

# Investing In<sup>®</sup> Newspaper

## OWNERSHIP REPORT 2011

Also available on CD ROM and via the Internet through BIA's *MEDIA Access Pro*<sup>™</sup>

# Alphabetic Listing of Markets

| Rank | Market                                      | Rank | Market                                       | Rank | Market                                    |
|------|---|------|--|------|---|
| 165  | Abilene-Sweetwater, TX                      | 86   | Chattanooga, TN                              | 160  | Gainesville, FL                           |
| 147  | Albany, GA                                  | 197  | Cheyenne, WY-Scottsbluff, NE                 | 210  | Glendive, MT                              |
| 58   | Albany-Schenectady-Troy, NY                 | 3    | Chicago, IL                                  | 184  | Grand Junction-Montrose, CO               |
| 46   | Albuquerque-Santa Fe, NM                    | 130  | Chico-Redding, CA                            | 41   | Grand Rapids-Kalamazoo-Battle Creek, MI   |
| 178  | Alexandria, LA                              | 33   | Cincinnati, OH                               | 190  | Great Falls, MT                           |
| 208  | Alpena, MI                                  | 168  | Clarksburg-Weston, WV                        | 71   | Green Bay-Appleton, WI                    |
| 131  | Amarillo, TX                                | 18   | Cleveland-Akron, OH                          | 47   | Greensboro-High Point-Winston Salem, NC   |
| 150  | Anchorage, AK                               | 92   | Colorado Springs-Pueblo, CO                  | 101  | Greenville-New Bern-Washington, NC        |
| 8    | Atlanta, GA                                 | 78   | Columbia, SC                                 | 36   | Greenville-Spartanburg, SC-Asheville, NC  |
| 114  | Augusta, GA                                 | 137  | Columbia-Jefferson City, MO                  | 187  | Greenwood-Greenville, MS                  |
| 44   | Austin, TX                                  | 127  | Columbus, GA                                 | 87   | Harlingen-Weslaco-Brownsville-McAllen, TX |
| 125  | Bakersfield, CA                             | 34   | Columbus, OH                                 | 39   | Harrisburg-Lancaster-Lebanon-York, PA     |
| 26   | Baltimore, MD                               | 133  | Columbus-Tupelo-West Point, MS               | 177  | Harrisonburg, VA                          |
| 154  | Bangor, ME                                  | 129  | Corpus Christi, TX                           | 30   | Hartford-New Haven, CT                    |
| 94   | Baton Rouge, LA                             | 5    | Dallas-Ft. Worth, TX                         | 167  | Hattiesburg-Laurel, MS                    |
| 141  | Beaumont-Port Arthur, TX                    | 99   | Davenport, IA-Rock Island-Moline, IL         | 206  | Helena, MT                                |
| 189  | Bend, OR                                    | 62   | Dayton, OH                                   | 72   | Honolulu, HI                              |
| 170  | Billings, MT                                | 17   | Denver, CO                                   | 10   | Houston, TX                               |
| 163  | Biloxi-Gulfport, MS                         | 73   | Des Moines-Ames, IA                          | 79   | Huntsville-Decatur-Florence, AL           |
| 158  | Binghamton, NY                              | 11   | Detroit, MI                                  | 162  | Idaho Falls-Pocatello, ID                 |
| 40   | Birmingham, AL                              | 169  | Dothan, AL                                   | 27   | Indianapolis, IN                          |
| 155  | Bluefield-Beckley-Oak Hill, WV              | 139  | Duluth, MN-Superior, WI                      | 90   | Jackson, MS                               |
| 113  | Boise, ID                                   | 97   | El Paso, TX                                  | 182  | Jackson, TN                               |
| 7    | Boston, MA                                  | 174  | Elmira, NY                                   | 49   | Jacksonville, FL                          |
| 181  | Bowling Green, KY                           | 144  | Erie, PA                                     | 102  | Johnstown-Altoona, PA                     |
| 51   | Buffalo, NY                                 | 118  | Eugene, OR                                   | 180  | Jonesboro, AR                             |
| 95   | Burlington, VT-Plattsburgh, NY              | 194  | Eureka, CA                                   | 148  | Joplin, MO-Pittsburg, KS                  |
| 191  | Butte-Bozeman, MT                           | 103  | Evansville, IN                               | 207  | Juneau, AK                                |
| 195  | Casper-Riverton, WY                         | 202  | Fairbanks, AK                                | 31   | Kansas City, KS-MO                        |
| 88   | Cedar Rapids-Waterloo-Iowa City-Dubuque, IA | 120  | Fargo-Valley City, ND                        | 59   | Knoxville, TN                             |
| 84   | Champaign-Springfield-Decatur, IL           | 69   | Flint-Saginaw-Bay City, MI                   | 128  | La Crosse-Eau Claire, WI                  |
| 98   | Charleston, SC                              | 55   | Fresno-Visalia, CA                           | 188  | Lafayette, IN                             |
| 64   | Charleston-Huntington, WV                   | 65   | Ft. Myers-Naples, FL                         | 123  | Lafayette, LA                             |
| 23   | Charlotte, NC                               | 100  | Ft. Smith-Fayetteville-Springdale-Rogers, AR | 175  | Lake Charles, LA                          |
| 183  | Charlottesville, VA                         | 107  | Ft. Wayne, IN                                | 115  | Lansing, MI                               |

|     |                                     |     |   |     |   |
|-----|-------------------------------------|-----|---|-----|---|
| 186 | Laredo, TX                          | 199 | Ottumwa, IA-Kirksville, MO                          | 112 | Sioux Falls-Mitchell, SD                    |
| 42  | Las Vegas, NV                       | 80  | <b>P</b> aducah-Cape Girardeau-Harrisburg-Mt Vernon | 93  | South Bend-Elkhart, IN                      |
| 63  | Lexington, KY                       | 145 | Palm Springs, CA                                    | 75  | Spokane, WA                                 |
| 201 | Lima, OH                            | 156 | Panama City, FL                                     | 74  | Springfield, MO                             |
| 106 | Lincoln-Hastings-Kearney, NE        | 193 | Parkersburg, WV                                     | 110 | Springfield-Holyoke, MA                     |
| 56  | Little Rock-Pine Bluff, AR          | 116 | Peoria-Bloomington, IL                              | 200 | St. Joseph, MO                              |
| 2   | Los Angeles, CA                     | 4   | Philadelphia, PA                                    | 21  | St. Louis, MO                               |
| 50  | Louisville, KY                      | 12  | Phoenix, AZ   | 82  | Syracuse, NY                                |
| 142 | Lubbock, TX                         | 24  | Pittsburgh, PA                                      | 105 | <b>T</b> allahassee, FL-Thomasville, GA     |
| 121 | <b>M</b> acon, GA                   | 22  | Portland, OR  | 14  | Tampa-St Petersburg-Sarasota, FL            |
| 85  | Madison, WI                         | 77  | Portland-Auburn, ME                                 | 152 | Terre Haute, IN                             |
| 198 | Mankato, MN                         | 205 | Presque Isle, ME                                    | 70  | Toledo, OH                                  |
| 179 | Marquette, MI                       | 53  | Providence, RI-New Bedford, MA                      | 136 | Topeka, KS                                  |
| 140 | Medford-Klamath Falls, OR           | 172 | <b>Q</b> uincy, IL-Hannibal, MO-Keokuk, IA          | 119 | Traverse City-Cadillac, MI                  |
| 48  | Memphis, TN                         | 25  | <b>R</b> aleigh-Durham, NC                          | 91  | Tri-Cities, TN-VA                           |
| 185 | Meridian, MS                        | 173 | Rapid City, SD                                      | 67  | Tucson, AZ                                  |
| 16  | Miami - Ft. Lauderdale, FL          | 108 | Reno, NV  | 61  | Tulsa, OK                                   |
| 35  | Milwaukee, WI                       | 57  | Richmond-Petersburg, VA                             | 192 | Twin Falls, ID                              |
| 15  | Minneapolis - St. Paul, MN          | 66  | Roanoke-Lynchburg, VA                               | 109 | Tyler-Longview, TX                          |
| 157 | Minot-Bismarck-Dickinson, ND        | 153 | Rochester, MN-Mason City, IA-Austin, MN             | 171 | <b>U</b> tica, NY                           |
| 166 | Missoula, MT                        | 81  | Rochester, NY                                       | 204 | <b>V</b> ictoria, TX                        |
| 60  | Mobile, AL-Pensacola, FL            | 134 | Rockford, IL  | 89  | <b>W</b> aco-Temple-Bryan, TX               |
| 138 | Monroe, LA-EI Dorado, AR            | 20  | <b>S</b> acramento-Stockton-Modesto, CA             | 9   | Washington, DC                              |
| 124 | Monterey-Salinas, CA                | 143 | Salisbury, MD                                       | 176 | Watertown, NY                               |
| 117 | Montgomery, AL                      | 32  | Salt Lake City, UT                                  | 135 | Wausau-Rhineland, WI                        |
| 104 | Myrtle Beach-Florence, SC           | 196 | San Angelo, TX                                      | 38  | West Palm Beach-Ft. Pierce, FL              |
| 29  | <b>N</b> ashville, TN               | 37  | San Antonio, TX                                     | 159 | Wheeling, WV- Steubenville, OH              |
| 52  | New Orleans, LA                     | 28  | San Diego, CA                                       | 68  | Wichita - Hutchinson, KS                    |
| 1   | New York, NY                        | 6   | San Francisco-Oakland-San Jose, CA                  | 146 | Wichita Falls, TX -Lawton, OK               |
| 43  | Norfolk-Portsmouth-Newport News, VA | 122 | Santa Barbara-Santa Maria-San Luis Obispo, CA       | 54  | Wilkes Barre-Scranton, PA                   |
| 209 | North Platte, NE                    | 96  | Savannah, GA  | 132 | Wilmington, NC                              |
| 151 | <b>O</b> dessa-Midland, TX          | 13  | Seattle-Tacoma, WA                                  | 126 | <b>Y</b> akima-Pasco-Richland-Kennewick, WA |
| 45  | Oklahoma City, OK                   | 161 | Sherman, TX - Ada, OK                               | 111 | Youngstown, OH                              |
| 76  | Omaha, NE                           | 83  | Shreveport, LA                                      | 164 | Yuma, AZ-EI Centro, CA                      |
| 19  | Orlando-Daytona Beach-Melbourne, FL | 149 | Sioux City, IA                                      | 203 | <b>Z</b> anesville, OH                      |

# Rank Listing of Markets

| Rank      | Market                              | Rank      | Market                                   | Rank       | Market                                       |
|-----------|-------------------------------------|-----------|--|------------|--|
| 1         | New York, NY                        | 36        | Greenville-Spartanburg, SC-Asheville, NC | 71         | Green Bay-Appleton, WI                       |
| 2         | Los Angeles, CA                     | 37        | San Antonio, TX                          | 72         | Honolulu, HI                                 |
| 3         | Chicago, IL                         | 38        | West Palm Beach-Ft. Pierce, FL           | 73         | Des Moines-Ames, IA                          |
| 4         | Philadelphia, PA                    | 39        | Harrisburg-Lancaster-Lebanon-York, PA    | 74         | Springfield, MO                              |
| 5         | Dallas-Ft. Worth, TX                | <b>40</b> | Birmingham, AL                           | 75         | Spokane, WA                                  |
| 6         | San Francisco-Oakland-San Jose, CA  | 41        | Grand Rapids-Kalamazoo-Battle Creek, MI  | 76         | Omaha, NE                                    |
| 7         | Boston, MA                          | 42        | Las Vegas, NV                            | 77         | Portland-Auburn, ME                          |
| 8         | Atlanta, GA                         | 43        | Norfolk-Portsmouth-Newport News, VA      | 78         | Columbia, SC                                 |
| 9         | Washington, DC                      | 44        | Austin, TX                               | 79         | Huntsville-Decatur-Florence, AL              |
| <b>10</b> | Houston, TX                         | 45        | Oklahoma City, OK                        | <b>80</b>  | Paducah-Cape Girardeau-Harrisburg-Mt Vernon  |
| 11        | Detroit, MI                         | 46        | Albuquerque-Santa Fe, NM                 | 81         | Rochester, NY                                |
| 12        | Phoenix, AZ                         | 47        | Greensboro-High Point-Winston Salem, NC  | 82         | Syracuse, NY                                 |
| 13        | Seattle-Tacoma, WA                  | 48        | Memphis, TN                              | 83         | Shreveport, LA                               |
| 14        | Tampa-St Petersburg-Sarasota, FL    | 49        | Jacksonville, FL                         | 84         | Champaign-Springfield-Decatur, IL            |
| 15        | Minneapolis - St. Paul, MN          | <b>50</b> | Louisville, KY                           | 85         | Madison, WI                                  |
| 16        | Miami - Ft. Lauderdale, FL          | 51        | Buffalo, NY                              | 86         | Chattanooga, TN                              |
| 17        | Denver, CO                          | 52        | New Orleans, LA                          | 87         | Harlingen-Weslaco-Brownsville-McAllen, TX    |
| 18        | Cleveland-Akron, OH                 | 53        | Providence, RI-New Bedford, MA           | 88         | Cedar Rapids-Waterloo-Iowa City-Dubuque, IA  |
| 19        | Orlando-Daytona Beach-Melbourne, FL | 54        | Wilkes Barre-Scranton, PA                | 89         | Waco-Temple-Bryan, TX                        |
| <b>20</b> | Sacramento-Stockton-Modesto, CA     | 55        | Fresno-Visalia, CA                       | <b>90</b>  | Jackson, MS                                  |
| 21        | St. Louis, MO                       | 56        | Little Rock-Pine Bluff, AR               | 91         | Tri-Cities, TN-VA                            |
| 22        | Portland, OR                        | 57        | Richmond-Petersburg, VA                  | 92         | Colorado Springs-Pueblo, CO                  |
| 23        | Charlotte, NC                       | 58        | Albany-Schenectady-Troy, NY              | 93         | South Bend-Elkhart, IN                       |
| 24        | Pittsburgh, PA                      | 59        | Knoxville, TN                            | 94         | Baton Rouge, LA                              |
| 25        | Raleigh-Durham, NC                  | <b>60</b> | Mobile, AL-Pensacola, FL                 | 95         | Burlington, VT-Plattsburgh, NY               |
| 26        | Baltimore, MD                       | 61        | Tulsa, OK                                | 96         | Savannah, GA                                 |
| 27        | Indianapolis, IN                    | 62        | Dayton, OH                               | 97         | El Paso, TX                                  |
| 28        | San Diego, CA                       | 63        | Lexington, KY                            | 98         | Charleston, SC                               |
| 29        | Nashville, TN                       | 64        | Charleston-Huntington, WV                | 99         | Davenport, IA-Rock Island-Moline, IL         |
| <b>30</b> | Hartford-New Haven, CT              | 65        | Ft. Myers-Naples, FL                     | <b>100</b> | Ft. Smith-Fayetteville-Springdale-Rogers, AR |
| 31        | Kansas City, KS-MO                  | 66        | Roanoke-Lynchburg, VA                    | 101        | Greenville-New Bern-Washington, NC           |
| 32        | Salt Lake City, UT                  | 67        | Tucson, AZ                               | 102        | Johnstown-Altoona, PA                        |
| 33        | Cincinnati, OH                      | 68        | Wichita - Hutchinson, KS                 | 103        | Evansville, IN                               |
| 34        | Columbus, OH                        | 69        | Flint-Saginaw-Bay City, MI               | 104        | Myrtle Beach-Florence, SC                    |
| 35        | Milwaukee, WI                       | <b>70</b> | Toledo, OH                               | 105        | Tallahassee, FL-Thomasville, GA              |

|            |   |            |   |            |                              |
|------------|---|------------|---|------------|------------------------------|
| 106        | Lincoln-Hastings-Kearney, NE                  | 141        | Beaumont-Port Arthur, TX                | 176        | Watertown, NY                |
| 107        | Ft. Wayne, IN                                 | 142        | Lubbock, TX                             | 177        | Harrisonburg, VA             |
| 108        | Reno, NV                                      | 143        | Salisbury, MD                           | 178        | Alexandria, LA               |
| 109        | Tyler-Longview, TX                            | 144        | Erie, PA                                | 179        | Marquette, MI                |
| <b>110</b> | Springfield-Holyoke, MA                       | 145        | Palm Springs, CA                        | <b>180</b> | Jonesboro, AR                |
| 111        | Youngstown, OH                                | 146        | Wichita Falls, TX -Lawton, OK           | 181        | Bowling Green, KY            |
| 112        | Sioux Falls-Mitchell, SD                      | 147        | Albany, GA                              | 182        | Jackson, TN                  |
| 113        | Boise, ID                                     | 148        | Joplin, MO-Pittsburg, KS                | 183        | Charlottesville, VA          |
| 114        | Augusta, GA                                   | 149        | Sioux City, IA                          | 184        | Grand Junction-Montrose, CO  |
| 115        | Lansing, MI                                   | <b>150</b> | Anchorage, AK                           | 185        | Meridian, MS                 |
| 116        | Peoria-Bloomington, IL                        | 151        | Odessa-Midland, TX                      | 186        | Laredo, TX                   |
| 117        | Montgomery, AL                                | 152        | Terre Haute, IN                         | 187        | Greenwood-Greenville, MS     |
| 118        | Eugene, OR                                    | 153        | Rochester, MN-Mason City, IA-Austin, MN | 188        | Lafayette, IN                |
| 119        | Traverse City-Cadillac, MI                    | 154        | Bangor, ME                              | 189        | Bend, OR                     |
| <b>120</b> | Fargo-Valley City, ND                         | 155        | Bluefield-Beckley-Oak Hill, WV          | <b>190</b> | Great Falls, MT              |
| 121        | Macon, GA                                     | 156        | Panama City, FL                         | 191        | Butte-Bozeman, MT            |
| 122        | Santa Barbara-Santa Maria-San Luis Obispo, CA | 157        | Minot-Bismarck-Dickinson, ND            | 192        | Twin Falls, ID               |
| 123        | Lafayette, LA                                 | 158        | Binghamton, NY                          | 193        | Parkersburg, WV              |
| 124        | Monterey-Salinas, CA                          | 159        | Wheeling, WV- Steubenville, OH          | 194        | Eureka, CA                   |
| 125        | Bakersfield, CA                               | <b>160</b> | Gainesville, FL                         | 195        | Casper-Riverton, WY          |
| 126        | Yakima-Pasco-Richland-Kennewick, WA           | 161        | Sherman, TX - Ada, OK                   | 196        | San Angelo, TX               |
| 127        | Columbus, GA                                  | 162        | Idaho Falls-Pocatello, ID               | 197        | Cheyenne, WY-Scottsbluff, NE |
| 128        | La Crosse-Eau Claire, WI                      | 163        | Biloxi-Gulfport, MS                     | 198        | Mankato, MN                  |
| 129        | Corpus Christi, TX                            | 164        | Yuma, AZ-EI Centro, CA                  | 199        | Ottumwa, IA-Kirksville, MO   |
| <b>130</b> | Chico-Redding, CA                             | 165        | Abilene-Sweetwater, TX                  | <b>200</b> | St. Joseph, MO               |
| 131        | Amarillo, TX                                  | 166        | Missoula, MT                            | 201        | Lima, OH                     |
| 132        | Wilmington, NC                                | 167        | Hattiesburg-Laurel, MS                  | 202        | Fairbanks, AK                |
| 133        | Columbus-Tupelo-West Point, MS                | 168        | Clarksburg-Weston, WV                   | 203        | Zanesville, OH               |
| 134        | Rockford, IL                                  | 169        | Dothan, AL                              | 204        | Victoria, TX                 |
| 135        | Wausau-Rhineland, WI                          | <b>170</b> | Billings, MT                            | 205        | Presque Isle, ME             |
| 136        | Topeka, KS                                    | 171        | Utica, NY                               | 206        | Helena, MT                   |
| 137        | Columbia-Jefferson City, MO                   | 172        | Quincy, IL-Hannibal, MO-Keokuk, IA      | 207        | Juneau, AK                   |
| 138        | Monroe, LA-EI Dorado, AR                      | 173        | Rapid City, SD                          | 208        | Alpena, MI                   |
| 139        | Duluth, MN-Superior, WI                       | 174        | Elmira, NY                              | 209        | North Platte, NE             |
| <b>140</b> | Medford-Klamath Falls, OR                     | 175        | Lake Charles, LA                        | <b>210</b> | Glendive, MT                 |

## What's in this book?

Welcome to BIA/Kelsey's *Investing in Newspaper*<sup>®</sup> *2011 Ownership Report*. This is the premiere information guide profiling daily and weekly newspapers by owner. The book highlights 7,304 newspapers sorted by their 2,911 owners. All 210 markets are represented herein.

## Other Newspaper Publications

This book has a companion publication, *BIA/Kelsey's Investing in Newspaper*<sup>®</sup> *2011 Market Report*, from which the *Ownership Report's* information is extracted and reorganized by owner. The *Market Report* is a market-by-market investment guide providing an in-depth analysis of the financial, economic and demographic health of the individual markets and comprehensively profiles the competing Daily and Weekly Newspapers in that market.

## Data Provided Electronically (CD ROM, etc.)

All of this data and much, much more is available through BIA's powerful database software, BIA/Kelsey's MEDIA Access Pro<sup>™</sup> Newspaper Analyzer. With more than 7,500 newspapers profiled with more than 700 fields of data for each newspaper, this is the most comprehensive, easy-to-use and accurate source of data available on the newspaper industry.

For more information on the publications, software and custom research services offered by BIA/Kelsey, call a BIA/Kelsey representative at 1-800-331-5086 and/or see the last page of this book for a Price List and Order Form.

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Audit Bureau of Circulations

## Keys and Codes

### General

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**Market Rank** - Newspaper markets are based on Television Market definitions.

### Codes After Sales Price

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|           |  |
|-----------|--|
| <b>+</b>  | Sales price is amount listed plus notes, stock, or debt. |
| <b>d</b>  | Distress sale.   |
| <b>dn</b> | Donation.  |
| <b>e</b>  | Estimated sales price.                                   |
| <b>g</b>  | Group sale.  |
| <b>g#</b> | Parent/satellite of a group sale.                        |
| <b>na</b> | Not available  |
| <b>nc</b> | No cash consideration.                                   |
| <b>st</b> | Stock transfer.  |
| <b>sw</b> | Station swap.  |

**Questions about the *Investing in Newspaper*<sup>®</sup> 2011 *Ownership Report* or other BIA/Kelsey publications or services should be directed to:**  
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# Newspaper Ownership Report Overview

## 1 Ownership Contact Information

**Company Name:** This is the common name of the owning entity of the newspapers profiled.

**Primary Contact:** Through survey responses, this is the primary contact provided for this owner. Unless instructed otherwise by the profiled company, BIA/Kelsey lists the President, CEO, Publisher or other top executive position. NOTE: Deeper ownership contacts (CFO, COO, etc.) are available in BIA's MEDIA Access Pro™ database software.

**Address:** The address of the company's headquarters is profiled.

**Phone and Fax:** We provide the primary contact's phone and fax numbers.

## 2 Home City & State

The city and state where the newspaper is located.

## 3 Market Rank

The rank of the Market in which the profiled company's newspapers are located is based on the number of television households in the market.

## 4 Newspaper Attributes

The newspaper name and number of days published each week.

## 5 Acquisition Information

**Date Acq:** The date (Year Month) the newspaper was acquired by this owner.

**Sales Price:** Presented in thousands, this is the price paid for the newspaper. To the right of the price you may encounter a code that signifies the type of transaction (See Keys & Codes). NOTE: Because the actual sales price of a newspaper may vary from the reported price, caution should be exercised with respect to the use of these data. Due to the complexity of the issue, major group purchase prices are not broken out among the newspapers purchased.

## 6 Estimated Newspaper Total Revenues (Est '08 Revenue)

BIA/Kelsey estimates revenues for most newspapers in the markets. BIA's revenue estimates include advertising revenues and circulation revenues. We utilize direct mail surveys, tele-marketing, market contacts and computer modeling to generate these estimates. Despite this effort, we must reiterate that these are **just estimates**. We view these estimates, however, as an important element to the book and encourage newspaper operators and owners to participate in our surveys. For more detailed revenue breakouts, see BIA/Kelsey's *Investing in Newspaper® Market Report*.

## 7 Owner's Total Estimated Revenues

This figure is the sum of the newspapers' total revenues estimated by BIA/Kelsey for this owner. Please note that this figure is **just an estimate** and may not include all the newspapers for this owner.

## 8 Circulation Summary

Circulation data for the daily newspapers was obtained from Copyright 2010 material of the Audit Bureau of Circulations and reprinted by permission. Circulation data for the weekly newspapers was obtained by BIA/Kelsey surveys of the publisher.

