



**Reach 33 Million Readers Each Sunday**

		Sunday Readership
<i>NORTHEAST</i>	Philadelphia Inquirer	1,785,213
	Pittsburgh Post-Gazette	800,398
	Rochester Democrat & Chronicle	524,277
	The Journal News	463,984
<i>SOUTHEAST</i>	Atlanta Journal-Constitution	1,611,277
	Miami Herald/El Nuevo Herald	1,127,113
	St. Petersburg Times	866,849
	Charlotte Observer	709,974
	Asheville Citizen-Times/ Greenville News	305,700
	Nashville Tennessean	683,963
<i>MIDWEST</i>	Detroit & Free Press	1,549,955
	Indianapolis Star	774,864
	Saint Paul Pioneer Press	592,951
	Cincinnati Enquirer	798,861
	Akron Beacon Journal	434,634
	Louisville Courier-Journal	629,256
	Des Moines Register	456,444
	Kansas City Star	829,757
	St. Louis Post-Dispatch	1,077,359
	Columbus Dispatch	834,193
<i>WEST/SOUTHWEST</i>	San Francisco Bay Area Buy	1,533,837
	Orange County Register	1,001,253
	Sacramento Bee	782,437
	Modesto Bee	247,413
	Fresno Bee	478,400
	Las Vegas Review-Journal and Sun	550,589
	Seattle Times/Post-Intelligencer	1,015,795
	Honolulu Advertiser	451,234
	Phoenix Republic	1,326,360
	Tucson Star	380,940
	Salt Lake Tribune and Deseret Morning News	567,574
	Denver Post/Rocky Mountain News	1,274,015
	Colorado Springs Gazette	222,995
	Houston Chronicle	1,609,382
	Dallas Morning News	1,452,139
	Ft. Worth Star-Telegram	819,760
	Oklahoman City Oklahoman	585,664
San Antonio Express-News	853,210	
Austin American-Statesman	536,926	

**We Deliver Cruise Travelers**

For More Information and Reservations Contact Your Nearest Newspapers First Office

New York: 212 692-7100 Chicago: 312 822-8666 Dallas: 214 696-8666 Miami: 954 987-8666 Los Angeles: 323 549-9144



## Sunday Reach Of Cruise Travelers

	DMA Travelers	Sunday Reach	% Coverage
<b>NORTHEAST</b>			
Philadelphia Inquirer	779,073	302,237	39%
Pittsburgh Post-Gazette	200,482	89,952	45%
Rochester Democrat & Chronicle	83,686	64,152	77%
The Journal News	2,674,702	105,208	4%
<b>SOUTHEAST</b>			
Atlanta Journal & Constitution	727,011	300,358	41%
Miami Herald/El Nuevo Herald	929,350	312,733	34%
St. Petersburg Times	763,605	207,913	27%
Charlotte Observer	276,316	115,035	42%
Asheville Citizen-Times(1)	N/A	-	-
Greenville News (2)	N/A	-	-
Nashville Tennessean	132,500	63,495	48%
<b>MIDWEST</b>			
Detroit News & Free Press	453,580	218,186	48%
Indianapolis Star	237,296	101,762	43%
Saint Paul Pioneer Press	253,102	46,324	18%
Cincinnati Enquirer	205,253	118,308	58%
Akron Beacon Journal	295,815	43,811	15%
Louisville Courier-Journal	114,507	73,014	64%
Des Moines Register	50,279	35,822	71%
Kansas City Star	213,567	107,378	50%
St. Louis Post-Dispatch	245,961	144,701	59%
Columbus Dispatch	184,419	98,824	54%
<b>WEST/SOUTHWEST</b>			
San Francisco Bay Area Bay	731,839	276,524	38%
Orange County Register	1,999,328	195,625	10%
Sacramento Bee	499,051	149,899	30%
Modesto Bee	499,051	36,667	7%
Fresno Bee	147,414	79,693	54%
Las Vegas Review-Journal and Sun	220,202	109,227	50%
Seattle Times/Post-Intelligencer	377,510	144,063	38%
Honolulu Advertiser	87,425	48,070	55%
Phoenix Republic	400,616	213,317	53%
Tucson Citizen/Star	105,469	58,070	55%
Salt Lake Tribune and Deseret Morning News	264,410	84,244	32%
Denver Post & Rocky Mountain News	270,043	152,313	56%
Colorado Springs Gazette	59,961	26,735	45%
Houston Chronicle	532,044	262,744	49%
Dallas Morning News	634,894	211,410	33%
Ft. Worth Star-Telegram	634,894	159,883	25%
Oklahoman City Oklahoman	116,895	66,543	57%
San Antonio Express-News	143,379	80,011	56%
Austin American-Statesman	152,337	81,558	54%

Note: Past 3 Years. Small sample – use with caution.. (N/A) – Information not available. Source: Scarborough Research 2007, Release 1, for all except:

(1) ABC Compliance Study, Wilkerson Associates, 10/05

(2) Media Audit, 2006