

READY RECKONER OF ADVERTISING RATES AND CIRCULATIONS

1,456 daily newspapers (787 morning, 680 evening and including 11 "all-day") and 917 Sunday

Number of newspapers as of Feb. 1, 2004, with circulations mainly as reported for six months ended Sept. 30, 2003

STATE	NUMBER OF DAILY NEWSPAPERS				MORNING PAPERS NET CIRCULATION SEPT. 30, 2003				AFTERNOON PAPERS NET CIRCULATION SEPT. 30, 2003				TOTALS		SUNDAY PAPERS NET CIRCULATION SEPT. 30, 2003				
	POPULATION-2004 E&P EST.	AMs	PMs	Total	AM circulation	Added PM circulation through combinations	Total circulation serving AM advertisers	Inch rates including all combinations	PM circulation	Added AM circulation through combinations	Total circulation serving PM advertisers	Inch rates including all combinations	Total AM & PM circulation	Minimum rates for AM & PM coverage	Number of papers	Sunday circulation	Daily combinations circulation	Total circulation secured by advertisers	Total inch rate
Alabama.....	4,578,084	20	4	24	535,232	9,689	544,921	\$707.56	95,557	148,938	244,495	\$254.16	630,789	\$802.81	20	708,334	148,938	857,272	\$819.74
Alaska.....	659,759	5	2	7	101,644	0	101,644	\$161.60	5,556	0	5,556	\$19.18	107,200	\$180.78	5	123,861	0	123,861	\$179.85
Arizona.....	5,902,858	8	8	16	670,621	32,607	703,228	\$710.37	97,027	98,948	195,975	\$231.67	767,648	\$790.14	11	880,619	0	880,619	\$932.19
Arkansas.....	2,794,684	14	14	28	393,949	0	393,949	\$420.24	74,045	0	74,045	\$147.84	467,994	\$568.08	16	538,963	0	538,963	\$551.52
*† California.....	35,944,417	66	26	91	5,256,155	83,291	5,339,446	\$5,630.85	597,011	225,678	822,689	\$990.14	5,853,166	\$6,295.18	62	6,724,461	0	6,724,461	\$6,243.76
Colorado.....	4,757,264	21	9	30	980,438	0	980,438	\$1,114.64	40,447	0	40,447	\$88.60	1,020,885	\$1,203.24	15	1,177,057	0	1,177,057	\$1,238.99
Connecticut.....	3,455,349	13	4	17	606,355	0	606,355	\$812.96	78,185	0	78,185	\$140.59	684,540	\$953.55	13	792,885	0	792,885	\$1,045.87
* Delaware.....	830,087	2	1	2	74,661	0	74,661	\$87.10	58,199	0	58,199	\$63.35	132,860	\$150.45	2	165,095	0	165,095	\$172.21
District of Columbia.....	562,342	2	0	2	835,127	0	835,127	\$696.00	0	0	0	\$0.00	835,127	\$696.00	2	1,076,527	0	1,076,527	\$943.00
* Florida.....	17,478,582	38	3	40	2,894,607	0	2,894,607	\$3,664.44	134,626	0	134,626	\$183.36	3,029,233	\$3,847.80	37	3,838,615	0	3,838,615	\$4,794.55
Georgia.....	9,024,306	27	5	32	908,217	0	908,217	\$1,185.65	68,803	0	68,803	\$83.24	977,020	\$1,268.89	27	1,263,895	0	1,263,895	\$1,431.71
* Hawaii.....	1,263,476	6	2	6	163,951	0	163,951	\$205.22	103,166	0	103,166	\$121.65	267,117	\$326.87	6	302,505	0	302,505	\$364.88
Idaho.....	1,425,230	10	2	12	195,531	0	195,531	\$227.33	10,614	0	10,614	\$24.00	206,145	\$251.33	8	228,166	0	228,166	\$243.13
* Illinois.....	12,804,664	25	42	66	1,960,135	6,330	1,966,465	\$2,059.41	389,999	57,259	447,258	\$648.22	2,350,134	\$2,645.48	31	2,456,546	0	2,456,546	\$2,582.16
Indiana.....	6,275,059	25	43	68	913,766	0	913,766	\$1,100.33	351,929	0	351,929	\$607.79	1,265,695	\$1,708.12	25	1,252,764	0	1,252,764	\$1,314.85
Iowa.....	2,962,135	16	21	37	442,011	3,134	445,145	\$570.78	158,825	17,826	176,651	\$297.31	600,836	\$831.19	12	620,247	0	620,247	\$679.86
Kansas.....	2,760,753	8	35	43	247,033	0	247,033	\$273.89	163,204	0	163,204	\$305.77	410,237	\$579.66	14	368,610	0	368,610	\$396.95
Kentucky.....	4,169,779	9	14	23	424,429	0	424,429	\$502.30	158,831	0	158,831	\$238.86	583,266	\$741.16	14	619,885	0	619,885	\$701.95
Louisiana.....	4,530,659	14	12	26	598,704	0	598,704	\$605.96	99,162	0	99,162	\$151.40	697,866	\$757.36	21	769,759	0	769,759	\$770.00
Maine.....	1,299,564	5	2	7	210,699	0	210,699	\$276.35	18,122	0	18,122	\$29.05	228,821	\$305.40	4	193,476	0	193,476	\$250.35
Maryland.....	5,561,655	10	3	13	531,423	13,848	545,271	\$549.45	63,823	21,970	85,793	\$83.24	595,246	\$602.34	9	807,820	0	807,820	\$621.54
*† Massachusetts.....	6,473,285	12	21	32	1,130,880	6,895	1,137,775	\$1,170.32	440,066	31,303	471,369	\$526.86	1,570,946	\$1,652.23	16	1,520,100	0	1,520,100	\$1,495.26
Michigan.....	10,167,893	15	33	48	670,546	227,392	897,938	\$1,062.46	984,125	352,714	1,336,839	\$1,471.57	1,654,671	\$1,893.03	27	1,893,473	0	1,893,473	\$1,840.20
Minnesota.....	5,145,030	15	10	25	763,454	0	763,454	\$715.38	100,571	0	100,571	\$160.43	864,025	\$875.81	15	1,154,801	0	1,154,801	\$861.08
Mississippi.....	2,936,019	8	15	23	210,220	0	210,220	\$281.01	156,699	0	156,699	\$226.24	366,919	\$507.25	18	369,359	0	369,359	\$505.77
Missouri.....	5,779,924	13	30	43	747,251	0	747,251	\$1,129.86	188,512	0	188,512	\$304.14	935,763	\$1,434.00	23	1,155,105	0	1,155,105	\$1,686.10
Montana.....	935,051	8	3	11	175,092	0	175,092	\$248.63	10,657	0	10,657	\$22.46	185,749	\$271.09	7	185,337	0	185,337	\$270.62
* Nebraska.....	1,755,069	6	12	17	225,196	0	225,196	\$185.91	182,774	0	182,774	\$204.12	407,970	\$390.03	6	390,382	0	390,382	\$307.63
Nevada.....	2,504,445	4	4	8	248,677	32,622	281,299	\$304.65	48,272	160,391	208,663	\$201.15	296,949	\$337.55	4	326,250	0	326,250	\$359.04
* New Hampshire.....	1,298,188	7	5	11	133,438	0	133,438	\$117.03	85,623	0	85,623	\$83.37	219,061	\$200.40	8	227,369	0	227,369	\$203.75
New Jersey.....	8,708,192	17	1	18	1,300,114	0	1,300,114	\$1,331.95	15,936	0	15,936	\$38.22	1,316,050	\$1,370.17	15	1,619,072	0	1,619,072	\$1,512.84
New Mexico.....	1,933,484	9	9	18	215,274	14,373	229,647	\$255.67	64,645	109,693	174,338	\$185.60	279,919	\$332.82	13	286,358	0	286,358	\$307.52
*† New York.....	19,303,694	37	23	59	6,624,955	0	6,624,955	\$4,803.62	359,747	0	359,747	\$469.20	6,984,702	\$5,272.82	38	5,494,432	51,805	5,546,237	\$5,463.36
North Carolina.....	8,683,864	33	14	47	1,155,373	0	1,155,373	\$1,249.82	156,103	0	156,103	\$210.35	1,311,476	\$1,460.17	39	1,447,797	0	1,447,797	\$1,474.18
North Dakota.....	635,535	6	4	10	146,070	0	146,070	\$176.33	14,819	0	14,819	\$37.25	160,889	\$213.58	7	165,063	0	165,063	\$198.54
Ohio.....	11,505,705	28	56	84	1,654,122	42,219	1,696,341	\$1,826.08	670,345	182,176	852,521	\$1,214.71	2,324,467	\$2,729.11	41	2,607,279	0	2,607,279	\$2,586.18
Oklahoma.....	3,554,158	12	31	43	456,702	0	456,702	\$549.09	166,494	0	166,494	\$269.98	623,196	\$819.07	36	764,192	0	764,192	\$849.78
* Oregon.....	3,667,179	7	13	19	367,903	0	367,903	\$319.18	295,493	0	295,493	\$272.78	663,396	\$591.96	12	702,020	0	702,020	\$572.30
Pennsylvania.....	12,389,600	49	33	82	2,196,022	120,269	2,316,291	\$2,710.36	460,193	149,263	609,456	\$816.46	2,656,215	\$3,223.73	41	3,065,348	0	3,065,348	\$3,360.30
Rhode Island.....	1,073,711	3	3	6	193,307	0	193,307	\$256.75	26,279	0	26,279	\$44.87	219,586	\$301.62	3	266,155	0	266,155	\$287.22
South Carolina.....	4,225,441	14	2	16	593,700	0	593,700	\$775.82	20,265	0	20,265	\$32.37	613,965	\$808.19	14	703,915	0	703,915	\$859.54
South Dakota.....	774,159	6	5	11	125,825	0	125,825	\$192.15	28,507	0	28,507	\$48.40	154,332	\$240.55	4	134,948	0	134,948	\$192.66
Tennessee.....	5,994,735	14	11	25	711,442	0	711,442	\$965.09	116,844	0	116,844	\$136.64	828,286	\$1,101.73	17	1,011,737	0	1,011,737	\$1,192.20
Texas.....	22,818,647	45	39	84	2,653,806	0	2,653,806	\$3,070.98	197,579	0	197,579	\$428.89	2,851,385	\$3,499.87	81	3,771,929	0	3,771,929	\$3,950.15
Utah.....	2,463,006	5	1	6	261,140	71,185	332,325	\$208.30	71,185	134,985	206,170	\$99.22	332,325	\$208.30	6	359,646	0	359,646	\$235.39
Vermont.....	624,665	5	3	8	92,775	0	92,775	\$137.38	26,517	0	26,517	\$43.25	119,292	\$180.63	3	92,947	0	92,947	\$129.41
† Virginia.....	7,499,652	21	4	25	3,122,062	0	3,122,062	\$945.02	31,876	0	31,876	\$50.71	3,153,938	\$995.73	17	1,158,633	188,540	1,347,173	\$1,086.26
Washington.....	6,321,023	15	8	23	973,660	0	973,660	\$1,195.31	103,608	0	103,608	\$144.64	1,077,268	\$1,339.95	17	1,227,087	0	1,227,087	\$1,226.17
West Virginia.....	1,802,463	12	8	20	249,653	20,081	269,734	\$409.25	87,421	41,454	128,875	\$220.38	337,074	\$537.44	12	345,836	0	345,836	\$450.84
Wisconsin.....	5,534,152	11	24	35	520,322	0	520,322	\$577.35	356,556	0	356,556	\$559.45	876,878	\$1,136.80	18	1,068,135	0	1,068,135	\$997.56
Wyoming.....	507,267	6	3	9	66,546	0	66,546	\$87.75	20,294	0	20,294	\$32.55	86,840	\$120.30	5	69,900	0	69,900	\$93.14
Totals.....	296,055,941	787	680	1,456	46,930,215	683,935	47,614,150	\$48,820.93	8,255,136	1,732,598	9,987,734	\$13,265.68	55,185,351	\$59,551.76	917	58,494,695	389,283	58,883,978	\$60,834.09

*Indicates population groups including one or more of the 11 "all-day" newspapers counted both in AM & PM columns, but only once in the total.

Circulation for these papers is equally divided between AMs & PMs.

†Indicates states including one of the nationally circulated daily newspapers. Circulation for these newspapers is counted only in the state where indicated. (See section I, for listing of National Daily Newspapers.)