



## **Tampa Bay's Favorite Newspaper Attracting More Subscribers and Readers**

More people in Tampa, Pasco and Hernando are turning to the *Times*

TAMPA BAY – Monday, April 26, 2010 – The *St. Petersburg Times* continues to grow readers and subscribers, holding its place as Florida's leading newspaper. Among the country's top 25 newspapers, the *Times* has moved up to become the 11<sup>th</sup> largest on Sunday and advanced in the rankings to 15<sup>th</sup> largest daily.

On an average Sunday, the *Times* sold 3,878 more papers, or about 1 percent, during the six months ending in March 2010 compared to the same period a year ago. No other large newspaper in the country posted Sunday circulation gains.

"We mean to be *the* newspaper for all of Tampa Bay, and these results take us farther along that path," said Paul Tash, editor and chairman of the *Times*, which is locally-owned. "By adding readers, we can also help our advertisers reach their customers."

The *Times*' daily circulation during the six-month period fell slightly, mostly because the newspaper discontinued certain programs, including some complimentary copies not purchased directly by consumers. The daily circulation does not include copies of *tbt*\* *Tampa Bay Times*, the company's free daily newspaper.

For a comparison of Florida newspaper circulation, please see page 2.

The *Times*' circulation growth came in Hillsborough, Central Pasco and Hernando counties, continuing an established trend. The growth also comes from two categories – home delivery and single copy – that are very attractive to advertisers.

The gains help build the *Times*' growing audience in Tampa Bay.

Separately, a report last week by an independent research firm confirmed that the *Times* is widening its lead over the *Tampa Tribune*. A survey of newspaper readers by the Scarborough firm showed the *Times*' audience is 53 percent bigger on weekdays and 42 percent larger on Sundays.

The *Times* now reaches 40 percent of all Tampa Bay adults Sunday, according to the report.

Circulation of Florida's largest newspapers as of 3/28/10  
 Source: Audit Bureau of Circulations Fas-Fax March 2010  
 (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	417,807	+0.9%	278,888	-1.5%
Orlando Sentinel	290,838	-7.8%	191,191	-7.3%
Sun-Sentinel (Ft. Lauderdale)	263,409	-7.6%	180,273	-7.8%
Tampa Tribune	259,917	-8.7%	159,813	-18.2%
Miami Herald	235,225	-12.9%	170,769	-15.5%
Florida Times-Union (Jacksonville)	166,843	-6.0%	117,416	-4.3%
Palm Beach Post	154,046	-13.9%	122,611	-14.4%

**About the Times**

The *St. Petersburg Times* is widely considered one of the Top Ten newspapers in America. The Times has won eight Pulitzer Prizes, including two in 2009. 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 *tbt\** *Tampa Bay Times*, the Pulitzer Prize-winning Web site, PolitiFact.com, special events, specialty publications, and targeted advertising programs.

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