

Daily Newspaper Readership Trend - Total Adults (1998-2007)

<u>Year</u>	Adults (000)			Average Weekday Readership					
	Total Adults	Men	Women	Total Adults	% of Adults	Men	% of Men	Women	% of Women
1998	134,992	64,972	70,021	79,046	58.6	40,442	62.2	38,624	55.2
1999	136,575	65,785	70,790	77,680	56.9	39,860	60.6	37,821	53.4
2000	138,937	66,922	72,014	76,596	55.1	39,330	58.8	37,267	51.7
2001	140,609	67,763	72,846	76,367	54.3	38,998	57.5	37,369	51.3
2002	143,668	69,245	74,423	79,638	55.4	40,318	58.2	39,321	52.8
2003	146,323	70,486	75,837	79,094	54.1	40,030	56.8	39,064	51.5
2004	148,340	71,534	76,807	78,285	52.8	39,727	55.5	38,558	50.2
2005	150,674	72,874	77,799	77,673	51.6	39,428	54.1	38,245	49.2
2006	152,515	73,941	78,574	76,088	49.9	38,693	52.3	37,395	47.6
2007	154,353	74,931	79,422	74,714	48.4	38,246	51.0	36,467	45.9

Source: Scarborough Research Top 50 Market Report 1998-2007

Prepared by NAA Business Analysis & Research Dept.

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Note - Beginning in 1998, readership data is based on the top 50 markets measured by Scarborough Research. Projections are not comparable to previous years.