

The Media Audit

Press Release

Top 10 Newspaper Websites 2010

(Houston June 22, 2011) Today The Media Audit announced its findings of the top ten daily newspaper websites in America.

The top two positions go to Advance Publications with Ann Arbor and New Orleans. Lee Enterprises' Madison.com came in third followed by another Advance website, syracuse.com. The Washington Post's website rounded out the top 5 newspaper websites.

The websites for the Ann Arbor market, AnnArbor.com/MLive.com, reach 50.6% of all adults in the Ann Arbor Metropolitan Statistical Area. NOLA.com, Advance's New Orleans website, reaches 49.5% of all adults in the New Orleans metro area. Less than 1% separates the third ranked Madison.com with 45.2%, and syracuse.com with a 44.1% reach of the Syracuse market. The washingtonpost.com, reaches 43.2% of all Washington adults and is the largest market (population wise) to make it into the top five performing newspaper websites.

Hearst Newspaper's San Antonio Express-News, mysa.com, was a point behind the Washington Post with a 42.2% reach of adults, followed by Gannett's Reno Gazette-Journal whose website, rgj.com, pulled 40.7% of the market. The 8th and 9th positions belong to Advance's with Grand Rapids MLive.com pulling a 39.7% reach and Birmingham's al.com showing 39.2% market penetration. Tribune's Allentown Morning Call rounded out the top 10 with 39.1% reach of the Allentown-Bethlehem market.

"Newspaper's continue to dominate the top spots for local media websites" commented Bob Jordan President of The Media Audit. "That said, the competition is increasing among other media especially among local television stations that are investing more resources into their digital offerings. It is almost cliché to say, but everyone is talking digital today. But when you rank websites with traditional media, the newspaper websites are some of the strongest media in any local market. Media are truly multi-media today."

"Overall newspapers remain the strongest local websites by far in the majority of 80 plus markets that we survey every year. Also, newspapers were the first to focus attention and resources on the opportunity regarding local market websites" continued Jordan. "We have observed that those companies that have a digital focus have tended to do much better than media companies that have looked at the web as an offshoot of their traditional media. No doubt as more media focus on the web and now mobile offerings, the more competitive it will get. With two surveys a year in nearly 50 of the largest markets, The Media Audit is positioned to track developments as the competition heats up."

| The Media Audit | | | | |
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| Print Media & Television Early Evening News Reach | | | | |
| Visited Website in Past Month | | | | |
| June 22, 2011 | | | | |
| | | | Logged on Past Month | |
| Market | Media | Media Website | Persons | Rating |
| Ann Arbor, MI | AnnArbor.com | ANNARBOR.COM#MLIVE.COM | 138,360 | 50.6 |
| New Orleans, LA | Times - Picayune | NOLA.COM | 450,321 | 49.5 |
| Madison, WI | Capital Times | MADISON.COM | 198,097 | 45.2 |
| Syracuse, NY | The Post-Standard | SYRACUSE.COM | 219,639 | 44.1 |
| Washington, DC | Washington Post | WASHINGTONPOST.COM | 1,670,879 | 43.2 |
| San Antonio, TX | San Antonio Express - News | MYSA.COM | 637,361 | 42.2 |
| Reno, NV | Reno Gazette - Journal | RGJ.COM | 145,332 | 40.7 |
| Grand Rapids, MI | Grand Rapids Press | MLIVE.COM | 254,267 | 39.7 |
| Birmingham, AL | Birmingham News | AL.COM | 315,556 | 39.2 |
| Allentown, PA | The Morning Call | THEMORNINGCALL.COM | 248,834 | 39.1 |

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 40 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 95 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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