



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 Bay	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	

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Sunday Reach Of Hawaii Visitors

	DMA Travelers	Sunday Reach	% Coverage
NORTHEAST			
Philadelphia Inquirer	170,163	59,200	35%
Pittsburgh Post-Gazette	63,034	26,165	42%
Rochester Democrat & Chronicle	23,412	17,558	75%
The Journal News	570,553	16,144	3%
SOUTHEAST			
Atlanta Journal & Constitution	179,727	71,242	40%
Miami Herald/El Nuevo Herald	100,130	34,075	34%
St. Petersburg Times	132,235	26,657	20%
Charlotte Observer	76,321	27,079	36%
Asheville Citizen-Times(1)	N/A	-	-
Greenville News (2)	N/A	-	-
Nashville Tennessean	46,401	24,374	53%
MIDWEST			
Detroit News & Free Press	143,156	80,220	56%
Indianapolis Star	99,820	50,574	51%
Saint Paul Pioneer Press	257,087	53,866	21%
Cincinnati Enquirer	99,181	50,624	51%
Akron Beacon Journal	76,488	12,303	16%
Louisville Courier-Journal	61,984	37,844	61%
Des Moines Register	25,310	15,657	62%
Kansas City Star	71,154	36,930	52%
St. Louis Post-Dispatch	91,359	51,829	57%
Columbus Dispatch	59,017	27,487	47%
WEST/SOUTHWEST			
San Francisco Bay Area Bay	1,025,621	332,776	32%
Orange County Register	1,929,571	238,812	12%
Sacramento Bee	431,724	134,480	31%
Modesto Bee	431,724	27,727	6%
Fresno Bee	111,702	49,814	45%
Las Vegas Review-Journal and Sun	138,500	64,597	47%
Seattle Times/Post-Intelligencer	567,023	200,623	35%
Honolulu Advertiser	N/A	-	-
Phoenix Republic	382,705	174,123	46%
Tucson Citizen/Star	60,381	35,671	59%
Salt Lake Tribune and Deseret Morning News	247,750	94,711	38%
Denver Post & Rocky Mountain News	276,231	148,002	54%
Colorado Springs Gazette	36,960	19,308	52%
Houston Chronicle	127,410	68,904	54%
Dallas Morning News	237,477	89,749	38%
Ft. Worth Star-Telegram	237,477	44,933	19%
Oklahoma City Oklahoman	52,653	27,774	53%
San Antonio Express-News	71,940	42,746	59%
Austin American-Statesman	64,417	39,642	62%

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