

# The Media Audit

## NEWS RELEASE

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### Top Newspaper Website 2009-10 Mid-Year Analysis

**(Houston - Oct 1, 2010)** Today The Media Audit announced its findings of the top newspaper affiliated websites in America. Advance Publications takes the top 3 positions with Ann Arbor, New Orleans and Syracuse. The websites for the Ann Arbor market, AnnArbor.com/MLive.com, reach 56% of all adults in the Ann Arbor MSA (Metropolitan Statistical Area) in a 30-day period. NOLA.com, Advance Publication's New Orleans website reaches over 53% of all adults and syracuse.com, Advance Publication's Syracuse website reaches slightly less than 49% of the market.

The WashingtonPost.com, a perennial strong performer with 47% market penetration and Madison.com, Lee Enterprises strongest website with a 43% reach, round out the top 5 newspaper sites.

There was tough competition in positions 6 through 10 which were separated by tenth's of points. Advance added two papers to its top 10 penetration with M-Live in Grand Rapids reaching 39.7% took the 7<sup>th</sup> position followed by sister website AL.com which pulled 39.2% of Birmingham adults and 8<sup>th</sup> position. Gannett, the nation's largest newspaper company, took 6<sup>th</sup> spot with 40.7% reach of adults in Reno. In Allentown Tribune's TheMorningCall.com took 9<sup>th</sup> spot with a 39.1% reach of Allentown and Hearst's Albany NY paper, TimesUnion.com rounded out the top 10 with 38.6%.

"Year by year we can see newspaper websites are getting stronger and stronger" commented Bob Jordan President of The Media Audit. "The reach of many of the top websites shows that the web continues to be a great opportunity for newspapers. There are now many newspaper websites that have a greater reach in their market than other newspaper's have in reach of their market."

"The importance of the newspaper in helping drive website success shouldn't be discounted" continued Jordan. "Newspapers like the New Orleans Times-Picayune, The Post-Standard in Syracuse, Grand Rapids Press and the Birmingham News are some of the strongest newspapers in the nation in the reach in their markets and they also have the strongest websites. This shows how important the newspaper can be in helping build website interest and traffic."

The one exception to this is AnnArbor.com/MLive.com. In 2009, The Ann Arbor News daily edition closed and was re-launched as twice-a-week issue delivered on Thursday and Saturday. The strength of AnnArbor.com/MLive.com became the top newspaper site in the nation.

**The Media Audit**  
**Daily Newspaper and Website Reach Analysis**  
 Visited Website in Past Month  
 2009/10

as of September 1, 2010

Rank	Market	Media	Rating	Media Website	Rating
1	Ann Arbor, MI	Ann Arbor News.com	46.5	ANNARBOR.COM/MLIVE.COM	55.7
2	New Orleans, LA	Times - Picayune	70.3	NOLA.COM	52.5
3	Syracuse, NY	The Post-Standard	74.1	SYRACUSE.COM	49.4
4	Washington, DC	Washington Post	58.2	WASHINGTONPOST.COM	47.2
5	Madison, WI	Capital Times	30.8	MADISON.COM	42.8
6	Reno, NV	Reno Gazette - Journal	50.9	RGJ.COM	40.7
7	Grand Rapids, MI	Grand Rapids Press	65.4	MLIVE.COM	39.7
8	Birmingham, AL	Birmingham News	65.6	AL.COM	39.2
9	Allentown, PA	The Morning Call	55.2	THEMORNINGCALL.COM	39.1
10	Albany, NY	Times Union (Albany)	52.7	TIMESUNION.COM	38.6

The Media Audit is a local market, multi-media and marketing research company that syndicates its services to advertisers, ad agencies and the media to help them grow their businesses. The 39 year old company was the first local market research service to measure local media websites and has become the standard in local web measurement for doing cross-platform sales. Currently The Media Audit surveys more than 90 markets covering more than 70% of the population across the country. Annually The Media Audit produces its ranking of top media websites.

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