



Tampa Bay's Favorite Newspaper Continues Growth in Tampa Times still preferred 2-to-1

TAMPA BAY – Wednesday, May 4, 2011 – Continuing to grow readers and subscribers, the *St. Petersburg Times* has extended its first place lead among Florida newspapers.

The *Times* is the only Florida newspaper ranked among the country's top 25 newspapers; it is the 13th largest on Sunday and the 18th largest daily.

"These gains are helping to increase our audience in Tampa Bay and it continues to show that our readers prefer the *Times* 2-to-1," said Joe DeLuca, Tampa publisher of the *Times*, which is locally-owned.

"We are continuing on our path to become *the* newspaper for all of Tampa Bay," said DeLuca, who also noted that the *Times* led the state with 1.3 million combined print and online audience.

On an average Sunday, the *Times* sold 9,257 more papers, or 2.3 percent, during the six months ending March, compared to the same period a year ago. Total Sunday circulation increased almost 3 percent, or 9,534 papers for the same period. These gains continue to position the *Times* as the largest Sunday paper in the Southeast U.S.

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, which reaches more than 450,000 readers each week.

The *Times'* circulation growth came mostly in Hillsborough, Central Pasco and Hernando counties, continuing an established trend. The growth also comes from home delivery, which is very desirable to advertisers.

Separately, a report released last month by an independent research firm confirmed that the *Times* continues to widen its lead over the *Tampa Tribune*. A survey of newspaper readers by the Scarborough firm showed the *Times'* audience is 56 percent bigger on weekdays and 61 percent larger on Sundays in the metro area.

The *Times* now reaches 42 percent of all Tampa Bay adults Sunday, according to the report.

Circulation of Florida's largest newspapers as of March 27, 2011
 Source: Audit Bureau of Circulations Fas-Fax March 2011
 (Note: Daily circulation is Monday through Friday)

<i>Newspaper</i>	<i>Sunday Circulation</i>	<i>Daily Circulation</i>
St. Petersburg Times	429,048	292,441
Orlando Sentinel	287,845	187,841
Tampa Tribune	262,218	164,568
Sun-Sentinel (Ft. Lauderdale)	253,247	174,641
Miami Herald	217,163	173,555

About the St. Petersburg Times

The *St. Petersburg Times* is widely considered one of the Top Ten newspapers in America. The *Times* is produced by the Times Publishing Company, which also publishes **TampaBay.com** - Tampa Bay's largest local news Web site with more than 1.6 million unique visitors each month (Nielsen NetView three-month average for 01/11-03/11). Additionally, the company publishes the free daily *tbt** **Tampa Bay Times** and the Pulitzer Prize-winning Web site, **PolitiFact.com**; and produces special events, specialty publications, and targeted advertising programs.

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