



**Fast news you can use.**

## **tbt\* to Add 50,000 Copies To Satisfy Reader Demand**

Tampa Bay, Fla. – September 29, 2009 – America’s fastest growing newspaper, tbt\* Tampa Bay Times, is about to get larger.

Starting Oct. 12, 2009, tbt\* will extend its reach by adding 50,000 copies each week, which will boost its weekly distribution to 431,500 copies.

That means tbt\* will distribute 80,000 copies each day Monday through Thursday. On Fridays, there will be 111,500 copies in the market.

The additional copies will be distributed strategically throughout the existing 3,500 locations in Hillsborough, Pinellas and Pasco County to areas of highest value to advertisers.

“In this economic climate it makes quite a statement about the confidence we have in tbt\* to make this kind of investment.” said tbt\* Publisher Joe DeLuca. “We have to grow to satisfy the demand from our readers. We also want to continually reach new readers for our advertisers.”

tbt\* has maintained an average pick up rate of 96% for the past year.

Only 5 years old, tbt\* has now surpassed the Sarasota Herald-Tribune and Daytona Beach News-Journal in daily circulation to become the 8<sup>th</sup> largest paper (Mon.-Fri.) in the state.

tbt\* will also add more color pages to each day’s edition as well: a change that the readers are sure to enjoy.

### **About the Publisher**

tbt\* is a free daily publication of the *St. Petersburg Times*, Florida’s largest paper, and is audited annually by Certified Audit of Circulations. tbt\*, the Times and TampaBay.com combined reach more than 1.5 million people each week.

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