

Star Tribune Ranks 3rd in Daily Reach Among the Top 20 Market Newspapers

	Newspaper	Market	Number	Percent Coverage
1	Newsday	Nassau/Suffolk MD	1,076,717	50.1%
2	Washington Post	Washington, D.C./Arlington/Alexandria MD	1,207,790	38.9%
3	Minneapolis Star-Tribune	Minneapolis/St. Paul/Bloomington CBSA	826,820	34.6%
4	Arizona Republic	Phoenix/Mesa/Scottsdale CBSA	922,811	32.3%
5	St. Louis Post-Dispatch	St. Louis CBSA	680,289	32.2%
6	St. Petersburg Times	Tampa/St. Petersburg/Clearwater CBSA	655,116	31.4%
7	San Diego Union-Tribune	San Diego/Carlsbad/San Marcos CBSA	702,894	31.3%
8	Dallas Morning News	Dallas/Plano/Irving MD	872,205	30.5%
9	Orange County Register	Santa Ana-Anaheim-Irvine MD	677,074	30.1%
10	Houston Chronicle	Houston/Baytown/Sugar Land CBSA	1,099,997	28.3%
11	Baltimore Sun	Baltimore/Towson CBSA	571,616	28.2%
12	Pittsburgh Post-Gazette	Pittsburgh CBSA	502,382	26.6%
13	Seattle Times	Seattle/Bellevue/Everett MD	500,660	26.0%
14	Atlanta Journal Constitution	Atlanta/Sandy Springs/Marietta CBSA	927,829	25.2%
15	Philadelphia Inquirer	Philadelphia MD	748,321	25.2%
16	Chicago Tribune	Chicago/Naperville/Joliet MD	1,346,175	23.0%
17	New York Daily News	New York/Wayne/White Plains MD	1,983,021	22.6%
18	Los Angeles Times	Los Angeles-Long Beach-Glendale MD	1,630,327	22.0%
19	Detroit Free Press	Warren/Troy/Farmington Hills MD	400,709	20.9%
20	Press-Enterprise	Riverside/San Bernardino/Ontario CBSA	433,436	15.3%
*	St. Paul Pioneer Press	Minneapolis/St. Paul/Bloomington CBSA	450,999	18.9%

Market = CBSA/MD; Top 20 list includes the leading newspaper in each of the 20 largest metros. *Pioneer Press listed for reference purposes only since it is not a leading market newspaper.

Source: Scarborough Multi-Market Studies 2007 R1

Star Tribune Ranks 3rd in Sunday Reach Among the Top 20 Market Newspapers

	Newspaper	Market	Number	Percent Coverage
1	Newsday	Nassau/Suffolk MD	1,270,925	59.2%
2	Washington Post	Washington, D.C./Arlington/Alexandria MD	1,653,221	53.2%
3	Minneapolis Star-Tribune	Minneapolis/St. Paul/Bloomington CBSA	1,172,183	49.1%
4	St. Louis Post-Dispatch	St. Louis CBSA	1,038,332	49.1%
5	Philadelphia Inquirer	Philadelphia MD	1,414,980	47.7%
6	Baltimore Sun	Baltimore/Towson CBSA	907,279	44.8%
7	Seattle Times & Post-Intelligencer	Seattle/Bellevue/Everett MD	848,564	44.0%
8	Dallas Morning News	Dallas/Plano/Irving MD	1,237,736	43.2%
9	Arizona Republic	Phoenix/Mesa/Scottsdale CBSA	1,222,231	42.7%
10	San Diego Union-Tribune	San Diego/Carlsbad/San Marcos CBSA	921,679	41.1%
11	Pittsburgh Post-Gazette	Pittsburgh CBSA	770,050	40.8%
12	Atlanta Journal Constitution	Atlanta/Sandy Springs/Marietta CBSA	1,484,339	40.4%
13	Orange County Register	Santa Ana-Anaheim-Irvine MD	899,201	40.0%
14	Houston Chronicle	Houston/Baytown/Sugar Land CBSA	1,549,655	39.9%
15	St. Petersburg Times	Tampa/St. Petersburg/Clearwater CBSA	830,689	39.9%
16	Detroit News & Free Press	Warren/Troy/Farmington Hills MD	753,371	39.4%
17	Chicago Tribune	Chicago/Naperville/Joliet MD	2,265,282	38.6%
18	Los Angeles Times	Los Angeles-Long Beach-Glendale MD	2,439,773	32.9%
19	New York Daily News	New York/Wayne/White Plains MD	2,236,887	25.5%
20	Press-Enterprise	Riverside/San Bernardino/Ontario CBSA	503,520	17.7%
*	St. Paul Pioneer Press	Minneapolis/St. Paul/Bloomington CBSA	536,423	22.5%

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