



Up To 75% Of Active Travelers Are Sunday Newspaper Readers

% US Composition	Read Sunday Newspapers
Total (100%)	63%
Household Income \$50,000+ (48%)	70%
Married, with one or more children and HHI is \$50,000+ (16%)	70%
Household Income \$75,000+ (28%)	73%
Married, with one or more children and HHI is \$75,000+ (10%)	73%
Household Income \$100,000+ (14%)	74%
Married, with one or more children and HHI is \$100,000+ (5%)	74%
Professional/Managerial (23%)	68%
Value of residence is \$200,000+ (21%)	75%
Value of residence is \$500,000+ (3%)	77%
Any Car Rental (31%)	67%
Car rental for business use (12%)	66%
Car rental for personal/vacation use (26%)	67%
Any hotel/motel (64%)	65%
Any "upscale" hotel or motel (13%)	69%
Any bed & breakfast (6%)	66%
Any hotel/motel stay for business (23%)	64%
Any hotel/motel stay for personal/vacation (56%)	66%
5+ Domestic Air Trips (7%)	66%
Any Domestic Air Business Trip (14%)	65%
5+ Domestic Air Business Trips (2%)	65%
Any Domestic Air Personal/Vacation Trip (36%)	67%
5+ Domestic Air Personal/ Vacation Trips (2%)	66%
Any foreign business trip (8%)	63%
Any foreign personal/vacation trip (40%)	65%
Belong to any Frequent Flyer Program (26%)	68%
Taken Any Cruise Ship Vacation (9%)	71%

Summary Of 2006 Special Travel Sections

	Cruises		Europe		Skiing		Canada		Alaska	
	1st Half	2nd Half	1st Half	2nd Half	1st Half	2nd Half	1st Half	2nd Half	1st Half	2nd Half
NORTHEAST										
Philadelphia Inquirer & News	2/12	10/8	3/12			11/5	6/18			
Pittsburgh Post-Gazette	2/26	9/24			2/12	11/12	5/14			
Rochester Dem. & Chron.										
Gannett Journal News	1/22,6/25	9/17			1/1	11/12	1/15,4/23	7/2,11/19		
SOUTHEAST										
Atlanta Journal-Const.	2/12	10/1	1/8			10/22	3/26			
Miami Herald	2/5	6/4,8/13	3/19	8/27	2/12	11/5			2/26	
St. Petersburg Times	3/26	10/1							2/4	
Charlotte Observer	1/8					11/5				
Norfolk Virginian-Pilot	1/22,5/28	10/15			1/8,1/29	Nov,Dec				
Richmond Times-Dispatch	2/19	9/24				10/22,11/12				
Greenville News										
Nashville Tennessean	1/22					10/22		11/19		7/23
Memphis Comm. Appeal										
MIDWEST										
Detroit Free Press/News		10/22	4/16			12/10	6/18			7/23
Indianapolis Star	1/22	9/10				10/22		11/19		7/23
St. Paul Pioneer Press	2/5	10/1	3/5		1/8	11/5			2/12	
Cincinnati Enquirer Post	1/22,6/11	9/10				10/22		11/19		7/23
Akron Beacon-Journal	Feb					Nov	May			
Louisville Courier-Journal	1/22					10/22		11/19		7/23
Des Moines Register										
St. Louis Post-Dispatch		9/17				11/5				
Kansas City Star	3/19	10/1			1/15	11/12				
WEST/SOUTHWEST										
Houston Chronicle	2/19	10/1	4/2			11/12				
Dallas Morning News	2/5	Oct	3/26			Dec	4/9			
Ft. Worth Star Telegram	1/22,2/5	11/12		7/9		11/5			1/8	
Oklahoma City Oklahoman		10/1				11/12				
Phoenix Arizona Republic	2/12	10/15	1/8,3/5	9/24		12/10			1/29	
Tucson Star Citizen										
Denver Post/Rky. Mtn. News	1/29	9/24	3/19			10/29			3/5	
Colorado Springs Gazette										
Salt Lake Trib./Des. News										
Las Vegas Review-Journal	2/12	10/22			1/22					
Seattle Times & Post-Int.		10/22	2/26			10/26	1/19;4/2,6	7/6,9/7	1/29	
Orange County Register	2/26	10/8			1/8	11/5				7/16
San Jose Mercury News	2/12	10/29				11/19	4/23		4/23	
Contra Costa Group	2/12	10/29				11/19	4/23		4/23	
Sacramento Bee	1/29	10/8	5/21			12/3				
Fresno/Modesto Bees										
Honolulu Advertiser										

Note: For individual sections deadlines and updates, please contact your **Newspapers First** representative. Color ads have earlier deadlines.

Summary Of 2006 Special Travel Sections

	Florida		Mexico		Hawaii		Caribbean		Wedding/Travel	
	1st Half	2nd Half	1st Half	2nd Half	1st Half	2nd Half	1st Half	2nd Half	1st Half	2nd Half
NORTHEAST										
Philadelphia Inquirer & News	1/15							12/3		
Pittsburgh Post-Gazette	1/22	10/8		11/19		10/22		11/5		
Rochester Dem. & Chron.								1/8,1/15		
Gannett Journal News	1/29,6/4	12/10		7/23		11/5	3/19	10/15,12/3		
SOUTHEAST										
Atlanta Journal-Constitution	1/22						3/19			
Miami Herald	4/30,5/14	8/6	4/23				5/7	10/29		
St. Petersburg Times	5/21							11/19		
Charlotte Observer	4/2							9/24		
Norfolk Virginian-Pilot							@@@			
Richmond Times-Dispatch										
Greenville News										
Nashville Tennessean	3/5			10/15			2/12		1/15	
Memphis Comm. Appeal										
MIDWEST										
Detroit Free Press & News	1/15		2/19			7/23,11/5		11/5	3/12	
Indianapolis Star	3/5	11/5		10/15			2/12		1/15	
St. Paul Pioneer Press		12/3	1/15							
Cincinnati Enquirer Post	3/5	12/10		10/15			2/12		1/15	
Akron Beacon-Journal	Jan									
Louisville Courier-Journal	3/5			10/15			2/12		1/15	
Des Moines Register										
St. Louis Post-Dispatch	2/19		1/1,3/5		1/15					
Kansas City Star										
WEST/SOUTHWEST										
Houston Chronicle			5/21	10/22			5/21	10/22		
Dallas Morning News			3/12		4/23					
Ft. Worth Star Telegram			3/5	8/6		9/17	1/29,6/11			
Oklahoma City Oklahoman										
Phoenix Arizona Republic			3/26	11/5	2/26	9/17		8/6		
Tucson Star Citizen										
Denver Post/Rky. Mtn. News			2/26	10/1						
Colorado Springs Gazette										
Salt Lake Trib./Des. News										
Las Vegas Review-Journal			3/19	9/10						
Seattle Times & Post-Int.				9/10	1/12,3/12	10/12				
Orange County Register			1/22,4/9,5/21	8/27,10/15,11/12	@	@@	3/19			
San Jose Mercury News				10/8	3/12,26;4/30	8/13,9/24			2/26	
Contra Costa Group				10/8	3/12,26;4/30	8/13,9/24			2/26	
Sacramento Bee			5/17	10/29	4/16	9/17				
Fresno/Modesto Bees										
Honolulu Advertiser										

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@ 1/29,3/5,4/23

@@ 8/20,9/17,10/1

@@@ 1/15,2/5,2/19,3/12,3/26

Newspapers First
THE LEADER IN MAJOR MARKETS

Summary Of 2006 Special Travel Sections

	Gambling/Casinos		Golf		Travel Brochures				Usual Closings For Sunday Travel Sections
	1st Half	2nd Half	1st Half	2nd Half	1st Half		2nd Half		
					Date	Deadline	Date	Deadline	
NORTHEAST									
Philadelphia Inquirer & News	5/7	8/20							10 days prior noon
Pittsburgh Post-Gazette		12/3			3/5	2/20	9/10	8/28	Tues. 5 PM
Rochester Democrat & Chron.									Tues. 5 PM
Gannett Journal News	4/9	10/8,10/29		9/10	3/26	3/16	9/10	8/31	10 days prior noon
SOUTHEAST									
Atlanta Journal-Constitution		7/23,10/29		9/10	2/26	2/10	8/13	7/28	Tues. 5 PM
Miami Herald									Mon. 5 PM
St. Petersburg Times					4/23	4/18	9/17	9/12	Tues. 5 PM
Charlotte Observer			3/5		3/12,4/9	3/1,3/29	9/17	9/6	Tues. Noon
Norfolk Virginian-Pilot					4/19	4/5			Wed. 5 PM
Richmond Times-Dispatch			3/19		3/12	3/3	8/27	8/18	Mon. 5 PM
Greenville News									Tues. 5 PM
Nashville Tennessean		12/17			2/26,4/2	1/27,3/3	8/6	7/7	Tues. 1 PM
Memphis Comm. Appeal									Mon. 5 PM
MIDWEST									
Detroit Free Press & News		8/20							Wed. 5 PM
Indianapolis Star		12/17			2/26,4/2	1/27,3/3	8/6	7/7	Mon. 5 PM
St. Paul Pioneer Press	2/19				3/19	3/3	8/6	7/20	Tues. 5 PM
Cincinnati Enquirer Post		12/17			2/26,4/2	1/9,3/13	8/6	7/10	Tues. 5 PM
Akron Beacon-Journal		Oct	June						Mon. 5 PM
Louisville Courier-Journal		12/17			2/26,4/2	1/27,3/3	8/6	7/7	Tues. 4 PM
Des Moines Register					3/19,4/30	2/10,3/24	8/13	7/7	Tues. Noon
St. Louis Post-Dispatch		11/19			4/2	3/17	10/1	9/15	Tues. 5 PM
Kansas City Star									Mon. 5 PM
WEST/SOUTHWEST									
Houston Chronicle					3/19	2/28	9/17	8/31	Tues. 4 PM
Dallas Morning News	1/15	Sept							Tues. 4 PM
Ft. Worth Star Telegram	4/2		4/16						Tues. 5 PM
Oklahoma City Oklahoman		9/10							Wed. 5 PM
Phoenix Arizona Republic	4/23	8/27,10/1							Wed. 5 PM
Tucson Star Citizen									Tues. Noon
Denver Post/Rky. Mtn. News	3/12								Mon. Noon
Colorado Springs Gazette									Wed. 6 PM
Salt Lake Trib./Des. News									Mon. 4 PM
Las Vegas Review-Journal									Tues. 4 PM
Seattle Times & Post-Int.		7/9							Mon. 5 PM
Orange County Register									Tues. 3 PM
San Jose Mercury News		10/22	2/26						Mon. 5 PM
Contra Costa Group		10/22	2/26						Mon. 5 PM
Sacramento Bee	1/15				Feb, April	6 days prior	Oct	6 days prior	Tues. 4 PM
Fresno/Modesto Bees									Tues. Noon
Honolulu Advertiser									Tues. 5 PM

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Daily and Sunday Newspaper Circulation 3/31/05

	Daily	Sunday
NORTHEAST		
Philadelphia Inquirer	364,974	-
Philadelphia News	128,674	-
Philadelphia Combo	493,648	744,242
Pittsburgh Post-Gazette	240,930	401,380
Rochester Dem. & Chronicle	167,696	223,718
West./Rock./Put. Journal News	138,539	156,566
SOUTHEAST		
Atlanta Journal-Constitution	381,730	610,338
Miami Herald	312,811	429,697
El Nuevo Herald	86,569	99,684
St. Petersburg Times	337,515	432,231
Charlotte Observer	230,901	282,990
Norfolk Virginian-Pilot	198,273	232,256
Richmond Times-Dispatch	188,893	226,134
Greenville News	89,745	115,625
Asheville Citizen Times	56,267	63,026
Nashville Tennessean	175,834	234,957
Memphis Commercial Appeal	176,338	228,761
MIDWEST		
Detroit Free Press/News	566,287	682,798
Indianapolis Star	254,437	357,284
St. Paul Pioneer Press	190,374	247,495
Cincinnati Enquirer/Post	228,106	296,989
Akron Beacon Journal	138,529	184,825
Louisville Courier-Journal	215,734	276,032
Des Moines Register	150,907	239,367
St. Louis Post-Dispatch	284,473	445,713
Kansas City Star	278,937	383,123
SOUTHWEST/WEST		
Houston Chronicle	527,744	720,711
Dallas Morning News	468,221	655,809
Ft. Worth Star-Telegram	227,587	333,933
Oklahoma City Oklahoman	219,350	294,686
Phoenix Republic	452,016	574,798
Tucson Star/Citizen	144,041	174,427
Denver Post, Rocky Mtn. News	535,036	735,621
Colorado Springs Gazette	95,085	109,384
Salt Lake Tribune, Des. News	205,880	226,058
Las Vegas Review-Journal, Sun	199,299	220,723
Seattle Times/Post.-Int.	378,104	457,010
Orange County Register	300,972	363,907
San Jose Mercury News	259,649	277,632
Contra Costa Newspapers	187,042	197,423
Sacramento Bee	305,394	341,157
Fresno Bee	166,554	192,203
Modesto Bee	85,887	90,626
Honolulu Advertiser	145,197	163,446



For more information, please call our nearest office

New York

Phone: (212) 692-7100 Fax: (212) 286-9004
330 Madison Avenue, New York, NY 10017

Chicago

Phone: (312) 822-8666 Fax: (312) 822-9835
444 N. Michigan Avenue, Chicago, IL 60611

Dallas

Phone: (214) 696-8666 Fax: (214) 696-3416
8115 Preston Road, Suite 640, Dallas, TX 75225

Miami

Phone: (954) 987-8666 Fax: (954) 963-0921
4601 Sheridan Street, Hollywood, FL 33021

Los Angeles

Phone: (323) 549-9144 Fax: (323) 549-0944
5757 Wilshire Boulevard, Los Angeles, CA 90036

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