



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	

We Deliver Mexico Visitors

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Sunday Reach Of Mexico Visitors

	DMA Travelers	Sunday Reach	% Coverage
NORTHEAST			
Philadelphia Inquirer	545,730	211,022	39%
Pittsburgh Post-Gazette	106,543	44,463	42%
Rochester Democrat & Chronicle	31,426	23,773	76%
The Journal News	1,486,658	43,619	3%
SOUTHEAST			
Atlanta Journal & Constitution	650,348	243,964	38%
Miami Herald/El Nuevo Herald	404,345	139,894	35%
St. Petersburg Times	413,290	102,021	25%
Charlotte Observer	228,061	89,223	39%
Asheville Citizen-Times(1)	N/A	-	-
Greenville News (2)	N/A	-	-
Nashville Tennessean	117,478	50,562	43%
MIDWEST			
Detroit News & Free Press	357,713	188,454	53%
Indianapolis Star	248,651	85,094	34%
Saint Paul Pioneer Press	490,516	107,146	22%
Cincinnati Enquirer	173,967	81,277	47%
Akron Beacon Journal	202,385	35,220	17%
Louisville Courier-Journal	103,181	62,920	61%
Des Moines Register	76,537	47,449	62%
Kansas City Star	201,118	93,060	46%
St. Louis Post-Dispatch	229,208	128,002	56%
Columbus Dispatch	105,647	53,790	51%
WEST/SOUTHWEST			
San Francisco Bay Area Buy	1,108,629	335,242	30%
Orange County Register	4,157,785	295,620	7%
Sacramento Bee	593,447	126,378	21%
Modesto Bee	593,447	54,792	9%
Fresno Bee	321,890	103,970	32%
Las Vegas Review-Journal and Sun	327,889	128,268	39%
SeattleTimes/Post-Intelligencer	472,573	165,037	35%
Honolulu Advertiser	74,857	27,314	37%
Phoenix Republic	943,755	390,589	41%
Tucson Citizen/Star	334,881	145,133	43%
Salt Lake Tribune and Deseret Morning News	326,899	107,436	33%
Denver Post & Rocky Mountain News	562,374	258,764	46%
Colorado Springs Gazette	99,342	34,696	35%
Houston Chronicle	1,031,319	400,762	39%
Dallas Morning News	1,119,688	326,667	29%
Ft. Worth Star-Telegram	1,119,688	216,539	19%
Oklahoma City Oklahoman	149,862	83,642	56%
San Antonio Express-News	433,770	237,765	55%
Austin American-Statesman	297,977	129,958	44%

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