

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE
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Spokane, Grand Rapids and San Diego Alternative Newsweeklies Top List for Reaching Adults 18+

(Houston, TX – June 7, 2007) A new report issued by The Media Audit, analyzing the past four-edition reach combined with the past 30-day web site reach for 107 measured alternative newsweeklies, shows that The Inlander, an alternative newsweekly in Spokane, ranks number one in reach with adults 18+. The paper's print edition and web site audience combined reaches 39.5% of Spokane's 431,800 adults. Grand Rapids-based On-The-Town Magazine ranked second with a 38.1% combined print/web reach, followed by the San Diego Reader which reaches 36% of the city's more than 2.2 million adults.

Rounding out the top ten alternative newsweeklies are Isthmus of Madison, ranking number four (34.6% of adults in Madison read the paper in the past month or visited the paper's web site in the past 30 days), followed by Eugene, Oregon's Eugene Weekly (32% combined print/web reach), Columbia, South Carolina's Free Times (31.7% combined print/web reach), Austin Texas's Austin Chronicle (30.2% combined print/web reach), Tucson, Arizona's Tucson Weekly (29.7% combined print/web reach), Boise, Idaho's Boise Weekly (29% combined print/web reach), and Buffalo, New York's Artvoice (28.2% combined print/web reach).

According to The Media Audit, more than 38.8 million adults in 87 markets now read or visit the web site of an alternative newsweekly, with 23 papers, mostly in larger markets, reaching more than a half million readers or more. Surveys were conducted in local markets between January of 2006 and April of 2007, and the most recent survey available in that time-frame was analyzed.

Bob Jordan, President of International Demographics, states "We have observed that readers of alternative newsweeklies tend to be more computer savvy in terms of time spent online and the fact that they are more

likely to have a broadband connection in their home. As a result, for many of these papers, the web site has played a greater role in growing total reach and maintaining a competitive position in their local market.” Jordan’s comments are further supported by the fact that the past 30-day web site visitors, when factored in to a paper’s total reach, increases reach by more than 50,000 adults for 27 measured alternative newsweeklies and increases reach by more than 100,000 adults for 16 measured alternative newsweeklies.

For example, New York’s The Village Voice, with a reach of more than 1.9 million readers over a four week period, increases its total reach to nearly 2.5 million adults when the past 30-day web site reach is factored in. As a result, the web site audience adds more than a half million adults to the paper’s total reach.

In smaller markets, a newsweekly’s ability to grow total reach by factoring in the past 30-day web site visitors is reflected in the percent increase, rather than the increase in number of persons. For example, Charleston, South Carolina’s Charleston City Paper reaches 22.8% of the city’s 450,000 adults, but increases its total reach to 28% when the paper’s 30-day web site visitors are factored in. The net result, or total reach, represents a 23% increase over the paper’s past four-edition readership.

To obtain complimentary findings of this report, visit The Media Audit booth at the Association of Alternative Newsweeklies Annual Convention June 14 through 16 in Portland.

The Data Source

The Media Audit, a syndicated media ratings service, currently measures more than 87 metropolitan markets and provides qualitative data for traditional media as well as for media websites.

Traditional media – print, broadcast and outdoor – have used The Media Audit data in sales, marketing and management for more than 36 years. In 1998, the survey began to measure local media websites. The surveys now contain more than 400 fields of qualitative information in addition to quantitative measurements of local media audiences.

Note: If you would like to periodically receive news releases containing market survey data from The Media Audit, please contact us by email (info@TheMediaAudit.com) and leave your name, title, company affiliation and email address.