



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 Florida Visitors

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 Florida Visitors

<i>NORTHEAST</i>					<i>MIDWEST</i>				
Destination	DMA Visitors	Sunday Reach	% Cov	Destination	DMA Visitors	Sunday Reach	% Cov		
Philadelphia Inquirer	Orlando	531,169	173,048	33%	Louisville Courier-Journal	Orlando	79,739	52,466	66%
	Other Florida	717,795	227,389	32%		Other Florida	223,151	117,567	53%
Pittsburgh Post-Gazette	Orlando	132,536	65,595	50%	Des Moines Register	Florida	73,059	45,363	62%
	Other Florida	219,070	95,353	44%		Disney (Orlando)	36,669	21,188	58%
Rochester Democrat/Chronicle	Florida	168,994	126,055	75%	Kansas City Star	Orlando	103,673	52,659	51%
	Disney (Orlando)	52,678	34,828	66%		Disney (Orlando)	68,958	31,869	46%
The Journal News	Orlando	1,609,511	63,306	4%	St. Louis Post-Dispatch	Orlando	108,994	65,134	60%
	Miami-South Fla	1,708,129	60,046	4%		Other Florida	279,280	132,242	47%
					Columbus Dispatch	Orlando	137,625	71,895	52%
						Other Florida	230,919	121,951	53%
<i>SOUTHEAST</i>					<i>WEST/SOUTHWEST</i>				
Atlanta Journal & Constitution	Orlando	615,788	235,852	38%	San Francisco Bay Area Buy	Disney (Orlando)	109,225	32,064	29%
	Other Florida	1,265,156	504,578	40%	Orange County Register	Disney (Orlando)	226,629	30,488	14%
Miami Herald/El Nuevo Herald	Orlando	1,127,095	389,928	35%	Sacramento Bee	Disney (Orlando)	63,598	16,217	26%
	Tampa/St. Pete	395,487	133,521	34%	Modesto Bee	Disney (Orlando)	63,598	1,405	2%
	Florida Keys	537,393	209,420	39%	Fresno Bee	Disney (Orlando)	14,887	4,741	32%
	Other Florida	1,263,415	434,545	34%	Las Vegas Review-Journal and Sun	Disney (Orlando)	39,396	13,874	35%
St. Petersburg Times	Orlando/Kissimmee	844,451	217,512	26%	Seattle Times/Post Intelligencer	Florida	166,442	66,127	40%
	Miami/Ft.Lauderdale	411,678	92,252	22%		Disney (Orlando)	74,525	21,137	28%
	Florida Keys	296,389	73,473	25%	Honolulu Advertiser	Florida	43,471	21,605	50%
	Other Florida	1,422,148	407,284	29%		Disney (Orlando)	14,431	10,264	71%
Charlotte Observer	Orlando	186,931	80,198	43%	Phoenix Republic	Disney (Orlando)	73,057	41,505	57%
	Other Florida	232,169	113,313	49%	Tucson Citizen/Star	Disney (Orlando)	17,163	6,319	37%
	Disney (Orlando)	175,818	61,993	35%	Salt Lake Tribune and Deseret Morning News	Disney (Orlando)	49,103	15,201	31%
Asheville Citizen-Times (1)	N/A	-	-	-	Denver Post/Rocky Mountain News	Florida	243,657	118,179	49%
Greenville News (2)	N/A	-	-	-		Disney (Orlando)	85,145	42,387	50%
Nashville Tennessean	Orlando	128,273	55,973	44%	Colorado Springs Gazette	Orlando	28,815	13,860	48%
	Other Florida	274,983	126,402	46%		Tampa-St. Pete	11,446	6,288	55%
					Houston Chronicle	Orlando	132,982	59,202	45%
<i>MIDWEST</i>					Dallas Morning News	Florida	389,626	141,743	36%
Detroit News & Free Press	Orlando	324,875	142,440	44%		Disney (Orlando)	190,781	77,136	40%
	Other Florida	445,706	195,513	44%	Ft. Worth Star-Telegram	Florida	389,626	90,507	23%
Indianapolis Star	Orlando	141,756	62,505	44%		Disney (Orlando)	190,791	31,158	16%
	Other Florida	324,402	138,533	43%	Oklahoma City Oklahoman	Florida	54,009	26,214	49%
Saint Paul Pioneer Press	Orlando	213,634	48,024	23%		Disney (Orlando)	20,675	8,317	40%
	Other Florida	277,092	56,745	21%	San Antonio Express-News	Florida	121,889	76,007	62%
Cincinnati Enquirer	Orlando	147,136	77,154	52%		Disney Orlando)	74,311	41,730	56%
	Other Florida	242,944	131,880	54%	Austin American-Statesman	Florida	113,448	55,341	49%
Akron Beacon Journal	Orlando	123,361	15,230	12%		Disney (Orlando)	36,179	18,252	50%
	Other Florida	367,402	75,643	21%					

Note: Past Year. Visitor figures are not cumulative as multiple Florida trips or destinations may have been taken. 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