

# The St. Louis Post-Dispatch Ranks 5th Daily & 2nd Sunday for Percent Reach

Ranking among single, daily newspapers in the 25 most populated DMA's

Market Rank	DMA Market	Total Adult Population	Newspaper	Daily Average			Sunday Average		
				Rank	Reach	Percent Reach	Rank	Reach	Percent Reach
8	Washington DC	4,594,359	WASHINGTON POST	1	1,626,547	35.4%	1	2,222,130	48.4%
<b>21</b>	<b>St. Louis</b>	<b>2,413,967</b>	<b>ST. LOUIS POST DISPATCH</b>	<b>5</b>	<b>670,712</b>	<b>27.8%</b>	<b>2</b>	<b>1,101,873</b>	<b>45.6%</b>
19	Denver	2,864,228	ROCKY MOUNTAIN NEWS	21	515,355	18.0%	3	1,259,305	44.0%
19	Denver	2,864,228	DENVER POST	26	468,374	16.4%	3	1,259,305	44.0%
24	San Diego	2,248,118	SAN DIEGO UNION TRIBUNE	3	689,452	30.7%	4	941,698	41.9%
25	Baltimore	2,174,818	BALTIMORE SUN	9	559,233	25.7%	5	894,602	41.1%
14	Minneapolis	3,355,210	MINNEAPOLIS STAR TRIBUNE	8	878,793	26.2%	6	1,369,881	40.8%
22	Portland	2,280,310	PORTLAND OREGONIAN	2	741,265	32.5%	7	927,091	40.7%
11	Detroit	3,786,170	DETROIT FREE PRESS	13	816,973	21.6%	8	1,533,319	40.5%
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10	Houston	4,175,326	HOUSTON CHRONICLE	7	1,129,015	27.0%	9	1,644,880	39.4%
13	Phoenix	3,500,400	ARIZONA REPUBLIC	4	995,491	28.4%	10	1,304,274	37.3%
18	Cleveland	2,981,074	CLEVELAND PLAIN DEALER	6	810,176	27.2%	11	1,096,184	36.8%
9	Atlanta	4,552,052	ATLANTA JOURNAL CONSTITUTION	10	1,092,932	24.0%	12	1,618,973	35.6%
3	Chicago	7,171,101	CHICAGO TRIBUNE	14	1,540,201	21.5%	13	2,516,484	35.1%
23	Pittsburgh	2,253,968	PITTSBURGH POST-GAZETTE	12	514,444	22.8%	14	782,589	34.7%
20	Orlando	2,756,477	ORLANDO SENTINEL	11	638,809	23.2%	15	948,712	34.4%
6	Dallas	4,836,674	DALLAS MORNING NEWS	15	1,023,295	21.2%	16	1,473,904	30.5%
7	Boston	4,788,972	BOSTON GLOBE	19	914,550	19.1%	17	1,460,610	30.5%
12	Seattle/Tacoma	3,529,048	SEATTLE TIMES	25	581,558	16.5%	18	1,036,820	29.4%
12	Seattle/Tacoma	3,529,048	SEATTLE POST INTELLIGENCER	35	407,025	11.5%	18	1,036,820	29.4%
4	Philadelphia	5,974,530	PHILADELPHIA INQUIRER	29	919,238	15.4%	19	1,726,960	28.9%
4	Philadelphia	5,974,530	DAILY NEWS/SUNDAY INQUIRER	43	417,566	7.0%	19	1,726,960	28.9%
15	Tampa	3,307,986	ST. PETERSBURG TIMES	16	662,487	20.0%	20	877,180	26.5%
16	Miami	3,251,840	MIAMI HERALD	18	639,932	19.7%	21	859,967	26.4%
17	Sacramento	3,084,660	SACRAMENTO BEE	17	617,487	20.0%	22	775,726	25.1%
2	Los Angeles	13,171,400	LOS ANGELES TIMES	24	2,201,410	16.7%	23	3,173,088	24.1%
15	Tampa	3,307,986	TAMPA TRIBUNE	23	554,317	16.8%	24	767,262	23.2%
16	Miami	3,251,840	SUN-SENTINEL	31	451,095	13.9%	25	713,255	21.9%
5	San Francisco	5,167,351	SAN FRANCISCO CHRONICLE	20	936,041	18.1%	26	1,057,851	20.5%
3	Chicago	7,171,101	CHICAGO SUN TIMES	22	1,276,414	17.8%	27	1,373,852	19.2%
14	Minneapolis	3,355,210	ST. PAUL PIONEER PRESS	28	521,779	15.6%	28	610,951	18.2%
1	New York	15,751,714	NEW YORK DAILY NEWS	27	2,493,423	15.8%	29	2,645,950	16.8%
23	Pittsburgh	2,253,968	PITTSBURGH TRIBUNE REVIEW	36	248,196	11.0%	30	349,089	15.5%
6	Dallas	4,836,674	FORT WORTH STAR TELEGRAM	38	526,345	10.9%	31	749,707	15.5%
1	New York	15,751,714	NEW YORK TIMES	39	1,641,573	10.4%	32	2,369,967	15.0%
18	Cleveland	2,981,074	AKRON BEACON JOURNAL	37	326,916	11.0%	33	440,656	14.8%
5	San Francisco	5,167,351	SAN JOSE MERCURY NEWS	33	661,038	12.8%	34	733,471	14.2%
20	Orlando	2,756,477	DAYTONA BEACH NEWS JOURNAL	42	202,156	7.3%	35	256,077	9.3%
20	Orlando	2,756,477	FLORIDA TODAY	44	193,906	7.0%	36	253,162	9.2%
7	Boston	4,788,972	BOSTON HERALD	30	679,076	14.2%	37	438,016	9.1%
12	Seattle/Tacoma	3,529,048	TACOMA NEWS TRIBUNE	41	282,381	8.0%	38	322,751	9.1%
1	New York	15,751,714	NEWARK STAR LEDGER	50	930,746	5.9%	39	1,407,806	8.9%
25	Baltimore	2,174,818	WASHINGTON POST	51	128,109	5.9%	40	190,506	8.8%
1	New York	15,751,714	NEWSDAY	40	1,324,618	8.4%	41	1,306,458	8.3%
17	Sacramento	3,084,660	MODESTO BEE	46	206,429	6.7%	42	254,672	8.3%
24	San Diego	2,248,118	NORTH COUNTY TIMES	45	158,134	7.0%	43	175,048	7.8%
1	New York	15,751,714	NEW YORK POST	34	1,967,889	12.5%	44	1,214,191	7.7%
21	St. Louis	2,413,967	BELLEVILLE NEWS DEMOCRAT	52	139,614	5.8%	45	186,033	7.7%
2	Los Angeles	13,171,400	ORANGE COUNTY REGISTER	54	762,617	5.8%	46	995,659	7.6%
15	Tampa	3,307,986	SARASOTA HERALD TRIBUNE	48	200,613	6.1%	47	244,561	7.4%
16	Miami	3,251,840	EL NUEVO HERALD	47	205,148	6.3%	48	237,102	7.3%
7	Boston	4,788,972	WORCESTER TELEGRAM & GAZETTE	49	286,310	6.0%	49	336,045	7.0%
22	Portland	2,280,310	SALEM STATESMAN JOURNAL	55	124,440	5.5%	50	154,430	6.8%
5	San Francisco	5,167,351	CONTRA COSTA TIMES	53	299,102	5.8%	51	341,715	6.6%
15	Tampa	3,307,986	LAKELAND LEDGER	56	177,796	5.4%	52	219,084	6.6%
13	Phoenix	3,500,400	EAST VALLEY TRIBUNE	57	186,876	5.3%	53	222,156	6.3%
17	Sacramento	3,084,660	STOCKTON RECORD	58	156,984	5.1%	54	183,248	5.9%