethesda Magazine (6x a year)	37,000	1.1%
Other local magazines (net others above)	393,100	11.3%
National Magazines	# of Readers	% Reach
Time	338,500	9.7%
Newsweek	329,200	9.5%
The Economist	109,000	3.1%

Source: Scarborough 2009, Release 1



## Broadcast Television

### Major Local Broadcast Stations

An average half-hour on each of the metro area's six major commercial stations during prime time would reach a net audience of over 16% of all adults in the market.

Station	Channel	Affiliation	Metro Market Adult Viewers Average Prime Time ½ Hour	
			Number	Percent
WRC	4	NBC	167,600	4.8%
WUSA	9	CBS	155,400	4.5%
WTTG	5	FOX	150,800	4.3%
WJLA	7	ABC	127,500	3.7%
WDCW	50	CW	20,600	0.6%
WDCA	20	MNTV	13,300	0.4%
All six stations combined			568,900	16.3%

Source: Scarborough 2009, Release 1

### Other Local Broadcast Stations

Station	Channel	Affiliation
NewsChannel	8	Independent
WETA	26	PBS
WFDC	14	Univision
WHUT	32	PBS
WMDO	47	Telefutura
WNUV	54	CW
WPXW	66	ion
WZDC	25	Telemundo

Source: Washington Post TV Week

## Cable & Satellite Television

### Cable Subscribers by Metro Jurisdiction

	Adults in Households that Subscribe to Cable Service	
	Number	Percent
<b>Washington Metro Market</b>	<b>2,563,300</b>	<b>74%</b>
District of Columbia	329,400	70%
Charles, MD	78,400	73%
Montgomery, MD	518,400	74%
Prince George's, MD	471,400	76%
Arlington/Alexandria	212,400	76%
Fairfax County	617,400	78%
Loudoun, VA	125,100	60%
Prince William County	210,800	69%

Source: Scarborough 2009, Release 1

### Satellite Subscribers by Metro Jurisdiction

	Adults in Households that Subscribe to Satellite Dish/ Disc Service	
	Number	Percent
<b>Washington Metro Market</b>	<b>797,900</b>	<b>23%</b>
District of Columbia	77,100	17%
Charles, MD	39,500	37%
Montgomery, MD	144,500	21%
Prince George's, MD	157,000	25%
Arlington/Alexandria	32,100	12%
Fairfax County	151,000	19%
Loudoun, VA	89,400	43%
Prince William County	107,700	35%

Source: Scarborough 2009, Release 1

Note: Figures project number of adults in households, not the number of household subscribers. Fairfax County includes the cities of Fairfax and Falls Church. Prince William County includes the cities of Manassas and Manassas Park.

## Radio

More than 50 radio stations broadcast in the Washington area. Following are the frequencies and formats of the largest-audience stations, as measured in the Scarborough 2009, Release 1 report.

Station	Frequency	Format
WTOP	103.5 FM	All News
WASH	97.1 FM	Soft Rock
WIHT	99.5 FM	Top 40
WPGC	95.5 FM	Urban Hits
WKYS	93.9 FM	Urban Hits
WHUR	96.3 FM	Urban Adult
WAMU*	88.5 FM	NPR News/Talk/Music
WRQX	107.3 FM	Modern Adult Hits
WBIG	100.3 FM	Oldies
WWDC	101.1 FM	Rock
WMMJ	102.3 FM	Urban Oldies
WMZQ	98.7 FM	Country
WETA*	90.9 FM	Classical/NPR News
WTGB**	94.7 FM	Classic Rock
WJZW**	105.9 FM	Smooth Jazz
WTEM	92.7 FM	Sports Talk
WPRS	104.1 FM	Urban Gospel
WGTS*	91.9 FM	Contemporary Christian
WMAL	630 AM	News/Talk
WLZL	99.1 FM	Spanish Language
WJFK	106.7 FM	Talk/Sports
WPFW*	89.3 FM	Jazz
WERQ	92.3 FM	Urban Hits
WAVA	105.1 FM	Christian Talk
WCSP*	90.1 FM	All News

\*Public or non-commercial radio

Note: Radio information reflects Washington radio market in 2009.

\*\*Station changed call letters and format subsequent to measurement period.

To reach a radio station's 7-day cume, an advertiser would have to buy a spot every 15 minutes for a week.

### Washington Metro Market

	7-Day Cume Audience		Avg. Quarter Hour Audience	
	Adults	Reach	Adults	Reach
1. WTOP FM	961,800	27.6%	59,600	1.7%
2. WASH FM	792,900	22.8%	26,800	0.8%
3. WIHT FM	669,100	19.2%	25,200	0.7%
4. WPGC FM	558,200	16.0%	23,000	0.7%
5. WKYS FM	518,000	14.9%	23,500	0.7%
6. WHUR FM	516,900	14.8%	40,600	1.2%
7. WAMU FM*	505,200	14.5%	52,000	1.5%
8. WRQX FM	492,900	14.2%	24,400	0.7%
9. WBIG FM	475,700	13.7%	11,700	0.3%
10. WWDC FM	467,700	13.4%	22,900	0.7%
11. WMMJ FM	461,900	13.3%	35,300	1.0%
12. WMZQ FM	396,700	11.4%	18,600	0.5%
13. WETA FM*	389,000	11.2%	23,100	0.7%
14. WTGB FM**	388,600	11.2%	9,700	0.3%
15. WJZW FM**	292,600	8.4%	7,700	0.2%
16. WTEM AM	272,700	7.8%	10,100	0.3%
17. WPRS FM	254,200	7.3%	12,800	0.4%
18. WGTS FM*	250,700	7.2%	13,400	0.4%
19. WMAL FM	249,000	7.2%	24,800	0.7%
20. WLZL FM	217,100	6.2%	12,600	0.4%
21. WJFK FM	167,300	4.8%	16,200	0.5%
22. WPFW FM*	156,400	4.5%	4,600	0.1%
23. WERQ FM	114,200	3.3%	1,400	0.0%
24. WAVA FM	109,900	3.2%	6,400	0.2%
25. WCSP FM*	109,400	3.1%	3,800	0.1%

\*Public or non-commercial radio

\*\*Station changed call letters and format subsequent to measurement period.

Note: The top 25 stations are defined as those with the largest 7-day cumulative audience, as reported by Scarborough. Radio information reflect Washington radio market in 2009.

Source: Scarborough 2009, Release 1



**Phone Contacts**

**Notes**

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 Ken Babby, Vice President ..... 202 334-5298

**Advertising Operations**

Constantine Bugg, Director ..... 202 334-5181  
 Dispatch ..... 202 334-5984  
 Fax..... 202 334-5519

**Classified Advertising**

Tim Condon, Director– Classifieds..... 202 334-5758  
 Wendy Evans, Director– Jobs..... 202 334-5795

**Display Advertising**

Stuart McKeel  
 Director – Regional Sales Unit ..... 202 334-7752  
 Ethan Selzer  
 Director– Major Accounts Unit ..... 202 334-7704  
 New York Sales Office..... 212 445-5051  
 Wendy Evans, Director– Jobs..... 202 334-5795

**Preprints, Post Plus, Print & Deliver**

Ron Ulrich, Manager ..... 202 334-5289

**The Washington Post Magazine** ..... 202 334-5228  
 Jenny Abramson, General Manager ..... 202 334-4264

**The Washington Post– Main Number**..... 202 334-6000

**Your Sales Rep**.....