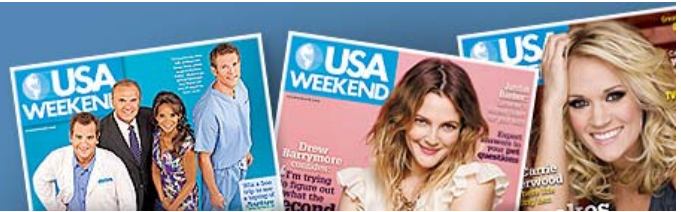


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Circulation

PDF Download: [2012 Marketing Regions](#)**Total Circulation:** 22.25 Million**Rate Base:** 22.25 Million**Newspapers:** 800+

Marketing Regions

USA WEEKEND's circulation can be divided by Marketing Region or by specific markets.

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Region	Circulation (millions)	States
1 New England	1.0	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont
2 Midwest	1	Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota
3 Mid-Atlantic	4.25	Delaware, District of Columbia, Maryland, New Jersey, New York, Pennsylvania, Virginia, West Virginia
4 Southeast	2.4	Florida, Georgia, North Carolina, South Carolina
5 South/Gulf Coast	2.5	Alabama, Arkansas, Kentucky, Louisiana, Mississippi, Oklahoma, Tennessee, Texas
6 Central Great Lakes	5	Illinois, Indiana, Michigan, Ohio, Wisconsin
7 Western Mountains	2.7	Alaska, Arizona, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming
8 California	3.4	California

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Source: USA WEEKEND Magazine's total circulation and rate base reflect USA WEEKEND's carrier newspaper list effective 7/1/2012, based on a compilation of ABC/CAC/VAC or publisher-certified circulation. Ask your USA WEEKEND representative for current circulation.

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