



# 2009 Top Media Outlets: Newspapers, Blogs, Consumer Magazines & Social Networks

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## Top 100 U.S. Daily Newspapers

Rank	Newspaper	Daily	Sunday	Rank	Newspaper	Daily	Sunday
1	USA Today	2,293,310	N/A	51	Arkansas Democrat-Gazette - Little Rock, AR	176,275	270,477
2	The Wall Street Journal	2,011,999	N/A	52	The Buffalo News	175,984	255,369
3	The New York Times	1,000,665	1,438,585	53	The Times-Picayune - New Orleans, LA	175,530	194,248
4	Los Angeles Times	739,147	1,055,076	54	The Virginian Pilot	174,573	200,457
5	Daily News - New York, NY	632,595	674,104	55	Omaha World-Herald	169,722	216,285
6	New York Post	625,421	386,105	56	Boston Herald	167,506	100,760
7	Washington Post	622,714	866,057	57	Las Vegas Review-Journal	165,010	189,442
8	Chicago Tribune	516,032	864,845	58	The Hartford Courant	164,338	234,514
9	Houston Chronicle	448,271	584,164	59	Richmond Times-Dispatch	160,886	196,271
10	The Arizona Republic - Phoenix, AZ	413,332	463,036	60	The News & Observer - Raleigh, NC	158,573	205,654
11	Newsday - Long Island, NY	377,517	433,894	61	Investor's Business Daily - Los Angeles, CA	156,882	N/A
12	San Francisco Chronicle	339,430	398,116	62	The Record - Hackensack, NJ	156,817	191,944
13	Dallas Morning News	338,933	483,841	63	Austin American-Statesman	151,520	186,219
14	The Boston Globe	323,983	503,659	64	The Tennessean - Nashville, TN	149,686	210,277
15	Star Tribune - Minneapolis, MN	322,360	520,828	65	The Press-Enterprise - Riverside, CA	149,608	160,016
16	The Star-Ledger - Newark, NJ	316,280	455,699	66	The Commercial Appeal - Memphis, TN	147,598	178,082
17	The Chicago Sun-Times	313,176	255,905	67	Tribune-Review - Pittsburgh, PA	146,520	191,838
18	The Plain Dealer - Cleveland, OH	305,529	411,061	68	Democrat & Chronicle - Rochester, NY	141,812	196,146
19	The Philadelphia Inquirer	300,674	556,426	69	The Fresno Bee	139,649	166,380
20	Detroit Free Press	298,243	605,369	70	Daily Herald - Arlington Heights, IL	138,186	142,342
21	The Oregonian - Portland, OR	283,321	344,950	71	The Des Moines Register	135,056	219,745
22	The Atlanta Journal-Constitution	274,999	464,805	72	The Palm Beach Post	134,350	164,364
23	The San Diego Union-Tribune	269,819	342,384	73	Asbury Park Press	133,241	179,294
24	St. Petersburg Times	268,935	390,289	74	The Honolulu Advertiser	132,894	142,401
25	The Sacramento Bee	253,249	299,207	75	The Providence Journal	131,620	186,571
26	The Indianapolis Star	244,796	321,760	76	The Birmingham News	131,133	163,825
27	St. Louis Post-Dispatch	240,796	423,588	77	The Los Angeles Daily News - Woodland Hills, CA	129,647	134,183
28	The Kansas City Star	239,358	324,837	78	The Florida Times-Union - Jacksonville, FL	127,661	181,155
29	The Orange County (CA) Register	236,270	298,410	79	The Grand Rapids Press	123,893	178,033
30	The Mercury News - San Jose, CA	224,199	241,518	80	The Salt Lake Tribune	119,976	135,912
31	The Sun - Baltimore, MD	218,923	350,640	81	Seattle Post-Intelligencer	117,572	N/A
32	Milwaukee Journal Sentinel	212,156	375,857	82	The Blade - Toledo, OH	115,058	144,204
33	The Miami Herald	210,884	279,484	83	Knoxville News-Sentinel	112,132	137,843
34	The Denver Post	210,585	N/A	84	Dayton Daily News	111,855	152,937
35	The Rocky Mountain News	210,281	N/A	85	The Akron Beacon Journal	110,999	150,919
36	San Antonio Express-News	206,933	302,720	86	Tulsa World	110,467	154,953
37	Orlando Sentinel	206,363	307,976	87	Post-Standard - Syracuse, NY	107,272	157,799
38	Pittsburgh Post-Gazette	203,588	317,008	88	The News Tribune - Tacoma, WA	106,335	120,760
39	The Seattle Times	198,741	N/A	89	Albuquerque Journal	102,266	134,110
40	The Columbus Dispatch	195,317	331,977	90	The News Journal - Wilmington, DE	102,171	120,079
41	Star-Telegram - Ft. Worth, TX	194,257	280,447	91	Morning Call - Allentown, PA	101,432	134,966
42	The Charlotte Observer	193,577	252,300	92	La Opinion - Los Angeles, CA	100,462	56,027
43	The Cincinnati Enquirer	193,326	272,703	93	Lexington (KY) Herald-Leader	100,185	128,397
44	The Courier-Journal - Louisville, KY	192,896	268,942	94	Journal News - Rockland County, NY	99,971	121,754
45	The Tampa Tribune	187,689	N/A	95	Philadelphia Daily News	97,694	N/A
46	St. Paul Pioneer-Press	184,973	246,431	96	Wisconsin State Journal	97,012	137,609
47	South Florida Sun-Sentinel - Ft. Lauderdale, FL	183,562	269,256	97	The Gazette - Colorado Springs, CO	96,515	107,278
48	Contra Costa (CA) Times	180,605	189,608	98	The State - Columbia, SC	95,743	124,374
49	The Oklahoman - Oklahoma City, OK	179,703	243,379	99	The Post and Courier - Charleston, SC	95,514	105,033
50	The Detroit News	178,280	N/A	100	Arizona Daily Star - Tucson	94,055	147,558

Source: Audit Bureau of Circulations figures for six-month period ending 9/30/08  
 ♦ ceased publication as of 3/18/09 ♦ switched to online-only format as of 3/18/09

## English Language Blogs

# 2009 Top Media Outlets



Rank	Blog	Blog Address	Technorati's Authority Figures as of 02/15/09
1	Huffington Post	huffingtonpost.com	29,962 ▲
2	Engadget	engadget.com	17,030 ▼
3	TechCrunch	techcrunch.com	16,494 ▼
4	Gizmodo	gizmodo.com	13,859 ▼
5	Boing Boing	boingboing.net	12,726 ▼
6	Official Google Blog	googleblog.blogspot.com	11,498 ▼
7	LifeHacker	lifehacker.com	11,208 ▼
8	Ars-Technica	arstechnica.com	10,598 ▼
9	Daily Kos	dailykos.com	10,597 ▼
10	Smashing Magazine	smashingmagazine.com	9,461 ▲
11	Blogging Stocks	bloggingstocks.com	9,370 ▲
12	Mashable	mashable.com	9,226 ▲
13	Gadling	gadling.com	8,947 ▲
14	Seth's Blog	sethgodin.typepad.com	8,203 ▼
15	PostSecret	postsecret.blogspot.com	8,054 ▼
16	TMZ	tmz.com	7,934 ▲
17	ReadWriteWeb	readwriteweb.com	7,844 ▲
18	Cinematical	cinematical.com	7,812 ▲
19	Joystiq	joystiq.com	7,633 ▲
20	Gawker	gawker.com	7,601 ▲
21	TV Squad	tv squad.com	7,260 ▲
22	The Unofficial Apple Weblog (TUAW)	tuaw.com	7,058 ▲
23	CNN Political Ticker	politicalticker.blogs.cnn.com	6,959 ▲
24	Perez Hilton	perezhilton.com	6,828 ▲
25	Download Squad	downloadsquad.com	6,701 ▲

Source: Technorati's Authority figures as of 02/15/09  
 ▲ an increase in authority for the period of 11/25/08 to 2/15/09  
 ▼ a decrease in authority for the period of 11/25/08 to 2/15/09

## U.S. Consumer Magazines

Rank	Magazine	Total Paid & Verified Circulation
1	AARP Bulletin	24,500,078 ▲
2	AARP The Magazine	24,349,637 ▼
3	Reader's Digest	8,168,667 ▼
4	Better Homes and Gardens	7,659,823 ▲
5	National Geographic	5,060,377 ▼
6	Good Housekeeping	4,684,811 ▲
7	Woman's Day	3,920,867 ▲
8	Family Circle	3,914,927 ▲
9	AAA Westways	3,842,577 ▼
10	Ladies Home Journal	3,840,645 ▲
11	People	3,691,819 ▼
12	Game Informer	3,517,598 ▲
13	Time	3,360,135 ▼
14	Prevention	3,339,616 ▲
15	TV Guide (US)	3,256,962 ▼
16	Sports Illustrated	3,218,133 ▼
17	Taste of Home	3,202,493 ▲
18	Cosmopolitan	2,926,683 ▼
19	Southern Living	2,834,589 ▲
20	AAA Via	2,807,830 ▲
21	Newsweek	2,701,893 ▼
22	Playboy	2,700,653 ▼
23	Maxim	2,521,709 ▼
24	American Legion Magazine	2,430,285 ▼
25	O - Oprah	2,365,333 ▼

Source: ABC figures for 6 month period ending 12/31/08  
 ▲ an increase in circulation for the period of 6/08 to 12/08  
 ▼ a decrease in circulation for the period 6/08 to 12/08

## Top Social Networks

Rank	Site	Site Address
1	Facebook	facebook.com ▲
2	MySpace	myspace.com ▼
3	Twitter	twitter.com ▲
4	Flixster	flixster.com ▲
5	LinkedIn	linkedin.com ▲
6	Tagged	tagged.com ▲
7	Classmates	classmates.com ▼
8	My Yearbook	myyearbook.com ▼
9	LiveJournal	livejournal.com ▼
10	Imeem	imeem.com ▲
11	Reunion	reunion.com -
12	Ning	ning.com ▼
13	BlackPlanet	blackplanet.com ▼
14	Bebo	bebo.com ▼
15	Hi5	hi5.com ▼
16	Yuku	yuku.com ▲
17	CafeMom	cafemom.com ▲
18	Friendster	friendster.com ▼
19	Xanga	xanga.com ▼
20	Yahoo! 360°	360.yahoo.com ▼
21	Orkut	orkut.com ▼
22	UrbanChat	urbanchat.com ▲
23	Fubar	fubar.com ▼
24	AsianTown	asiantown.net ▲
25	Tickle	tickle.com ▼

Source: Compete.com Ranking as of 01/09  
 ▲ an increase in ranking for the period of 1/08 to 1/09  
 ▼ a decrease in ranking for the period of 1/08 to 1/09