



# St. Petersburg Times

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## ***Times* is Tampa Bay's only newspaper growing Sunday**

More people are buying the Sunday *Times*, which is preferred 2-to-1

TAMPA BAY – The only newspaper in Tampa Bay that is gaining Sunday subscribers, the *St. Petersburg Times* has increased Sunday circulation by more than 9,000 copies.

The *Times* continues to expand its lead, especially in Sunday home delivery, in Tampa Bay, according to the most recent report released by the Audit Bureau of Circulations that examined newspapers' circulation records for 2010.

On average, the *Times*' annual Sunday circulation is 400,306, which is up +9,078, or +2.3%. Daily circulation is 258,936, down slightly by -1,202, or -0.5%, mostly because single copy buying habits have changed and daily home delivery was flat. 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.

"It's clear that more people prefer to buy the *Times* because no other newspaper in the area provides the value and quality content that we do," said Joe DeLuca, Tampa publisher of the *Times*, which is locally-owned. "You add this to the fact that our readers prefer the *Times* 2-to-1. Clearly, we are continuing on our path to become *the* newspaper for all of Tampa Bay," DeLuca added.

The *Times*' Sunday home delivery – which is very desirable to advertisers – is now more than double that of the *Tampa Tribune*, which dropped both Sunday and daily circulation.

The *Times*' Sunday home delivery is 284,816, which is up +11,212, or +4.1%, while the *Tampa Tribune* Sunday home delivery is 140,110, which declined by -15,061 copies, or -9.7%.

The *Times*' circulation growth came mostly from home delivery in Hillsborough, Central Pasco and Hernando counties, continuing an established trend.

Separately, a report released in April 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.

**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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