

READY RECKONER OF ADVERTISING RATES AND CIRCULATIONS

1,408 daily newspapers (872 morning, 546 evening and including 10 all-day) and 902 Sunday

Number of newspapers as of Feb. 1, 2009, with circulations mainly as reported for six months ended Sept. 30, 2008

STATE	NUMBER OF DAILY NEWSPAPERS				MORNING PAPERS NET CIRCULATION SEPT. 30, 2008				AFTERNOON PAPERS NET CIRCULATION SEPT. 30, 2008				TOTALS		SUNDAY PAPERS NET CIRCULATION SEPT. 30, 2008				
	POPULATION-2009 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.....	4,766,438	23	1	24	567,804	0	567,804	\$922.69	7,149	0	7,149	\$8.80	574,953	\$931.49	20	638,377	0	638,377	\$942.66
Alaska.....	684,265	5	2	7	92,463	0	92,463	\$201.13	5,724	0	5,724	\$25.35	98,187	\$226.48	4	101,854	0	101,854	\$209.78
Arizona.....	6,555,593	13	3	16	596,223	19,851	616,074	\$995.36	31,863	94,055	125,918	\$239.44	628,086	\$1,024.60	12	754,303	0	754,303	\$1,261.95
Arkansas.....	2,878,287	14	12	26	384,471	0	384,471	\$495.16	68,278	0	68,278	\$152.34	452,749	\$647.50	16	523,685	0	523,685	\$652.61
*California.....	37,449,988	69	15	83	4,532,538	12,806	4,545,344	\$7,456.90	322,905	469,712	792,617	\$1,219.81	4,855,443	\$8,278.12	59	5,184,351	0	5,184,351	\$8,469.45
Colorado.....	4,944,965	22	8	30	851,721	0	851,721	\$1,382.90	35,472	0	35,472	\$88.82	887,193	\$1,471.72	15	913,918	0	913,918	\$1,566.08
Connecticut.....	3,544,732	14	3	17	526,307	0	526,307	\$1,023.02	52,202	0	52,202	\$122.91	578,509	\$1,150.93	13	642,475	0	642,475	\$1,266.95
* Delaware.....	884,870	2	1	2	65,995	0	65,995	\$107.68	51,086	0	51,086	\$77.88	117,081	\$185.56	2	141,529	0	141,529	\$120.96
District of Columbia.....	593,917	3	0	3	963,582	0	963,582	\$971.58	0	0	0	\$0.00	963,582	\$971.58	2	903,912	0	903,912	\$1,276.64
* Florida.....	18,823,743	37	2	38	2,561,868	0	2,561,868	\$4,446.93	110,504	0	110,504	\$169.05	2,672,372	\$4,633.48	36	3,359,846	0	3,359,846	\$5,879.54
Georgia.....	9,860,385	31	3	34	824,101	0	824,101	\$1,562.29	32,504	0	32,504	\$40.84	856,605	\$1,603.13	29	1,108,069	0	1,108,069	\$1,875.12
* Hawaii.....	1,311,240	6	2	6	161,176	0	161,176	\$253.29	98,250	0	98,250	\$141.01	259,426	\$394.30	6	277,389	0	277,389	\$435.78
Idaho.....	1,543,029	10	1	11	194,734	0	194,734	\$275.28	5,492	0	5,492	\$13.24	200,226	\$288.52	7	213,531	0	213,531	\$279.69
Illinois.....	13,029,226	28	35	63	1,613,990	18,129	1,632,119	\$2,510.43	307,342	112,010	419,352	\$625.54	1,921,332	\$3,049.81	30	2,118,924	0	2,118,924	\$3,206.12
Indiana.....	6,439,695	27	40	67	880,953	0	880,953	\$1,363.32	297,452	0	297,452	\$691.94	1,178,405	\$2,055.26	25	1,106,103	0	1,106,103	\$1,711.39
Iowa.....	3,009,368	16	21	37	403,941	2,698	406,639	\$706.38	147,617	16,019	163,636	\$341.95	551,558	\$1,005.11	13	585,083	0	585,083	\$847.68
Kansas.....	2,807,815	10	26	36	233,495	0	233,495	\$359.63	122,079	0	122,079	\$255.85	355,574	\$615.48	10	321,236	0	321,236	\$473.07
Kentucky.....	4,294,018	11	12	23	417,139	0	417,139	\$667.88	107,099	0	107,099	\$177.36	524,238	\$845.24	14	576,742	0	576,742	\$867.64
Louisiana.....	4,363,523	16	8	24	509,178	0	509,178	\$739.18	63,643	0	63,643	\$108.20	572,821	\$847.38	18	624,099	0	624,099	\$903.15
Maine.....	1,327,306	5	2	7	190,363	0	190,363	\$232.51	14,971	0	14,971	\$32.00	205,334	\$264.51	4	167,737	0	167,737	\$192.34
Maryland.....	5,725,345	8	2	10	392,537	0	392,537	\$494.86	45,873	0	45,873	\$54.95	438,410	\$549.81	8	567,873	0	567,873	\$590.38
† Massachusetts.....	6,499,774	16	16	32	935,614	5,570	941,184	\$1,588.88	276,775	26,579	303,354	\$490.49	1,212,389	\$2,027.67	16	1,154,127	0	1,154,127	\$1,866.87
Michigan.....	10,126,206	20	28	48	808,568	0	808,568	\$1,931.82	617,875	0	617,875	\$864.81	1,426,443	\$2,796.63	27	1,627,850	0	1,627,850	\$2,190.56
Minnesota.....	5,293,836	17	8	25	698,952	0	698,952	\$934.25	80,533	0	80,533	\$152.33	779,485	\$1,086.58	15	976,356	0	976,356	\$1,132.40
Mississippi.....	2,962,068	9	13	22	209,549	16,446	225,995	\$369.64	107,114	78,911	186,025	\$327.05	316,663	\$531.41	19	326,889	0	326,889	\$558.87
Missouri.....	5,927,997	16	26	42	663,223	16,400	679,623	\$1,401.15	153,751	1,383	155,134	\$285.78	816,974	\$1,698.62	21	1,032,104	0	1,032,104	\$1,878.77
Montana.....	967,627	8	3	11	169,236	0	169,236	\$318.11	10,607	0	10,607	\$25.06	179,843	\$243.17	7	178,216	0	178,216	\$348.52
* Nebraska.....	1,797,566	7	10	16	214,705	0	214,705	\$250.24	158,942	0	158,942	\$226.03	373,647	\$476.27	6	357,014	0	357,014	\$386.85
Nevada.....	2,705,938	6	1	7	245,972	0	245,972	\$403.04	7,386	0	7,386	\$15.30	253,358	\$418.34	5	286,216	0	286,216	\$468.94
* New Hampshire.....	1,340,514	10	2	11	155,086	0	155,086	\$193.25	37,516	0	37,516	\$46.58	192,602	\$239.83	8	194,644	0	194,644	\$240.83
* New Jersey.....	8,785,497	18	1	18	1,045,265	0	1,045,265	\$1,900.73	6,830	0	6,830	\$12.38	1,052,095	\$1,913.11	15	1,264,044	0	1,264,044	\$1,821.18
New Mexico.....	2,028,400	9	8	17	202,658	9,944	212,602	\$308.92	55,268	102,266	157,534	\$234.00	257,926	\$406.32	12	257,123	0	257,123	\$382.30
†† New York.....	19,366,160	40	20	59	6,092,965	0	6,092,965	\$6,172.46	286,381	0	286,381	\$502.64	6,379,346	\$6,675.10	38	4,543,355	47,452	4,590,807	\$7,044.80
North Carolina.....	9,323,350	38	9	47	1,065,994	0	1,065,994	\$1,689.00	98,467	0	98,467	\$158.93	1,164,461	\$1,847.93	39	1,293,668	0	1,293,668	\$1,933.44
North Dakota.....	637,616	6	4	10	134,228	0	134,228	\$207.82	13,495	0	13,495	\$64.81	147,723	\$272.63	7	150,742	0	150,742	\$254.91
Ohio.....	11,494,299	38	44	82	1,546,587	0	1,546,587	\$2,520.68	439,042	0	439,042	\$831.76	1,985,629	\$3,352.44	41	2,215,413	0	2,215,413	\$3,353.90
Oklahoma.....	3,642,996	13	24	37	388,598	0	388,598	\$655.61	143,713	0	143,713	\$267.27	532,311	\$922.88	30	634,812	0	634,812	\$968.19
* Oregon.....	3,842,769	8	12	19	345,277	0	345,277	\$469.12	246,749	0	246,749	\$358.20	592,026	\$827.32	12	615,541	0	615,541	\$760.47
Pennsylvania.....	12,509,632	53	27	80	2,013,575	80,087	2,093,662	\$2,842.52	339,253	117,664	456,917	\$722.34	2,352,828	\$3,401.74	42	2,647,375	0	2,647,375	\$3,367.63
Rhode Island.....	1,070,714	3	3	6	146,518	0	146,518	\$345.95	23,816	0	23,816	\$61.65	170,334	\$407.60	3	207,882	0	207,882	\$392.39
South Carolina.....	4,504,863	15	1	16	543,470	0	543,470	\$966.76	6,409	0	6,409	\$11.95	549,879	\$978.71	14	632,488	0	632,488	\$1,056.83
South Dakota.....	765,762	7	4	11	117,478	0	117,478	\$251.55	23,429	0	23,429	\$56.45	140,907	\$308.00	4	118,735	0	118,735	\$238.60
Tennessee.....	6,222,648	14	12	26	660,183	0	660,183	\$1,151.48	120,625	0	120,625	\$178.54	780,808	\$1,330.02	19	893,252	0	893,252	\$1,478.65
Texas.....	24,726,153	51	30	81	2,255,287	0	2,255,287	\$4,058.90	152,969	0	152,969	\$358.81	2,408,256	\$4,417.71	78	3,004,353	0	3,004,353	\$5,009.79
Utah.....	2,696,283	6	0	6	319,428	0	319,428	\$387.42	0	0	0	\$0.00	319,428	\$387.42	6	353,491	0	353,491	\$453.39
Vermont.....	630,154	7	1	8	91,950	0	91,950	\$194.20	5,695	0	5,695	\$16.00	97,645	\$210.20	3	71,548	0	71,548	\$166.10
† Virginia.....	8,001,925	20	3	23	3,089,304	0	3,089,304	\$1,073.39	25,412	0	25,412	\$47.00	3,114,716	\$1,120.39	17	861,808	0	861,808	\$1,118.63
Washington.....	6,674,065	14	8	22	795,118	0	795,118	\$1,095.04	98,642	0	98,642	\$166.46	893,760	\$1,644.60	16	999,395	0	999,395	\$1,435.88
West Virginia.....	1,825,040	14	6	20	267,230	0	267,230	\$589.37	83,283	0	83,283	\$357.14	350,513	\$946.51	14	366,516	0	366,516	\$641.92
Wisconsin.....	5,655,459	13	20	33	507,267	0	507,267	\$899.86	272,124	0	272,124	\$625.78	779,391	\$1,525.64	17	949,863	0	949,863	\$1,448.53
Wyoming.....	527,960	6	3	9	63,885	0	63,885	\$105.94	20,164	0	20,164	\$38.10	84,049	\$144.04	5	69,036	0	69,036	\$110.96
	307,391,021	872	546	1,408	42,757,749	181,931	42,939,680	\$62,445.50	5,839,770	1,018,599	6,858,369	\$12,090.92	48,597,519	\$73,698.84	902	49,114,892	47,452	49,162,344	\$75,630.08

*Indicates population groups including one or more of the 10 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.)