

2nd for Percent Reach in a Week (Post-Dispatch & STLtoday Combined)

Ranking among newspaper/web combos in the 25 most populated DMA's

Reach % Rank	Market Rank	Print/Website Net	Adult Population	5D/1S Print/7-day Web Reach %
1	8	Washington, D.C. DMA Washington Post/Washingtonpost.com	4,577,011	65.7%
2	21	St. Louis DMA St. Louis Post-Dispatch/STLToday.com	2,400,366	60.0%
3	24	San Diego DMA San Diego Union-Tribune/SignOnSanDiego.com/UnionTrib.com	2,242,921	59.9%
4	11	Detroit DMA Detroit Free Press/Detroit News/Detroit Free Press/FreePress.com/DETNews.com	3,787,304	58.5%
5	19	Denver DMA Denver Post/Rocky Mountain News/Denver Post & Rocky Mountain News/DenverPost.com/RockyMountainNews.com	2,843,998	57.7%
6	13	Phoenix DMA Arizona Republic/ArizonaRepublic.com/AZCentral.com	3,426,352	57.1%
7	23	Portland DMA Oregonian/ OregonLive.com/Oregonian.com	2,258,055	56.7%
8	25	Baltimore DMA Baltimore Sun/BaltimoreSun.com	2,169,416	56.5%
9	14	Minneapolis DMA Star Tribune/StarTribune.com	3,318,721	56.0%
10	11	Detroit DMA Detroit Free Press/FreePress.com/DETNews.com	3,787,304	54.5%
11	10	Houston DMA Houston Chronicle/Chron.com	4,117,717	54.3%
12	11	Detroit DMA Detroit News/Detroit Free Press/FreePress.com/DETNews.com	3,787,304	53.6%
13	19	Denver DMA Rocky Mountain News/Denver Post & Rocky Mountain News/RockyMountainNews.com	2,843,998	53.5%
14	9	Atlanta DMA Atlanta Journal Constitution/AJC.com/AccessAtlanta.com	4,433,612	53.2%
15	19	Denver DMA Denver Post/Denver Post & Rocky Mountain News/DenverPost.com	2,843,998	52.1%
16	3	Chicago DMA Chicago Tribune/ChicagoTribune.com	7,151,167	48.8%
17	16	Miami/Ft.Lauderdale DMA El Nuevo Herald/MiamiHerald/EINuevoHerald.com/MiamiHerald.com	3,240,796	48.7%
18	18	Cleveland/Akron DMA Plain Dealer/Cleveland.com/PlainDealer.com	2,979,764	48.5%
19	12	Seattle/Tacoma DMA Seattle Times/Seattle Post-Intelligencer/Seattle Times & Post-Intelligencer/NWAutos.com/NWClassifieds.com/NWJobs.com/NWSource.com/SeattlePI.com/SeattleTimes.com	3,496,933	48.1%
20	20	Orlando/Daytona Beach/Melbourne DMA Orlando Sentinel/OrlandoSentinel.com	2,706,066	46.6%
21	6	Boston DMA Boston Globe/Boston.com	4,786,201	46.0%
23	7	Dallas/Ft. Worth DMA Dallas Morning News/DallasNews.com	4,781,026	43.4%
24	16	Miami/Ft.Lauderdale DMA Miami Herald/MiamiHerald.com	3,240,796	41.5%
25	17	Sacramento/Stockton/Modesto DMA Sacramento Bee/SacBee.com	3,058,698	38.2%
26	4	Philadelphia DMA Philadelphia Inquirer/Philly.com	5,959,788	37.1%
27	5	San Francisco/Oakland/San Jose DMA San Francisco Chronicle/SFGate.com/SFChronicle.com	5,141,631	36.0%
28	2	Los Angeles DMA Los Angeles Times/LATimes.com	13,110,335	35.9%
29	15	Tampa/St.Petersburg DMA St. Petersburg Times/SPTimes.com/TampaBay.com	3,265,674	35.3%
30	15	Tampa/St.Petersburg DMA Tampa Tribune/TBO.com/TampaTrib.com	3,265,674	34.7%
31	16	Miami/Ft.Lauderdale DMA Sun-Sentinel/SouthFlorida.com/Sun-Sentinel.com	3,240,796	31.9%
32	22	Pittsburgh DMA Tribune-Review/Valley News Dispatch/Leader Times/Daily Courier/Valley Independent/TribLive.com/PittsburghLive.com	2,261,261	30.3%
33	1	New York DMA New York Daily News/NYDailyNews.com	15,770,904	29.7%
34	14	Minneapolis DMA Pioneer Press/TwinCities.com	3,318,721	29.7%
35	7	Dallas/Ft. Worth DMA Star-Telegram/Star-Telegram.com	4,781,026	24.1%
36	18	Cleveland/Akron DMA Akron Beacon Journal/Ohio.com/BeaconJournal.com	2,979,764	20.5%
37	4	Philadelphia DMA Philadelphia Daily News/Philly.com	5,959,788	17.1%
38	1	New York DMA Newsday/Newsday.com	15,770,904	15.9%
39	16	Miami/Ft.Lauderdale DMA El Nuevo Herald/EINuevoHerald.com	3,240,796	15.0%
40	12	Seattle/Tacoma DMA Tacoma News Tribune/TheNewsTribune.com	3,496,933	14.8%
41	1	New York DMA Newark Star-Ledger/NJ.com	15,770,904	13.5%
42	2	Los Angeles DMA Orange County Register/OCRegister.com	13,110,335	12.1%
43	17	Sacramento/Stockton/Modesto DMA Modesto Bee/ModBee.com	3,058,698	12.1%
44	3	Chicago DMA Daily Herald/DailyHerald.com	7,151,167	11.7%
45	8	Washington, D.C. DMA Washington Times/Washingtontimes.com	4,577,011	10.4%
46	15	Tampa/St.Petersburg DMA Sarasota Herald-Tribune/HeraldTribune.com	3,265,674	10.3%
47	15	Tampa/St.Petersburg DMA Lakeland Ledger/TheLedger.com	3,265,674	9.6%
48	4	Philadelphia DMA Allentown Morning Call/MCall.com	5,959,788	7.8%
49	2	Los Angeles DMA Press-Enterprise/PE.com	13,110,335	6.3%
50	1	New York DMA Journal News/LoHud.com/TheJournalNews.com	15,770,904	4.9%
51	1	New York DMA Asbury Park Press/APP.com	15,770,904	4.8%
52	2	Los Angeles DMA Ventura County Star/VenturaCountyStar.com	13,110,335	3.0%
53	1	New York DMA Staten Island Advance/SILive.com	15,770,904	2.1%
54	1	New York DMA Stamford Advocate/StamfordAdvocate.com	15,770,904	0.9%
55	1	New York DMA Greenwich Time/GreenwichTime.com	15,770,904	0.4%