



**FOR IMMEDIATE RELEASE**

**SCARBOROUGH RESEARCH RELEASES 2008 NEWSPAPER RATINGS REPORT**

*Report covers 161 newspapers in 81 U.S. DMAs*

NEW YORK (April 22, 2008) – Today, Scarborough Research, the leading source for newspaper audience ratings, released its annual Scarborough Newspaper Audience Ratings Report. The printed publication, which is also available digitally at [www.scarborough.com/freestudies.php](http://www.scarborough.com/freestudies.php), details the weekly print, weekly website and Integrated Newspaper Audience (combined print and online) ratings for 161 newspapers in 81 Top-Tier markets. The report is a valuable desktop reference tool on newspaper ratings for those involved in the planning, buying or selling of local media. All data is derived from Scarborough's Local Market Studies, Release 2 2007.

“The publication of the Scarborough Newspaper Audience Ratings Report underscores Scarborough's commitment to promoting audience as an important and necessary metric in newspaper advertising selling, planning and buying,” said Gary Meo, senior vice president, print and digital media services, Scarborough Research. “Together with our participation in the Audience-FAX joint initiative with the ABC and NAA, and the NAA's NAdbase, this report is another way to demonstrate the importance of printed and digital newspapers in today's multi-media environment, and it also highlights the significance of the audience metric.”

The Scarborough Newspaper Audience Rating Report is organized by DMA®\* adult population. For inclusion in the report, newspapers were required to have a one percent or greater penetration of their weekly print and website audiences within their local markets\*\*, as well as a Sunday edition of their newspaper.

Anyone interested in receiving a printed copy of the report can request one by emailing [newspaper@scarborough.com](mailto:newspaper@scarborough.com).

\* DMA®, or Designated Market Area, is a Nielsen Media Research term to identify an exclusive grouping of counties.

\*\* Weekly Print Audience represents the percentage or number of adults within a local market who “read or looked into” the daily or Sunday edition of the newspaper within the past five weekdays or past Sunday. Weekly Website Audience represents the percentage or number of adults within a local market who visited a newspaper's website(s) during the past seven days.

### **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 and its Multi-Market Study are Media Rating Council (MRC) accredited. Other products and services include Scarborough USA+ (a national database), 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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