



# St. Petersburg Times

In the know. In the Times.™

FOR IMMEDIATE RELEASE  
October 25, 2010

Contact: Jounice Nealy-Brown  
[nealybrown@sptimes.com](mailto:nealybrown@sptimes.com)  
727-893-8289

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

More people in Tampa are turning to the *Times*

TAMPA BAY – Monday, October 25, 2010 – Continuing to grow readers and subscribers, the *St. Petersburg Times* is comfortably holding its place as Florida's leading newspaper. The *Times* was only one of three major newspapers to show Sunday circulation gains in paid categories.

On an average Sunday, the *Times* sold 7,186 more papers, or about 2 percent, during the six months ending in September 2010 compared to the same period a year ago.

“The *Times* is very pleased with our sustained growth in total Sunday circulation. We are also excited about our ongoing growth in the competitive market of Hillsborough County, where we continue to see double-digit gains on both daily and Sunday,” said Joe DeLuca, the *Times*' Tampa publisher and a vice president.

“It is also extremely encouraging that, despite the very challenging regional economic conditions, our focus on growing paid circulation is generating results for our advertisers and yielding solid year over year gains in revenue through nine months of 2010. We fully expect that trend to continue in support of our ongoing strategy, to be the newspaper of choice for all of Tampa Bay,” he added.

The *Times*' daily circulation during the six-month period fell slightly, mostly among single copy buyers who purchased less frequently during that time. The daily circulation does not include copies of *tbt*\* *Tampa Bay Times*, the company's free daily newspaper.

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 57 percent bigger on weekdays and 56 percent larger on Sundays.

The *Times* now reaches 41 percent of all Tampa Bay adults Sunday, according to the report.

Total Paid Circulation of Florida's largest newspapers  
Source: Audit Bureau of Circulations Fas-Fax September 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	377,235	+1.9%	239,684	-0.2%
Orlando Sentinel	270,320	-3.7%	172,271	-4.9%
Tampa Tribune	249,374	-1.4%	145,045	-5.0%
Sun-Sentinel (Ft. Lauderdale)	222,594	-7.0%	149,892	-2.4%
Miami Herald	214,891	-9.9%	151,612	-6.6%
Florida Times-Union (Jacksonville)	157,405	-1.2%	108,926	-0.5%
Palm Beach Post	127,862	-11.0%	100,830	-11.8%

**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.

###