

# The Media Audit

## NEWS RELEASE

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FOR IMMEDIATE RELEASE  
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### **Newspaper Websites Continue to Dominate Local Web**

(Houston, April 23, 2012) On April 10<sup>th</sup> The Media Audit released its annual ranking of top local media websites. Inadvertently Flint-Saginaw MI was omitted from the ranking. The following is an update of that press release with Flint-Saginaw included.

Please note, as the Flint-Saginaw newspapers websites are tied into a website, MLive.com, which has a strong penetration in each market, ranking is affected.

Newspapers continue to be the dominant player in local market media websites as they take 16 of the top 25 spots. These findings come from The Media Audit's annual local multi-media report. The report, which was released by The Media Audit at the Newspaper Association of America's annual media Xchange conference covers the 2011 surveys.

Television websites, which are becoming stronger competitors with newspaper sites, took 3 of the top 5 spots and 5 of the top 10. The top TV spot for the second year in a row goes to KSL-TV in Salt Lake City and which is owned by the Mormon Church. Two thirds of Salt Lake City adults visit KSL-TV.com at least once over a 30 day period. WRAL-TV, in Raleigh NC is a perennial leader in websites comes in number 2.

Advance Publications' AnnArbor.com is the top newspaper website. In 2009, the newspaper cut back its hardcopy distribution and made a major investment in its digital efforts.

Hearst Newspapers' sister company Hearst TV had the number 4 spot with its Southern New Hampshire TV station's website, WMUR.com.

The fifth spot belongs to Gatehouse Newspaper's Springfield, IL Register. Advance Publications' Advance Digital group comes in with the 7<sup>th</sup> and 9<sup>th</sup> ranked local sites, Syracuse Post-Standard's syracuse.com (50% adult reach) and Springfield, MA Republican's MassLive.com (48.2% reach). With 3 of the top 10 local media, Advance is the strongest of any TV or newspaper group in giving Advance 3 of the top 10.

Gannett makes it into the top 10 with the Tallahassee Democrat's Tallahassee.com (49.2% adult reach).

Waterman Broadcasting's Charlottesville station WVIR-TV rounds out the top 10 television stations with a 46.9% reach of adults.

For the nation's largest population centers, the strongest performer is the Washington Post's WashingtonPost.com, which reaches 46% of all Washington adults, making it number 11 in The Media Audit's top local media websites.

Commenting on the newspaper findings The Media Audit president, Bob Jordan noted "when you look at the newspapers with the strongest websites, you'll notice these newspapers also have strong print penetration (60 to 70%) in their markets. This indicates strong relevance of the newspaper and its website in the community. Newspapers are still the largest news gathering organization in any community and this positions the newspapers and their websites for what the community wants."

Further Jordan noted "It's interesting to see that the top newspaper websites are associated with strong reach newspapers, have 30 day readership that is 75% of the respective newspaper. As you move down the rank order, the websites have a reach at about 60% of the newspaper."

The full study of the 100+ markets was made available to attendees at the NAA media Xchange conference in Washington DC, last week.

The Media Audit is a syndicated multi-media and retail study conducted in 100+ US markets. More than 300 local media websites including some newspapers websites belonging to Advance Publications, Gannett Newspapers, Gateway Newspapers and Hearst Newspapers sell their strengths with The Media Audit. On the buying side well-known companies like Centro use The Media Audit for planning and buying of digital media.

For more information contact:

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See Listing of Top 45 Local Media Websites below.

<b>The Media Audit</b>					
<b>Print Media &amp; Television Early Evening News</b>					
<b>Visited Website in Past Month</b>					
<b>2010-11</b>					
<b>Alpha Order by Market</b>					
<b>Logged on Past Month</b>					
<b>Rank</b>	<b>Market</b>	<b>Media</b>	<b>Media Website</b>	<b>Persons</b>	<b>Rating</b>
1	Salt Lake City, UT	KSL-TV	KSL.COM	1,045,741	66.2
2	Raleigh-Durham, NC	WRAL-TV	WRAL.COM	682,693	55.2
3	Ann Arbor, MI	AnnArbor.com	ANNARBOR.COM	450,557	54.9
4	Southern New Hampshire	WMUR-TV	WMUR.COM	445,757	51.1
5	Springfield, IL	State Journal Register	SJ-R.COM	81,871	51.0
6	Des Moines, IA	KCCI-TV	KCCI.COM	241,833	50.8
7	Syracuse, NY	The Post-Standard	SYRACUSE.COM	251,458	50.0
8	Tallahassee, FL	Tallahassee Democrat	TALLAHASSEE.COM	119,820	49.2
9	Springfield, MA	Republican	MASSLIVE.COM	238,803	48.2
10	Flint-Saginaw, MI	FLINT JOURNAL T/TH/F/S	MLIVE.COM	292,651	47.6
11	Flint-Saginaw, MI	SAGINAW NEWS TH/F/S	MLIVE.COM	292,651	47.6
12	Flint-Saginaw, MI	BAY CITY TIMES TH/F/S	MLIVE.COM	292,651	47.6
13	Charlottesville, VA	WVIR-TV	NBC29.COM	67,390	46.9
14	Washington, DC	Washington Post	WASHINGTONPOST.COM	1,839,348	46.2
15	Tyler-Longview, TX	KLTV-TV	KLTV.COM	128,004	45.7
16	Birmingham, AL	Birmingham News	AL.COM	369,605	45.3
17	Grand Rapids, MI	WOOD-TV	WOODTV.COM	287,677	44.5
18	Grand Rapids, MI	Grand Rapids Press	MLIVE.COM	282,539	43.7
19	Grand Rapids, MI	Advance Newspapers	MLIVE.COM	282,539	43.7
20	New Orleans, LA	Times - Picayune	NOLA.COM	476,815	43.3
21	Des Moines, IA	Des Moines Register	DESMOINESREGISTER.COM	203,324	42.7
22	Madison, WI	WISC-TV	Channel3000.COM	185,646	42.0
23	Akron, OH	Akron Beacon Journal	OHIO.COM	216,803	40.0
24	Lexington, KY	Lexington Herald - Leader	KENTUCKY.COM	172,668	39.6
25	Omaha, NE	KETV-TV	KETV.COM	227,444	39.6
26	Reno, NV	Reno Gazette - Journal	RGJ.COM	143,918	39.5
27	Charleston, SC	Post & Courier	POSTANDCOURIER.COM	201,915	39.4
28	Madison, WI	Wisconsin State Journal	MADISON.COM	174,139	39.4
29	Tulsa, OK	KOTV-TV	NEWSON6.COM	271,223	39.3
30	Kansas City, MO	Kansas City Star	KANSASCITY.COM	582,613	38.8
31	Cedar Rapids, IA	KCRG-TV	KCRG.COM	169,820	38.6
32	Rochester, NY	Democrat & Chronicle	DEMOCRATANDCHRONICLE.COM	327,967	38.3
33	Peoria, IL	Journal Star	PJSTAR.COM	105,053	38.2
34	Allentown, PA	The Morning Call	THEMORNINGCALL.COM	242,187	37.8
35	Denver, CO	KUSA-TV	9NEWS.COM	816,038	37.7
36	Tallahassee, FL	WCTV-TV	WCTV.TV	91,603	37.6
37	Omaha, NE	WOWT-TV	WOWT.COM	215,194	37.5
38	Buffalo, NY	Buffalo News	BUFFALONEWS.COM	330,444	37.4
39	Minneapolis-St. Paul, MN	Star Tribune	STARTRIBUNE.COM	928,848	37.3
40	Champaign, IL	News-Gazette	NEWS-GAZETTE.COM	81,324	37.3
41	Atlanta, GA	Atlanta Journal Constitution	AJC.COM	1,492,596	37.1
42	Flint-Saginaw, MI	WJRT-TV	ABC12.COM	228,244	37.1
43	Boise, ID	Idaho Statesman (Boise)	IDAHOSTATE.COM	156,190	36.8
44	Oklahoma City, OK	Daily Oklahoman	NEWSOK.COM	373,084	36.7
45	Cleveland, OH	Plain Dealer	CLEVELANDPLAINDEALER.COM	579,708	36.2