

ABC FAS FAX: March 2011 - Top Newspapers

SUNDAY

Rank w/ branded	Rank w/o branded	PUBLICATION	Total Circulation		Print				Digital Replica				Digital Non-Replica				Branded Editions 2011
			w/ Branded	w/o branded	2011	2010	DIFF	PCT	2011	2010	DIFF	PCT	2011	2010	DIFF	PCT	
1	1	The New York Times	1,339,462	1,339,462	1,280,402	1,326,624	(46,222)	-3.48%	3,328	49,606	(46,278)	-93.29%	55,732	-	55,732	#DIV/0!	-
2	2	Los Angeles Times	948,889	948,889	912,784	933,243	(20,459)	-2.19%	9,951	8,671	1,280	14.76%	26,154	-	26,154	#DIV/0!	-
3	4	The Washington Post	852,861	751,413	725,617	789,363	(63,746)	-8.08%	17,099	8,316	8,783	105.62%	8,697	-	8,697	#DIV/0!	101,448
4	3	Chicago Tribune	780,601	780,601	757,871	772,794	(14,923)	-1.93%	22,730	21,556	1,174	5.45%	-	-	-	#DIV/0!	-
5	24	San Jose Mercury News	636,999	236,870	210,683	505,864	(295,181)	-58.35%	25,316	43,160	(17,844)	-41.34%	871	-	871	#DIV/0!	400,129
6	11	The Detroit News/Free Press	614,226	480,343	475,543	508,988	(33,445)	-6.57%	3,047	2,754	293	10.64%	1,753	-	1,753	#DIV/0!	133,883
7	6	Houston Chronicle	587,984	512,142	469,140	486,753	(17,613)	-3.62%	41,446	39,655	1,791	4.52%	1,556	-	1,556	#DIV/0!	75,842
8	5	New York Daily News	584,658	584,658	530,849	580,651	(49,802)	-8.58%	31,717	21,990	9,727	44.23%	22,092	-	22,092	#DIV/0!	-
9	10	Denver Post	519,838	483,197	444,491	464,669	(20,178)	-4.34%	22,070	22,307	(237)	-1.06%	16,636	-	16,636	#DIV/0!	36,641
10	8	Minneapolis Star Tribune	516,134	496,039	475,384	484,818	(9,434)	-1.95%	19,372	8,209	11,163	135.98%	1,283	-	1,283	#DIV/0!	20,095
11	7	The Arizona Republic	511,764	511,764	510,899	509,835	1,064	0.21%	107	665	(558)	-83.91%	758	-	758	#DIV/0!	-
12	9	Philadelphia Inquirer	488,287	488,287	445,870	459,186	(13,316)	-2.90%	33,152	58,621	(25,469)	-43.45%	9,265	-	9,265	#DIV/0!	-
13	12	<b>St Petersburg Times</b>	<b>429,048</b>	<b>429,048</b>	<b>414,568</b>	<b>405,034</b>	<b>9,534</b>	<b>2.35%</b>	<b>13,937</b>	<b>12,773</b>	<b>1,164</b>	<b>9.11%</b>	<b>543</b>	-	<b>543</b>	#DIV/0!	-
14	23	Chicago Sun - Times	421,453	250,908	224,839	247,170	(22,331)	-9.03%	25,453	246	25,207	10246.75%	616	-	616	#DIV/0!	170,545
15	21	The Plain Dealer	402,998	342,680	338,183	360,977	(22,794)	-6.31%	3,860	1,417	2,443	172.41%	637	-	637	#DIV/0!	60,318
16	13	Atlanta Journal Constitution	391,815	391,815	388,883	395,392	(6,509)	-1.65%	891	2,534	(1,643)	-64.84%	2,041	-	2,041	#DIV/0!	-
17	14	The Dallas Morning News	375,100	362,969	331,879	362,814	(30,935)	-8.53%	31,090	10,217	20,873	204.30%	-	-	-	#DIV/0!	12,131
18	15	Long Island Newsday	362,221	362,221	361,063	393,637	(32,574)	-8.28%	1,158	1,272	(114)	-8.96%	-	-	-	#DIV/0!	-
19	16	St Louis Post-Dispatch	360,450	360,450	330,618	378,635	(48,017)	-12.68%	29,832	21,407	8,425	39.36%	-	-	-	#DIV/0!	-
20	17	Boston Globe	356,652	356,652	351,371	375,651	(24,280)	-6.46%	242	3,298	(3,056)	-92.66%	5,039	-	5,039	#DIV/0!	-
21	18	New York Post	355,784	355,784	315,698	333,795	(18,097)	-5.42%	17,848	368	17,480	4750.00%	22,238	-	22,238	#DIV/0!	-
22	19	The Seattle Times	346,991	346,991	317,270	329,601	(12,331)	-3.74%	28,221	27,343	878	3.21%	1,500	-	1,500	#DIV/0!	-
23	20	Baltimore Sun	343,552	343,552	314,564	315,012	(448)	-0.14%	28,988	29,215	(227)	-0.78%	-	-	-	#DIV/0!	-
24	22	The Newark Star-Ledger	337,416	337,416	336,012	358,537	(22,525)	-6.28%	1,404	1,328	76	5.72%	-	-	-	#DIV/0!	-
25	25	Milwaukee Journal Sentinel	333,999	333,999	316,227	314,852	1,375	0.44%	17,772	13,395	4,377	32.68%	-	-	-	#DIV/0!	-

\* Sorted by Total Circulation w/ Branded edition

DAILY (Monday - Friday average)

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			w/ Branded	w/o branded	2011	2010	DIFF	PCT	2011	2010	DIFF	PCT	2011	2010	DIFF	PCT	
1	1	The Wall Street Journal	2,117,796	2,117,796	1,613,062	1,678,498	(65,436)	-3.90%	-	-	-	#DIV/0!	504,734	414,025	90,709	21.91%	-
2	2	USA Today	1,829,119	1,829,119	1,788,852	1,808,631	(19,779)	-1.09%	24,579	17,991	6,588	36.62%	15,688	-	15,688	#DIV/0!	-
3	3	The New York Times	916,911	916,911	816,391	860,129	(43,738)	-5.09%	47,078	90,934	(43,856)	-48.23%	53,442	-	53,442	#DIV/0!	-
4	4	Los Angeles Times	605,243	605,243	556,065	599,246	(43,181)	-7.21%	22,731	17,358	5,373	30.95%	26,447	-	26,447	#DIV/0!	-
5	25	San Jose Mercury News	577,665	207,539	156,133	436,371	(280,238)	-64.22%	50,536	80,329	(29,793)	-37.09%	870	-	870	#DIV/0!	370,126
6	5	The Washington Post	550,821	550,821	511,688	550,769	(39,081)	-7.10%	30,748	27,713	3,035	10.95%	8,385	-	8,385	#DIV/0!	-
7	6	New York Daily News	530,924	530,924	476,233	516,380	(40,147)	-7.77%	31,203	21,296	9,907	46.52%	23,488	-	23,488	#DIV/0!	-
8	7	New York Post	522,874	522,874	483,652	514,150	(30,498)	-5.93%	18,010	2,405	15,605	648.86%	21,212	-	21,212	#DIV/0!	-
9	8	Chicago Tribune	437,205	437,205	415,441	430,281	(14,840)	-3.45%	21,764	21,864	(100)	-0.46%	-	-	-	#DIV/0!	-
10	20	Chicago Sun - Times	419,407	251,108	228,071	268,557	(40,486)	-15.08%	22,434	246	22,188	9019.51%	603	-	603	#DIV/0!	168,299
11	19	The Dallas Morning News	404,951	251,510	221,927	232,266	(10,339)	-4.45%	29,583	28,393	1,190	4.19%	-	-	-	#DIV/0!	153,441
12	11	Houston Chronicle	364,724	323,998	271,772	317,562	(45,790)	-14.42%	50,688	48,980	1,708	3.49%	1,538	-	1,538	#DIV/0!	40,726
13	15	Philadelphia Inquirer	343,710	266,582	228,000	248,719	(20,719)	-8.33%	29,561	21,552	8,009	37.16%	9,021	-	9,021	#DIV/0!	77,128
14	9	The Arizona Republic	337,170	337,170	336,314	349,458	(13,144)	-3.76%	107	1,749	(1,642)	-93.88%	749	-	749	#DIV/0!	-
15	10	Denver Post	324,970	324,970	269,718	289,998	(20,280)	-6.99%	38,616	43,677	(5,061)	-11.59%	16,636	-	16,636	#DIV/0!	-
16	12	Long Island Newsday	298,759	298,759	297,601	333,537	(35,936)	-10.77%	1,158	1,272	(114)	-8.96%	-	-	-	#DIV/0!	-
17	13	Minneapolis Star Tribune	296,605	296,605	251,830	266,521	(14,691)	-5.51%	43,510	28,917	14,593	50.47%	1,265	-	1,265	#DIV/0!	-
18	14	<b>St Petersburg Times</b>	<b>292,441</b>	<b>275,192</b>	<b>260,496</b>	<b>265,584</b>	<b>(5,088)</b>	<b>-1.92%</b>	<b>14,174</b>	<b>13,304</b>	<b>870</b>	<b>6.54%</b>	<b>522</b>	-	<b>522</b>	#DIV/0!	<b>17,249</b>
19	16	Portland Oregonian	260,248	260,248	233,896	241,265	(7,369)	-3.05%	26,352	22,335	4,017	17.99%	-	-	-	#DIV/0!	-
20	17	The Plain Dealer	254,372	254,372	244,514	261,633	(17,119)	-6.54%	9,235	6,252	2,983	47.71%	623	-	623	#DIV/0!	-
21	18	The Seattle Times	253,742	253,742	224,504	236,422	(11,918)	-5.04%	27,754	27,046	708	2.62%	1,484	-	1,484	#DIV/0!	-
22	21	The Detroit News/Free Press	246,169	246,169	139,961	146,807	(6,846)	-4.66%	104,795	105,210	(415)	-0.39%	1,413	-	1,413	#DIV/0!	-
23	22	San Francisco Chronicle	235,350	235,350	193,061	207,359	(14,298)	-6.90%	38,752	33,971	4,781	14.07%	3,537	-	3,537	#DIV/0!	-
24	23	The Newark Star-Ledger	229,255	229,255	212,287	223,187	(10,900)	-4.88%	16,968	12,830	4,138	32.25%	-	-	-	#DIV/0!	-
25	24	Boston Globe	219,214	219,214	210,823	227,022	(16,199)	-7.14%	3,451	5,410	(1,959)	-36.21%	4,940	-	4,940	#DIV/0!	-
		Atlanta Journal Constitution	183,415	183,415	175,846	189,209	(13,363)	-7.06%	5,561	6,991	(1,430)	-20.45%	2,008	-	2,008	#DIV/0!	-

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ABC FAS FAX: March 2011 - Major Florida Publications

**SUNDAY**

Rank		PUBLICATION	Total Circulation		Print				Digital Replica				Digital Non-Replica				Branded Editions 2011
w/ branded	w/o branded		w/ Branded	w/o branded	2011	2010	DIFF	PCT	2011	2010	DIFF	PCT	2011	2010	DIFF	PCT	
1	1	<b>St Petersburg Times</b>	<b>429,048</b>	<b>429,048</b>	<b>414,568</b>	<b>405,034</b>	<b>9,534</b>	<b>2.35%</b>	<b>13,937</b>	<b>12,773</b>	<b>1,164</b>	<b>9.11%</b>	<b>543</b>	-	<b>543</b>	<b>100.00%</b>	-
2	2	Orlando Sentinel	287,845	287,845	283,190	288,430	(5,240)	-1.82%	4,655	2,408	2,247	93.31%	-	-	-	0.00%	-
3	3	Tampa Tribune	262,218	256,408	250,963	251,865	(902)	-0.36%	5,445	8,052	(2,607)	-32.38%	-	-	-	0.00%	5,810
4	4	South Florida Sun-Sentinel	253,247	253,247	251,437	261,594	(10,157)	-3.88%	1,810	1,815	(5)	-0.28%	-	-	-	0.00%	-
5	5	Miami Herald	217,163	217,163	205,033	229,077	(24,044)	-10.50%	10,614	6,148	4,466	72.64%	1,516	-	1,516	100.00%	-
6	6	Jacksonville Florida Times Union	159,216	159,216	148,504	156,579	(8,075)	-5.16%	10,712	10,264	448	4.36%	-	-	-	0.00%	-
7	7	West Palm Beach Post	143,832	143,832	143,482	154,014	(10,532)	-6.84%	350	32	318	993.75%	-	-	-	0.00%	-
8	8	Sarasota Herald-Tribune	106,127	106,127	99,061	105,153	(6,092)	-5.79%	7,066	7,194	(128)	-1.78%	-	-	-	0.00%	-
9	9	Fort Myers News-Press	100,242	100,242	100,009	102,351	(2,342)	-2.29%	233	144	89	61.81%	-	-	-	0.00%	-
10	10	Daytona Beach News-Journal	90,219	90,219	89,541	92,338	(2,797)	-3.03%	678	215	463	215.35%	-	-	-	0.00%	-
11	11	Naples Daily News	74,489	74,489	56,864	68,722	(11,858)	-17.26%	17,625	19,796	(2,171)	-10.97%	-	-	-	0.00%	-
12	12	Bradenton Herald	49,908	49,908	44,701	46,234	(1,533)	-3.32%	5,207	5,297	(90)	-1.70%	-	-	-	0.00%	-

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w/ branded	w/o branded		w/ Branded	w/o branded	2011	2010	DIFF	PCT	2011	2010	DIFF	PCT	2011	2010	DIFF	PCT	
1	1	<b>St Petersburg Times</b>	<b>292,441</b>	<b>275,192</b>	<b>260,496</b>	<b>265,584</b>	<b>(5,088)</b>	<b>-1.92%</b>	<b>14,174</b>	<b>13,304</b>	<b>870</b>	<b>6.54%</b>	<b>522</b>	-	<b>522</b>	<b>100.00%</b>	<b>17,249</b>
2	2	Orlando Sentinel	187,841	187,841	180,144	184,289	(4,145)	-2.25%	7,697	6,891	806	11.70%	-	-	-	0.00%	-
3	3	South Florida Sun-Sentinel	174,641	174,641	162,333	167,724	(5,391)	-3.21%	12,308	12,549	(241)	-1.92%	-	-	-	0.00%	-
4	4	Miami Herald	173,555	173,555	130,086	144,097	(14,011)	-9.72%	41,971	26,672	15,299	57.36%	1,498	-	1,498	100.00%	-
5	5	Tampa Tribune	164,568	159,567	130,435	139,162	(8,727)	-6.27%	29,132	20,651	8,481	41.07%	-	-	-	0.00%	5,001
6	6	West Palm Beach Post	117,149	117,149	111,589	117,681	(6,092)	-5.18%	5,560	4,930	630	12.78%	-	-	-	0.00%	-
7	7	Jacksonville Florida Times Union	107,921	107,921	97,200	107,158	(9,958)	-9.29%	10,721	10,258	463	4.51%	-	-	-	0.00%	-
8	8	Sarasota Herald-Tribune	83,085	83,085	77,369	82,938	(5,569)	-6.71%	5,716	6,159	(443)	-7.19%	-	-	-	0.00%	-
9	9	Fort Myers News-Press	73,375	73,375	68,211	71,991	(3,780)	-5.25%	5,164	5,685	(521)	-9.16%	-	-	-	0.00%	-
10	11	Naples Daily News	72,080	63,154	45,761	57,781	(12,020)	-20.80%	17,393	19,786	(2,393)	-12.09%	-	-	-	0.00%	8,926
11	10	Daytona Beach News-Journal	69,881	69,881	69,203	68,904	299	0.43%	678	1,817	(1,139)	-62.69%	-	-	-	0.00%	-
12	12	Bradenton Herald	38,163	38,163	32,990	36,110	(3,120)	-8.64%	5,173	5,381	(208)	-3.87%	-	-	-	0.00%	-