



Times Holds its Place as Florida's Favorite Newspaper Growth in Tampa Keeps Times Ahead

TAMPA BAY – April 27, 2009 - In the teeth of a brutal recession, the St. Petersburg Times held its position as Florida's largest and favorite newspaper. Among the country's top 25 newspapers, the Times remains the 17th largest on Sunday and advanced in the rankings to 22nd largest daily.

While the Times' overall circulation declined, company executives were celebrating growth in Hillsborough and central Pasco counties, and growth among Sunday subscribers generally.

The circulation numbers were published a week after the Times won two Pulitzer prizes, and in the year that the newspaper is marking its 125th anniversary. "We still believe that good journalism is good business," said Paul Tash, the Times' editor and chairman. "We are putting ourselves in a strong position, and betting on the future of the Tampa Bay region."

Even though the recession has temporarily stalled population growth, the Times delivered Sunday papers to about 700 more subscribers, on average, than during the same six-month period in the previous year.

Those gains came in Hillsborough and Central Pasco counties, where the newspaper also posted overall growth. In those areas, the Times grew by 25 percent – nearly 10,000 copies – on Sunday, and by 18 percent – more than 5,000 copies – on weekdays.*

"We continue to see unprecedented growth in the competitive markets of Hillsborough and Central Pasco. We are setting new records virtually every week," said Joe DeLuca, Tampa publisher for the Times.

Overall, the Times' circulation during the six-month period fell by 4.4 percent on Sunday; daily circulation was down 10.4 percent Monday through Friday and down 9.6 percent Monday through Saturday. Audience and New Business Development Director Jerry Hill said most of the decline resulted from the Times' decisions to discontinue certain programs, including complimentary Monday papers to Sunday-only subscribers.

Please see the comparison of Florida Newspapers on page 2.

***Source: 2009 Times internal circulation reports by geographic area, six-month period in comparison to previous year.**

Circulation of Florida's largest newspapers as of 3/29/09
 Source: Audit Bureau of Circulations Fas-Fax March 2009
 (Note: Daily circulation is Monday through Friday)

<i>Newspaper</i>	<i>Sunday Circulation</i>	<i>% Change</i>	<i>Daily Circulation</i>	<i>% Change</i>
St. Petersburg Times	413,929	-4.4%	283,093	-10.4%
Orlando Sentinel	315,298	-5.0%	206,205	-9.4%
Miami Herald	270,166	-13.2%	202,122	-15.8%
Sun-Sentinel (Ft. Lauderdale)	285,196	-6.0%	195,522	-10.4%
Tampa Tribune	284,583	0.3%	195,277	-11.4%
Palm Beach Post	178,928	-8.5%	143,221	-12.9%
Florida Times-Union (Jacksonville)	177,591	-11.8%	122,655	-15.1%

About the Times

The *St. Petersburg Times* is considered one of the top 10 newspapers in the country and honored with eight Pulitzer Prizes to its name, including two 2009 Pulitzer Prizes. The *Times* is produced by the Times Publishing Company, which also publishes Tampa Bay's largest local news Web site, **TampaBay.com**, the free daily tabloid *tbt** *Tampa Bay Times*, the Pulitzer Prize-winning Web site, PolitiFact.com, special events, niche publications, and targeted advertising programs.

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