



**FOR IMMEDIATE RELEASE**

***Rochester Democrat and Chronicle, Washingtonpost.com* Lead Newspaper Rankings in Latest Scarborough Newspaper Penetration Report**

NEW YORK (January 30, 2009) – Scarborough Research released a report highlighting newspaper audience ratings for newspapers, both print and online, across the 81 local markets measured by the company. The Scarborough Newspaper Penetration Report features print, website, and Integrated Newspaper Audience (INA) ratings, and covers Scarborough local market data collected from August 2007 to September 2008. Details for the top newspapers for weekly print audience (*Rochester Democrat and Chronicle*), weekly website audience (*washingtonpost.com*) and Integrated Newspaper Audience (*Rochester Democrat and Chronicle, DemocratAndChronicle.com*) are listed below, as is information on all of the leading newspapers.

All data is derived from Scarborough's Local Market Studies, Release 2 2008. In addition to weekly print and website audience information, the full Newspaper Penetration Report features newspaper audience ratings for DMA and CBSA/MD geographies. It also has daily and Sunday newspaper penetration information. Available twice per year (corresponding with each local market release of Scarborough data), the [previous Newspaper Penetration Report](#), based on the company's Release 1 2008 data, was issued last July. Scarborough's Newspaper Penetration reports are delivered in a spreadsheet format that enables users to rank and analyze the information. They are available for purchase through contacting Kristi Hess at [khess@scarborough.com](mailto:khess@scarborough.com) or 818-559-5453.

**WEEKLY PRINT AUDIENCE**

<b>Rank</b>	<b>Newspaper</b>	<b>Local Market (DMA®)</b>	<b>Weekly Print Audience</b> (% of adults in the local market who read or looked into the printed paper during the past five weekdays or past Sunday)
1	Rochester Democrat and Chronicle	Rochester, NY	80%
2	Gannett Wisconsin Newspapers*	Green Bay, WI	73%
3t	Syracuse Post-Standard	Syracuse, NY	69%
3t	Des Moines Register	Des Moines, IA	69%
4	Buffalo News	Buffalo, NY	66%

\* Gannett Wisconsin Newspapers include Appleton Post-Crescent/Fond du Lac Reporter/Green Bay Press-Gazette/Manitowoc Herald Times Reporter/Oshkosh Northwestern

**WEEKLY WEBSITE AUDIENCE**

<b>Rank</b>	<b>Website(s)</b>	<b>Local Market (DMA®)</b>	<b>Weekly Website Audience</b> (% of adults in the local market who visited a newspaper's website(s), during the past week)
1	Washingtonpost.com	Washington D.C.	23%
2	Austin360.com/Statesman.com	Austin, TX	21%
3	MySanAntonio.com/Express-News.com/KENS5.com	San Antonio, TX	19%
4t	Gannett Wisconsin Newspapers*	Green Bay, WI	18%
4t	NOLA.com	New Orleans, LA	18%
4t	AJC.com/AccessAtlanta.com	Atlanta, GA	18%

\*Gannett Wisconsin Newspapers includes the websites: PostCrescent.com/ FDLReporter.com/ GreenBayPressGazette.com/ HTRNews.com/TheNorthwestern.com.

## **INTEGRATED NEWSPAPER AUDIENCE**

<b>Rank</b>	<b>Printed Newspaper; Website(s)</b>	<b>Local Market (DMA®)</b>	<b>Integrated Newspaper Audience</b> (the weekly net unduplicated audience of the printed newspaper and its website(s))
1	Rochester Democrat and Chronicle; DemocratAndChronicle.com	Rochester, NY	81%
2	Gannett Wisconsin Newspapers*	Green Bay, WI	76%
3	Des Moines Register; DesMoinesRegister.com	Des Moines, IA	71%
4	Syracuse Post-Standard; syracuse.com	Syracuse, NY	70%
5	Buffalo News; Buffalo.com/BuffaloNews.com	Buffalo, NY	67%

\*Gannett Wisconsin Newspapers includes Appleton Post-Crescent/Fond du Lac Reporter/Green Bay Press-Gazette/Manitowoc Herald Times Reporter/Oshkosh Northwestern. Associated websites are PostCrescent.com/ FDLReporter.com/ GreenBayPressGazette.com/ HTRNews.com/TheNorthwestern.com.

### **About Scarborough Research**

Scarborough Research ([www.scarborough.com](http://www.scarborough.com), [info@scarborough.com](mailto:info@scarborough.com)) measures the lifestyle and shopping patterns, media behaviors and demographics of American consumers, and is considered the authority on local market research. Scarborough's core syndicated consumer insight studies in 81 Top-Tier Markets, its Multi-Market Study and its national USA+ Study are Media Rating Council (MRC) accredited. Other products and services include Scarborough Mid-Tier Local Market Studies, Hispanic Studies and Custom Research Solutions. Scarborough measures 2,000 consumer categories and serves a broad client base that includes marketers, advertising agencies, print and electronic media (broadcast and cable television, radio stations), sports teams and leagues and out-of-home media companies. Surveying more than 220,000 adults annually, Scarborough is a joint venture between Arbitron Inc. ([www.arbitron.com](http://www.arbitron.com)) and The Nielsen Company ([www.nielsen.com](http://www.nielsen.com)).

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