

# CIRCULATION OF U.S. DAILY NEWSPAPERS BY CIRCULATION GROUPS

CIRCULATION	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				
	AMs	PMs	Total	AM circulation	Added PM circulation through combinations	Total circulation serving AM advertisers	Inch rates including all combi- nations	PM circulation	Added AM circulation through combinations	Total circulation serving PM advertisers	Inch rates including all combi- nations	Total AM & PM circulation	Minimum rates for AM & PM coverage	Num- ber of papers	Sunday circulation	Daily combi- nations circulation	Total circulation secured by advertisers	Total inch rate
* More than 500,000.....	12	1	12	10,973,591	0	10,973,591	\$5,940.76	256,320	0	256,320	\$266.50	11,229,911	\$6,207.26	10	9,103,159	0	9,103,159	\$7,356.89
* 250,001 to 500,000 .....	24	2	24	7,698,213	227,392	7,925,605	\$8,158.44	296,003	0	296,003	\$240.95	7,994,216	\$8,149.40	23	11,341,535	0	11,341,535	\$10,719.82
* 100,001 to 250,000 .....	65	6	67	10,327,013	170,088	10,497,101	\$11,835.25	695,257	352,714	1,047,971	\$1,051.89	11,022,270	\$12,351.04	62	13,552,394	337,478	13,889,872	\$14,127.17
* 50,001 to 100,000 .....	101	16	114	7,030,031	54,036	7,084,067	\$7,686.05	932,923	134,985	1,067,908	\$770.68	7,962,954	\$8,334.07	109	9,905,459	51,805	9,957,264	\$9,674.39
25,001 to 50,000 .....	162	30	192	5,702,436	172,461	5,874,897	\$7,174.42	1,098,167	767,204	1,865,371	\$2,114.03	6,800,603	\$8,271.21	173	7,343,102	0	7,343,102	\$8,553.48
* 10,001 to 25,000 .....	239	177	415	4,054,521	59,958	4,114,479	\$5,575.31	2,584,401	151,211	2,735,612	\$3,716.47	6,638,922	\$9,071.83	291	5,495,402	0	5,495,402	\$7,136.26
5,001 to 10,000 .....	125	232	357	928,344	0	928,344	\$1,857.72	1,645,509	286,752	1,932,261	\$3,131.04	2,573,853	\$4,664.04	181	1,452,063	0	1,452,063	\$2,581.77
5,000 or less.....	59	216	275	216,066	0	216,066	\$592.98	746,556	39,732	786,288	\$1,974.12	962,622	\$2,502.91	68	301,581	0	301,581	\$684.31
<b>Totals.....</b>	<b>787</b>	<b>680</b>	<b>1,466</b>	<b>46,930,215</b>	<b>683,935</b>	<b>47,614,150</b>	<b>\$48,820.93</b>	<b>8,255,136</b>	<b>1,732,598</b>	<b>9,987,734</b>	<b>\$13,265.68</b>	<b>55,185,351</b>	<b>\$59,551.76</b>	<b>917</b>	<b>58,494,695</b>	<b>389,283</b>	<b>58,883,978</b>	<b>\$60,834.09</b>

\* Indicates circulation 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.