

# CIRCULATION OF U.S. DAILY NEWSPAPERS BY POPULATION GROUPS BASED ON THE 2000 CENSUS

Based on corporate city limits

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- 2000 CENSUS	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
* 500,001 to 1,000,000 .....	31	5	34	6,464,969	259,999	6,724,968	\$7,295.03	779,511	451,662	1,231,173	\$1,180.85	7,244,480	\$7,682.98	26	9,794,642	0	9,794,642	\$8,776.46
* 100,001 to 500,000 .....	150	28	171	16,531,476	236,814	16,768,290	\$16,026.84	1,356,742	736,183	2,092,925	\$2,108.66	17,888,218	\$17,221.28	155	20,510,755	337,478	20,848,233	\$20,809.63
* 50,001 to 100,000 .....	160	38	196	5,555,200	93,990	5,649,190	\$7,016.73	1,065,067	282,581	1,347,648	\$1,525.95	6,620,267	\$8,143.98	170	7,070,930	51,805	7,122,735	\$8,319.43
25,000 to 50,000 .....	150	118	268	3,920,848	93,132	4,013,980	\$4,850.64	1,737,864	128,032	1,865,896	\$2,572.35	5,658,712	\$7,166.89	208	5,716,136	0	5,716,136	\$6,831.68
Less than 25,000 .....	269	490	759	3,520,613	0	3,520,613	\$4,987.74	3,314,698	134,140	3,448,838	\$5,865.87	6,835,311	\$10,680.68	338	4,703,206	0	4,703,206	\$6,432.85
<b>Totals .....</b>	<b>787</b>	<b>680</b>	<b>1,456</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 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.

# CIRCULATION OF U.S. DAILY NEWSPAPERS BY POPULATION GROUPS BASED ON 2004 E&P ESTIMATES

Based on corporate city limits

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 ESTIMATES	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
* 500,001 to 1,000,000 .....	32	6	36	6,625,360	292,621	6,917,981	\$7,463.28	812,133	612,053	1,424,186	\$1,349.10	7,437,493	\$7,851.23	27	10,014,819	0	10,014,819	\$8,966.18
* 100,001 to 500,000 .....	158	27	178	16,618,399	204,192	16,822,591	\$16,155.32	1,324,120	575,792	1,899,912	\$1,940.41	17,942,519	\$17,349.76	162	20,553,866	337,478	20,891,344	\$20,934.00
* 50,001 to 100,000 .....	160	44	202	5,477,301	93,990	5,571,291	\$6,872.31	1,121,879	282,581	1,404,460	\$1,619.78	6,599,180	\$8,093.39	174	7,033,551	51,805	7,085,356	\$8,245.25
25,000 to 50,000 .....	149	116	265	3,905,597	89,998	3,995,595	\$4,851.48	1,709,362	128,032	1,837,394	\$2,518.54	5,614,959	\$7,119.45	205	5,650,057	0	5,650,057	\$6,735.54
Less than 25,000 .....	261	486	747	3,366,449	3,134	3,369,583	\$4,834.59	3,286,388	134,140	3,420,528	\$5,825.85	6,652,837	\$10,481.98	329	4,543,376	0	4,543,376	\$6,289.08
<b>Totals .....</b>	<b>787</b>	<b>680</b>	<b>1,456</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>

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