

# Newspapers First Print and Online Reach of Travelers



NF Newspaper/Market	DMA Adults	Print		Online			
		1X Print Sunday Reach	% Cov	30 Day Website	% Cov	Net	% Cov
<b>NORTHEAST</b>							
<b>Philadelphia Inquirer</b>	5,986,192	1,607,370	27%	548,904	9%	1,896,295	32%
Los Angeles	128,171	28,741	22%	17,992	14%	39,055	30%
Other California	250,366	75,205	30%	32,250	13%	85,373	34%
Caribbean/Bermuda	1,268,315	357,099	28%	118,958	9%	412,505	33%
Cruise	973,684	281,187	29%	100,977	10%	329,512	34%
Europe	658,604	192,139	29%	76,779	12%	227,211	34%
Orlando	501,269	137,672	27%	65,102	13%	164,279	33%
Other Florida	573,968	146,743	26%	64,371	11%	184,401	32%
Hawaii	166,495	49,273	30%	13,611	8%	54,500	33%
Mexico	554,715	169,233	31%	61,977	11%	198,618	36%
Las Vegas	310,748	100,533	32%	27,823	9%	112,986	36%
<b>Pittsburgh Post-Gazette</b>	2,244,892	751,964	33%	311,779	14%	879,608	39%
Caribbean/Bermuda	220,672	100,183	45%	30,302	14%	110,676	50%
Cruise	214,079	107,890	50%	32,262	15%	120,333	56%
Europe	157,098	76,752	49%	46,052	29%	100,364	64%
Orlando	129,861	61,245	47%	22,309	17%	67,664	52%
Other Florida	243,240	102,711	42%	46,459	19%	121,027	50%
Hawaii	82,603	27,927	34%	9,288	11%	32,792	40%
Mexico	114,280	47,567	42%	17,058	15%	52,159	46%
Las Vegas	108,452	28,071	26%	12,456	11%	36,239	33%
<b>Rochester Democrat &amp; Chronicle</b>	782,025	498,161	64%	188,613	24%	549,440	70%
California	35,358	25,605	72%	10,984	31%	26,781	76%
Caribbean/Bermuda	72,322	53,432	74%	23,657	33%	59,779	83%
Cruise	76,755	58,308	76%	23,275	30%	63,748	83%
Europe	58,954	44,116	75%	16,896	29%	47,917	81%
Orlando	46,783	30,943	66%	14,997	32%	34,645	74%
Other Florida	89,451	59,951	67%	22,288	25%	65,508	73%
Hawaii	23,456	17,898	76%	8,177	35%	19,494	83%
Mexico	39,178	28,594	73%	13,140	34%	32,591	83%
Las Vegas	44,506	31,179	70%	10,374	23%	35,035	79%
<b>The Journal News</b>	15,806,137	431,515	3%	258,973	2%	580,026	4%
Los Angeles	639,263	22,929	4%	19,434	3%	32,255	5%
San Francisco	568,011	20,900	4%	26,738	5%	40,209	7%
Other California	884,965	39,145	4%	43,076	5%	64,090	7%
Caribbean/Bermuda	3,847,149	114,611	3%	79,866	2%	160,817	4%
Cruise	2,823,654	94,520	3%	75,497	3%	140,228	5%
Europe	2,781,846	92,912	3%	78,885	3%	141,524	5%
Orlando	1,643,456	65,791	4%	38,707	2%	83,574	5%
Other Florida	1,461,479	28,292	2%	27,447	2%	48,001	3%

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Hawaii	581,364	25,508	4%	15,435	3%	31,156	5%
Mexico	1,655,952	33,603	2%	52,360	3%	70,959	4%
Las Vegas	1,202,561	38,262	3%	33,600	3%	56,954	5%
Other South Florida	1,514,932	43,215	3%	29,545	2%	58,393	4%
<b>SOUTHEAST</b>							
<b>Atlanta Journal-Constitution</b>	4,763,638	1,636,767	34%	1,189,167	25%	2,270,679	48%
Los Angeles	177,843	66,558	37%	61,008	34%	93,406	53%
Other California	258,642	89,239	35%	68,194	26%	120,868	47%
Caribbean/Bermuda	834,150	281,872	34%	265,081	32%	405,167	49%
Cruise	825,239	300,093	36%	242,571	29%	423,606	51%
Europe	515,137	223,395	43%	176,832	34%	314,151	61%
Orlando	736,479	246,807	34%	233,988	32%	368,947	50%
Other Florida	1,171,434	421,605	36%	317,598	27%	579,712	49%
Florida Panhandle	573,335	189,583	33%	157,097	27%	274,806	48%
Hawaii	295,116	112,969	38%	101,242	34%	161,124	55%
Mexico	645,642	223,736	35%	197,329	31%	329,472	51%
Las Vegas	378,183	165,233	44%	111,690	30%	222,025	59%
<b>Miami Herald/El Nuevo Herald</b>	3,256,779	1,028,936	32%	453,180	14%	1,244,719	38%
Los Angeles	103,805	32,602	31%	34,006	33%	48,635	47%
Other California	173,174	58,093	34%	34,850	20%	72,533	42%
Caribbean/Bermuda	1,299,303	416,006	32%	208,913	16%	506,086	39%
Cruise	960,417	286,967	30%	141,874	15%	354,744	37%
Europe	465,997	190,206	41%	90,433	19%	226,972	49%
Orlando	1,125,125	356,009	32%	198,991	18%	442,210	39%
Tampa - St. Petersburg	408,297	129,492	32%	65,896	16%	159,337	39%
Florida Keys	675,716	220,029	33%	128,220	19%	280,153	41%
Other Florida	1,299,303	416,006	32%	208,913	16%	506,086	39%
Hawaii	87,495	31,026	35%	12,025	14%	35,168	40%
Mexico	483,006	158,052	33%	81,333	17%	188,264	39%
Las Vegas	250,252	90,332	36%	61,846	25%	117,190	47%
<b>St. Petersburg Times</b>	3,371,426	921,543	27%	259,321	8%	1,004,845	30%
Caribbean/Bermuda	690,732	196,284	28%	60,839	9%	224,800	33%
Cruise	789,222	232,376	29%	60,435	8%	263,224	33%
Europe	319,543	90,315	28%	16,182	5%	98,542	31%
Orlando - Kissimmee	835,398	227,187	27%	75,940	9%	257,600	31%
Miami - Fort Lauderdale	436,040	124,702	29%	21,561	5%	131,386	30%
Florida Keys	254,463	64,204	25%	20,481	8%	70,851	28%
Other Florida	1,290,002	380,025	29%	134,716	10%	410,582	32%
Hawaii	139,832	43,199	31%	7,347	5%	47,657	34%
Mexico	528,935	194,861	37%	52,415	10%	222,584	42%
Las Vegas	188,407	63,131	34%	11,346	6%	65,829	35%

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<b>Charlotte Observer</b>	2,118,212	712,699	34%	350,131	17%	886,322	42%
Caribbean/Bermuda	262,415	118,444	45%	68,656	26%	144,959	55%
Cruise	257,378	95,120	37%	52,782	21%	120,890	47%
Europe	149,628	48,214	32%	56,235	38%	81,694	55%
Orlando	192,840	77,565	40%	41,473	22%	99,322	52%
Other Florida	202,539	79,161	39%	38,219	19%	94,327	47%
Hawaii	77,700	33,842	44%	31,500	41%	47,069	61%
Mexico	190,814	65,704	34%	41,364	22%	85,925	45%
Las Vegas	83,687	44,100	53%	16,637	20%	47,813	57%
<b>Ashville Citizen-Times/Greenville News</b>	1,628,250	493,783	30%	250,294	15%	616,467	38%
Caribbean/Bermuda	160,757	65,223	41%	37,731	23%	79,576	50%
Cruise	176,204	62,768	36%	28,010	16%	73,851	42%
Europe	114,830	51,901	45%	30,234	26%	64,374	56%
Orlando	109,332	32,654	30%	23,020	21%	43,905	40%
Other Florida	181,109	76,563	42%	36,120	20%	90,006	50%
Hawaii	48,454	17,410	36%	11,663	24%	21,371	44%
Mexico	110,451	44,071	40%	31,704	29%	57,731	52%
Las Vegas	42,938	15,949	37%	11,724	27%	19,883	46%
<b>Nashville Tennessean</b>	1,905,424	612,897	32%	262,158	14%	739,065	39%
Caribbean/Bermuda	186,010	69,604	37%	43,571	23%	86,786	47%
Cruise	199,757	71,733	36%	35,739	18%	85,592	43%
Europe	103,061	48,655	47%	19,219	19%	53,875	52%
Orlando	119,953	38,521	32%	24,542	20%	53,301	44%
Other Florida	258,441	100,333	39%	60,104	23%	126,488	49%
Hawaii	72,803	24,568	34%	13,675	19%	30,542	42%
Mexico	138,628	64,200	46%	27,917	20%	66,976	48%
Las Vegas	52,666	28,698	54%	16,571	31%	35,467	67%
<b>MIDWEST</b>							
<b>Detroit News &amp; Free Press</b>	3,768,581	1,437,705	38%	637,752	17%	1,743,974	46%
California	234,119	77,950	33%	59,977	26%	111,193	47%
Caribbean/Bermuda	437,170	171,743	39%	106,198	24%	224,940	51%
Cruise	514,480	218,743	43%	111,275	22%	270,590	53%
Europe	281,733	126,656	45%	64,441	23%	158,591	56%
Orlando	322,210	114,253	35%	88,777	28%	167,297	52%
Other Florida	404,842	165,284	41%	96,893	24%	215,576	53%
Hawaii	143,600	48,682	34%	32,168	22%	63,563	44%
Mexico	434,151	167,840	39%	100,800	23%	219,058	50%
Las Vegas	310,198	139,369	45%	83,788	27%	175,853	57%
<b>Indianapolis Star</b>	2,052,878	741,264	36%	387,273	19%	889,553	43%
California	93,273	45,046	48%	32,009	34%	57,741	62%
Caribbean/Bermuda	206,572	93,420	45%	39,342	19%	104,110	50%
Cruise	183,946	91,884	50%	45,523	25%	108,403	59%
Europe	118,375	62,102	52%	35,862	30%	75,536	64%
Orlando	133,999	62,614	47%	40,725	30%	79,783	60%
Other Florida	331,488	139,336	42%	70,585	21%	167,193	50%

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Hawaii	109,283	39,252	36%	29,672	27%	53,884	49%
Mexico	158,495	56,611	36%	30,334	19%	63,523	40%
Las Vegas	84,551	43,950	52%	29,625	35%	53,483	63%
<b>Saint Paul Pioneer Press</b>	<b>3,391,504</b>	<b>671,404</b>	<b>20%</b>	<b>270,955</b>	<b>8%</b>	<b>829,233</b>	<b>24%</b>
California	291,698	54,660	19%	32,696	11%	75,149	26%
Caribbean/Bermuda	290,739	48,788	17%	34,811	12%	72,055	25%
Cruise	391,575	65,959	17%	42,445	11%	92,139	24%
Europe	347,660	67,687	19%	32,957	9%	89,024	26%
Orlando	223,612	44,532	20%	27,386	12%	62,403	28%
Other Florida	328,202	47,105	14%	41,275	13%	78,826	24%
Hawaii	218,442	57,264	26%	24,772	11%	73,252	34%
Mexico	645,217	116,536	18%	68,351	11%	151,980	24%
Las Vegas	292,570	51,374	18%	35,824	12%	73,264	25%
<b>Cincinnati Enquirer</b>	<b>1,744,744</b>	<b>805,536</b>	<b>46%</b>	<b>301,534</b>	<b>17%</b>	<b>922,346</b>	<b>53%</b>
Caribbean/Bahamas	224,952	112,226	50%	53,459	24%	130,907	58%
Cruise	215,497	127,336	59%	41,910	19%	139,784	65%
Europe	91,961	49,650	54%	12,093	13%	52,354	57%
Orlando	123,515	54,861	44%	29,081	24%	70,803	57%
Other Florida	261,448	142,915	55%	54,163	21%	164,848	63%
Hawaii	92,185	54,226	59%	25,372	28%	62,299	68%
Mexico	151,054	80,475	53%	38,745	26%	93,663	62%
Las Vegas	105,166	66,227	63%	17,865	17%	71,032	68%
<b>Louisville Courier-Journal</b>	<b>1,255,091</b>	<b>634,541</b>	<b>51%</b>	<b>201,165</b>	<b>16%</b>	<b>698,893</b>	<b>56%</b>
Caribbean/Bermuda	92,392	57,136	62%	23,624	26%	61,909	67%
Cruise	132,817	75,224	57%	31,242	24%	81,551	61%
Europe	75,637	41,445	55%	16,724	22%	46,661	62%
Orlando	62,142	32,835	53%	11,271	18%	36,027	58%
Other Florida	92,171	54,506	59%	13,490	15%	56,743	62%
Hawaii	43,843	25,938	59%	4,819	11%	26,669	61%
Mexico	97,702	55,251	57%	18,910	19%	60,331	62%
Las Vegas	44,509	31,052	70%	5,555	12%	32,630	73%
<b>Des Moines Register</b>	<b>831,927</b>	<b>439,302</b>	<b>53%</b>	<b>172,658</b>	<b>21%</b>	<b>498,003</b>	<b>60%</b>
Caribbean/Bermuda	71,104	41,593	58%	21,585	30%	49,292	69%
Cruise	75,006	44,085	59%	23,128	31%	51,330	68%
Europe	48,739	31,178	64%	18,044	37%	35,348	73%
Orlando	21,817	12,950	59%	7,521	34%	14,772	68%
Other Florida	23,091	15,660	68%	5,147	22%	16,841	73%
Hawaii	48,555	32,732	67%	17,371	36%	35,929	74%
Mexico	92,282	58,977	64%	22,771	25%	67,494	73%
Las Vegas	47,288	26,520	56%	12,557	27%	29,738	63%
<b>Kansas City Star</b>	<b>1,797,536</b>	<b>756,253</b>	<b>42%</b>	<b>325,554</b>	<b>18%</b>	<b>900,733</b>	<b>50%</b>
California	134,892	62,502	46%	41,232	31%	83,165	62%
Caribbean/Bermuda	169,022	70,005	41%	35,286	21%	86,267	51%
Cruise	189,899	84,702	45%	36,649	19%	101,141	53%
Europe	108,460	59,261	55%	33,223	31%	72,552	67%

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Orlando	85,914	42,534	50%	21,083	25%	48,741	57%
Hawaii	93,666	43,249	46%	32,613	35%	59,909	64%
Mexico	211,173	88,906	42%	56,182	27%	118,077	56%
Las Vegas	127,798	57,264	45%	38,508	30%	80,484	63%
<b>St. Louis Post-Dispatch</b>	2,441,078	1,013,089	42%	497,163	20%	1,236,730	51%
California	129,096	59,900	46%	40,312	31%	80,542	62%
Caribbean/Bermuda	200,946	103,861	52%	54,869	27%	126,065	63%
Cruise	231,789	123,119	53%	52,529	23%	144,374	62%
Europe	209,264	111,253	53%	73,716	35%	139,228	67%
Orlando	138,955	63,685	46%	42,451	31%	86,614	62%
Other Florida	280,497	138,438	49%	76,805	27%	167,635	60%
Hawaii	111,004	42,988	39%	22,972	21%	52,559	47%
Mexico	248,406	120,312	48%	69,955	28%	151,729	61%
Las Vegas	188,703	87,782	47%	61,789	33%	114,706	61%
<b>Columbus Dispatch</b>	1,756,700	816,397	46%	295,552	17%	919,017	52%
California	88,650	46,700	53%	23,368	26%	55,488	63%
Caribbean/Bermuda	149,323	91,048	61%	42,215	28%	101,463	68%
Cruise	148,539	93,549	63%	39,951	27%	103,132	69%
Europe	114,752	70,523	61%	29,630	26%	79,655	69%
Orlando	93,388	66,536	71%	33,185	36%	70,160	75%
Other Florida	172,346	106,358	62%	42,477	25%	115,636	67%
Hawaii	55,065	37,779	69%	7,852	14%	38,493	70%
Mexico	123,373	76,457	62%	31,299	25%	80,707	65%
Las Vegas	111,972	83,344	74%	18,446	16%	86,329	77%
<b>WEST/SOUTHWEST</b>							
<b>San Francisco Bay Area Buy</b>	5,235,926	1,422,792	27%	759,927	15%	1,864,849	36%
Los Angeles	1,081,616	305,726	28%	173,044	16%	410,931	38%
Sacramento	580,188	153,370	26%	96,448	17%	208,206	36%
Lake Tahoe	963,696	299,055	31%	167,709	17%	394,308	41%
Other California	3,202,158	900,422	28%	517,009	16%	1,208,373	38%
Caribbean/Bermuda	270,425	94,427	35%	64,638	24%	129,808	48%
Cruise	806,051	290,264	36%	127,711	16%	349,120	43%
Europe	1,025,184	270,962	26%	173,873	17%	383,450	37%
Orlando	119,631	40,297	34%	23,612	20%	53,702	45%
Other Florida	163,093	39,053	24%	36,422	22%	61,291	38%
Hawaii	1,113,262	338,680	30%	197,544	18%	443,852	40%
Mexico	1,022,972	298,153	29%	168,761	16%	390,365	38%
Las Vegas	798,213	262,501	33%	159,511	20%	350,537	44%
<b>Sacramento Bee</b>	3,122,673	819,088	26%	434,862	14%	1,041,808	33%
Los Angeles	587,903	180,136	31%	113,490	19%	235,002	40%
San Francisco	625,821	184,462	29%	130,892	21%	260,115	42%
Lake Tahoe	601,576	215,236	36%	115,753	19%	267,694	44%
Other California	1,544,771	459,113	30%	268,875	17%	595,246	39%
Caribbean/Bermuda	126,794	43,557	34%	34,252	27%	61,148	48%
Cruise	467,480	149,279	32%	65,383	14%	180,958	39%

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Europe	253,093	105,356	42%	48,933	19%	130,473	52%
Orlando	36,360	11,218	31%	8,237	23%	14,960	41%
Hawaii	417,308	160,026	38%	93,690	22%	202,397	49%
Mexico	623,033	177,278	28%	97,470	16%	219,173	35%
Las Vegas	362,619	97,749	27%	48,135	13%	113,940	31%
<b>Modesto Bee</b>	3,122,673	228,868	7%	91,470	3%	277,869	9%
Los Angeles	587,903	31,338	5%	21,759	4%	46,232	8%
San Francisco	625,821	53,013	8%	24,733	4%	64,919	10%
Lake Tahoe	601,576	48,457	8%	16,379	3%	55,544	9%
Other California	1,544,771	106,044	7%	54,598	4%	136,921	9%
Caribbean/Bermuda	126,794	3,472	3%	2,780	2%	4,818	4%
Cruise	467,480	35,832	8%	16,121	3%	38,900	8%
Europe	253,093	12,497	5%	3,125	1%	13,132	5%
Orlando	36,360	0	0%	0	0%	0	0%
Hawaii	417,308	17,655	4%	15,034	4%	28,636	7%
Mexico	623,033	42,455	7%	21,300	3%	50,308	8%
Las Vegas	362,619	18,844	5%	7,669	2%	21,447	6%
<b>Las Vegas Review-Journal</b>	1,425,808	539,618	38%	238,396	17%	672,849	47%
Los Angeles	318,082	116,289	37%	63,885	20%	149,990	47%
San Francisco	86,470	36,063	42%	22,661	26%	45,050	52%
Lake Tahoe	61,551	31,001	50%	13,676	22%	37,540	61%
Other California	573,739	238,014	41%	114,981	20%	297,387	52%
Caribbean/Bermuda	82,598	49,206	60%	13,316	16%	53,590	65%
Cruise	201,673	104,188	52%	40,979	20%	124,107	62%
Europe	89,562	44,322	49%	13,954	16%	48,468	54%
Orlando	13,680	7,650	56%	3,426	25%	8,887	65%
Hawaii	137,490	64,209	47%	30,409	22%	80,175	58%
Mexico	328,692	130,251	40%	54,910	17%	153,580	47%
Las Vegas	292,209	111,141	38%	51,278	18%	133,816	46%
<b>Seattle Times</b>	3,614,079	1,024,280	28%	869,593	24%	1,525,192	42%
Los Angeles	334,306	122,249	37%	111,037	33%	177,073	53%
San Francisco	297,076	111,267	37%	107,025	36%	164,063	55%
Reno - Lake Tahoe	177,501	64,798	37%	47,052	27%	80,845	46%
Other California	774,964	222,581	29%	212,762	27%	348,647	45%
Caribbean/Bermuda	228,770	80,554	35%	64,840	28%	113,248	50%
Cruise	431,224	132,953	31%	96,596	22%	186,796	43%
Europe	435,048	196,016	45%	138,436	32%	254,911	59%
Hawaii	542,610	182,321	34%	159,658	29%	269,608	50%
Mexico	608,896	168,924	28%	159,492	26%	261,720	43%
Las Vegas	404,534	127,464	32%	120,501	30%	198,972	49%
<b>Honolulu Advertiser</b>	994,406	436,002	44%	193,817	19%	507,257	51%
Los Angeles	93,950	41,429	44%	24,717	26%	50,365	54%
Other California	182,353	82,485	45%	43,412	24%	98,153	54%
Caribbean/Bermuda	31,233	18,292	59%	7,120	23%	19,519	62%
Cruise	98,400	48,810	50%	20,929	21%	53,470	54%

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# Newspapers First Print and Online Reach of Travelers



NF Newspaper/Market	DMA Adults	Print		Online			
		1X Print Sunday Reach	% Cov	30 Day Website	% Cov	Net	% Cov
Europe	96,894	49,131	51%	26,152	27%	57,612	59%
Florida	26,108	11,022	42%	8,201	31%	14,741	56%
Mexico	46,847	25,628	55%	8,635	18%	27,829	59%
Las Vegas	233,802	134,946	58%	54,221	23%	150,657	64%
<b>Phoenix Republic</b>	3,671,202	1,291,275	35%	816,494	22%	1,741,207	47%
Los Angeles	363,316	121,722	34%	92,727	26%	168,260	46%
San Francisco	219,332	80,024	36%	64,864	30%	111,071	51%
Other California	1,134,204	407,932	36%	316,888	28%	579,086	51%
Caribbean/Bermuda	213,068	98,872	46%	59,930	28%	131,001	61%
Cruise	493,445	226,856	46%	135,843	28%	277,888	56%
Europe	319,644	117,648	37%	88,458	28%	166,129	52%
Disney World (Orlando)	61,702	24,640	40%	22,589	37%	35,855	58%
Hawaii	438,810	168,059	38%	124,447	28%	228,906	52%
Mexico	1,000,375	390,557	39%	269,169	27%	515,142	51%
Las Vegas	705,742	268,413	38%	215,803	31%	379,332	54%
<b>Tucson Star</b>	876,903	392,718	45%	153,758	18%	456,781	52%
Los Angeles	115,749	60,108	52%	29,546	26%	73,482	63%
San Francisco	34,895	18,284	52%	11,127	32%	23,434	67%
Other California	124,625	58,579	47%	29,000	23%	71,844	58%
Caribbean/Bermuda	44,071	25,258	57%	9,927	23%	28,686	65%
Cruise	101,220	57,282	57%	18,214	18%	63,497	63%
Europe	85,868	38,111	44%	23,359	27%	50,070	58%
Disney World (Orlando)	16,669	6,487	39%	2,206	13%	7,531	45%
Hawaii	63,392	30,644	48%	14,557	23%	36,351	57%
Mexico	268,845	125,319	47%	49,873	19%	146,486	54%
Las Vegas	142,388	61,729	43%	30,261	21%	74,581	52%
<b>Salt Lake Tribune &amp; Deseret Morning News</b>	1,973,044	553,600	28%	359,605	18%	756,067	38%
Los Angeles	269,721	61,226	23%	61,787	23%	104,456	39%
San Francisco	134,346	34,198	25%	25,527	19%	47,936	36%
San Diego	183,117	68,707	38%	50,997	28%	96,238	53%
Caribbean/Bermuda	164,802	59,313	36%	32,661	20%	78,217	47%
Cruise	287,389	97,018	34%	55,033	19%	130,521	45%
Europe	206,766	76,176	37%	41,767	20%	95,090	46%
Orlando	52,349	20,873	40%	12,763	24%	28,941	55%
Hawaii	272,897	81,943	30%	55,704	20%	110,793	41%
Mexico	323,270	106,009	33%	48,541	15%	132,133	41%
Las Vegas	495,286	122,508	25%	98,502	20%	183,726	37%
<b>Denver Post</b>	2,935,090	1,177,117	40%	473,813	16%	1,390,254	47%
Los Angeles	136,094	69,634	51%	30,663	23%	80,755	59%
Other California	413,165	139,025	34%	88,820	21%	195,810	47%
Caribbean/Bermuda	316,047	115,659	37%	89,014	28%	174,700	55%
Cruise	368,476	148,028	40%	80,572	22%	203,665	55%
Europe	308,509	123,772	40%	58,234	19%	139,918	45%
Florida	344,954	141,632	41%	67,358	20%	167,306	49%
Hawaii	243,391	101,447	42%	51,962	21%	122,683	50%

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# Newspapers First Print and Online Reach of Travelers



NF Newspaper/Market	DMA Adults	Print		Online			
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Mexico	605,524	224,220	37%	123,677	20%	292,680	48%
Las Vegas	399,307	165,531	41%	72,730	18%	194,888	49%
<b>Colorado Springs Gazette</b>	651,652	207,037	32%	56,751	9%	235,060	36%
Los Angeles	38,266	15,730	41%	5,545	14%	18,410	48%
San Francisco	24,005	11,482	48%	3,712	15%	11,482	48%
San Diego	23,894	12,154	51%	4,196	18%	13,754	58%
Caribbean/Bermuda	41,119	19,463	47%	3,206	8%	20,810	51%
Cruise	66,149	30,261	46%	3,498	5%	31,162	47%
Europe	73,685	27,696	38%	10,807	15%	33,183	45%
Orlando	31,062	10,848	35%	1,873	6%	12,142	39%
Hawaii	49,666	19,358	39%	2,402	5%	19,693	40%
Mexico	84,957	26,185	31%	6,022	7%	29,114	34%
Las Vegas	90,315	32,339	36%	5,315	6%	33,768	37%
<b>Houston Chronicle</b>	4,333,492	1,691,559	39%	874,439	20%	2,075,359	48%
Los Angeles	176,044	83,399	47%	46,636	26%	105,036	60%
Other California	230,303	104,652	45%	73,140	32%	131,817	57%
Caribbean/Bermuda	437,659	219,202	50%	142,229	32%	277,283	63%
Cruise	630,546	299,577	48%	154,955	25%	363,177	58%
Europe	412,186	209,008	51%	151,454	37%	264,690	64%
Orlando	214,326	99,947	47%	54,560	25%	127,014	59%
Hawaii	231,100	113,864	49%	68,285	30%	136,029	59%
Mexico	1,020,898	412,212	40%	242,112	24%	524,298	51%
Las Vegas	290,215	131,425	45%	72,748	25%	169,413	58%
<b>Ft. Worth Star-Telegram</b>	4,968,636	802,165	16%	342,563	7%	973,919	20%
Los Angeles	212,941	27,621	13%	18,550	9%	42,440	20%
San Francisco	168,644	23,529	14%	9,855	6%	30,410	18%
Other California	348,302	63,538	18%	20,636	6%	76,865	22%
Caribbean/Bermuda	407,826	83,221	20%	25,050	6%	96,812	24%
Cruise	641,962	130,589	20%	52,895	8%	160,935	25%
Europe	418,886	56,145	13%	35,366	8%	85,036	20%
Orlando	210,960	41,991	20%	28,451	13%	47,296	22%
Other Florida	285,963	41,149	14%	22,224	8%	56,447	20%
Hawaii	310,156	55,322	18%	17,436	6%	67,392	22%
Mexico	1,007,611	165,547	16%	88,019	9%	208,960	21%
Las Vegas	458,799	92,676	20%	53,607	12%	126,228	28%
<b>Oklahoma City Oklahoman</b>	1,318,297	594,172	45%	301,337	23%	735,393	56%
California	94,379	49,905	53%	30,814	33%	63,313	67%
Caribbean/Bermuda	74,984	36,663	49%	25,478	34%	49,134	66%
Cruise	111,290	57,288	51%	33,713	30%	70,850	64%
Europe	60,857	32,816	54%	13,927	23%	37,600	62%
Orlando	28,184	14,366	51%	12,410	44%	19,990	71%
Other Florida	13,044	7,396	57%	5,459	42%	8,877	68%
Hawaii	45,342	27,365	60%	15,242	34%	33,745	74%
Mexico	142,290	64,135	45%	46,909	33%	81,962	58%
Las Vegas	133,156	56,405	42%	48,478	36%	81,084	61%

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NF Newspaper/Market	DMA Adults	Print		Online			
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<b>San Antonio Express-News</b>	1,673,996	814,940	49%	488,007	29%	998,857	60%
California	98,623	43,767	44%	32,297	33%	59,951	61%
Caribbean/Bermuda	110,336	64,918	59%	42,323	38%	79,107	72%
Cruise	162,901	91,197	56%	59,315	36%	114,286	70%
Europe	90,706	58,423	64%	34,743	38%	67,089	74%
Orlando	63,759	42,428	67%	30,988	49%	47,925	75%
Other Florida	53,301	33,113	62%	18,792	35%	36,672	69%
Hawaii	53,718	24,130	45%	19,912	37%	33,757	63%
Mexico	430,621	183,402	43%	111,970	26%	223,557	52%
Las Vegas	134,494	79,852	59%	44,097	33%	93,811	70%
<b>Austin American-Statesman</b>	1,293,952	513,250	40%	419,546	32%	737,085	57%
Los Angeles	41,899	18,204	43%	14,840	35%	25,873	62%
San Francisco	50,798	21,779	43%	26,532	52%	35,347	70%
Other California	101,003	45,627	45%	40,609	40%	62,481	62%
Caribbean/Bermuda	122,545	62,590	51%	52,859	43%	82,274	67%
Cruise	144,255	78,523	54%	57,486	40%	99,362	69%
Europe	138,785	65,188	47%	63,226	46%	99,605	72%
Florida	117,443	57,473	49%	59,671	51%	85,096	72%
Hawaii	53,320	24,230	45%	21,495	40%	33,173	62%
Mexico	336,474	129,063	38%	117,552	35%	189,616	56%
Las Vegas	114,321	62,573	55%	53,249	47%	83,843	73%

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