

CIRCULATION TOTALS FOR ALL PUBLICATIONS BY CATEGORY*

10,195 total publications (7,465 community, 1,434 shoppers and 1,296 specialty/niche)

Number of publications as of Feb. 1, 2004, with circulation as reported for six months primarily ending on Sept. 30, 2003

| CATEGORY | TOTAL NUMBER OF PUBLICATIONS, ZONED EDITIONS AND CIRCULATION | | | | | PUBLICATIONS APPEARING ONCE A WEEK | | | | PUBLICATIONS APPEARING AT LEAST TWICE A WEEK* | | | | PUBLICATIONS APPEARING LESS THAN ONCE A WEEK | | | |
|----------------------|---|---------------------------------------|---------------------|---------------------|----------------------|---------------------------------------|---------------------|---------------------|----------------------|--|---------------------|---------------------|----------------------|---|---------------------|---------------------|----------------------|
| | Number of Publications | Number of Editions [†] | Paid Circulation | Free Circulation | Total Circulation | Published 1x Week | Paid Circulation | Free Circulation | Total Circulation | Published Greater Than 1x Week | Paid Circulation | Free Circulation | Total Circulation | Published Less Than 1x Week | Paid Circulation | Free Circulation | Total Circulation |
| UNITED STATES | | | | | | | | | | | | | | | | | |
| Alternative | 112 | 116 | 117,038 | 7,410,515 | 7,527,553 | 109 | 86,027 | 7,308,944 | 7,394,971 | 1 | 23,651 | 19,349 | 43,000 | 2 | 7,360 | 82,222 | 89,582 |
| Black | 188 | 316 | 3,459,682 | 1,933,485 | 5,393,167 | 172 | 3,079,505 | 1,876,285 | 4,955,790 | 10 | 325,177 | 22,100 | 347,277 | 6 | 55,000 | 35,100 | 90,100 |
| Community | 6,704 | 7,746 | 21,199,845 | 29,013,080 | 50,212,925 | 6,108 | 17,896,362 | 25,770,022 | 43,666,385 | 596 | 3,303,483 | 3,243,058 | 6,546,540 | 0 | 0 | 0 | 0 |
| Ethnic | 135 | 138 | 2,464,556 | 1,053,270 | 3,517,825 | 69 | 975,034 | 351,307 | 1,326,341 | 25 | 1,005,166 | 148,353 | 1,153,518 | 41 | 484,356 | 553,610 | 1,037,966 |
| Gay & Lesbian | 39 | 42 | 25,896 | 658,425 | 684,321 | 20 | 16,546 | 435,688 | 452,234 | 0 | 0 | 0 | 0 | 19 | 9,350 | 222,737 | 232,087 |
| Hispanic | 137 | 147 | 1,225,169 | 5,042,643 | 6,267,812 | 103 | 527,785 | 3,779,682 | 4,307,467 | 16 | 595,722 | 321,579 | 917,301 | 18 | 101,662 | 941,382 | 1,043,044 |
| Jewish | 103 | 105 | 1,612,792 | 651,735 | 2,264,527 | 58 | 1,370,163 | 358,232 | 1,728,395 | 2 | 8,700 | 13,050 | 21,750 | 43 | 233,929 | 280,453 | 514,382 |
| Military | 116 | 117 | 89,117 | 1,429,155 | 1,518,272 | 102 | 89,117 | 1,324,955 | 1,414,072 | 0 | 0 | 0 | 0 | 14 | 0 | 104,200 | 104,200 |
| Parenting | 114 | 127 | 13,474 | 5,217,839 | 5,231,313 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 114 | 13,474 | 5,217,839 | 5,231,313 |
| Real Estate | 82 | 89 | 164,832 | 2,184,658 | 2,349,490 | 8 | 127,886 | 193,500 | 321,386 | 0 | 0 | 0 | 0 | 74 | 36,946 | 1,991,158 | 2,028,104 |
| Religious | 125 | 128 | 4,766,160 | 194,143 | 4,960,303 | 93 | 3,783,397 | 74,765 | 3,858,162 | 0 | 0 | 0 | 0 | 32 | 982,763 | 119,378 | 1,102,141 |
| Senior | 92 | 136 | 17,712,892 | 3,678,548 | 21,391,440 | 2 | 0 | 30,000 | 30,000 | 0 | 0 | 0 | 0 | 90 | 17,712,892 | 3,648,548 | 21,361,440 |
| Shoppers | 1,379 | 3,573 | 710,312 | 55,224,631 | 55,934,943 | 1,301 | 625,933 | 49,790,143 | 50,416,076 | 48 | 64,144 | 2,823,176 | 2,887,320 | 30 | 20,235 | 2,611,312 | 2,631,547 |
| TOTAL | 9,326 | 12,780 | 53,561,765 | 113,692,127 | 167,253,891 | 8,145 | 28,577,755 | 91,293,523 | 119,871,279 | 698 | 5,326,043 | 6,590,665 | 11,916,706 | 483 | 19,657,967 | 15,807,939 | 35,465,906 |
| CANADA | | | | | | | | | | | | | | | | | |
| Alternatives | 6 | 6 | 316 | 628,335 | 628,651 | 6 | 316 | 628,335 | 628,651 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Community | 761 | 797 | 1,744,040 | 9,231,975 | 10,976,015 | 677 | 1,422,627 | 6,767,026 | 8,189,653 | 84 | 321,413 | 2,464,949 | 2,786,362 | 0 | 0 | 0 | 0 |
| Ethnic | 47 | 52 | 344,624 | 166,492 | 511,116 | 31 | 298,999 | 117,847 | 416,846 | 2 | 10,000 | 12,000 | 22,000 | 14 | 35,625 | 36,645 | 72,270 |
| Shoppers | 55 | 91 | 49,236 | 2,022,247 | 2,071,483 | 48 | 16,455 | 1,758,559 | 1,775,014 | 5 | 32,500 | 163,538 | 196,038 | 2 | 281 | 100,150 | 100,431 |
| TOTAL | 869 | 946 | 2,138,216 | 12,049,049 | 14,187,265 | 762 | 1,738,397 | 9,271,767 | 11,010,164 | 91 | 363,913 | 2,640,487 | 3,004,400 | 16 | 35,906 | 136,795 | 172,701 |
| GRAND TOTAL | 10,195 | 13,726 | 55,699,981 | 125,741,176 | 181,441,156 | 8,907 | 30,316,152 | 100,565,290 | 130,881,443 | 789 | 5,689,956 | 9,231,152 | 14,921,107 | 499 | 19,693,873 | 15,944,734 | 35,638,607 |

* Editor & Publisher defines a weekly newspaper as any publication printing less than four times a week. A paid community newspaper has more than ninety-five percent of the total circulation as paid (i.e. 100pd 5fr); the opposite for free publications. Anything in the middle is a combination newspaper. Papers that publish two or three times a week are averaged for one paid number and one free number.

† Editor & Publisher defines a publication with zoned editions as one with press runs allowing the editorial and/or advertising department to place specific material within different distribution areas. Any publication not having zoned editions is counted as one in both the "number of publications" column and "number of editions" column.