

Date visited 6/29/2012

The latest news from ABC and ABC Interactive

The Top U.S. Newspapers for March 2012

Neal Lulofs (<http://twitter.com/#!/neallulofs>), Executive Vice President and General Manager, ABCi

ABC released the semiannual newspaper FAS-FAX and Audience-FAX report today. This FAS-FAX (<http://www.accessabc.com/products/efasfax.htm>) report includes top-line circulation data for all newspaper members for the six months ending March 31, 2012. Newspapers participating in Audience-FAX (http://www.accessabc.com/services/n_audience.htm) have additional print and online readership and website activity data included in the report.

Key Statistics

Fueled largely by increases in digital circulation and branded editions, daily circulation for the 618 newspapers reporting comparable multiday averages rose .68 percent. Circulation for the 532 newspapers reporting comparable Sunday data increased 5 percent.

On average, digital circulation now accounts for 14.2 percent of newspapers' total circulation mix, up from 8.66 percent in March 2011. Digital circulation (<http://accessabc.wordpress.com/2012/04/26/five-facts-about-digital-data-in-the-new-u-s-newspaper-fas-fax-report/>) may be tablet or smartphone apps, PDF replicas, metered or restricted-access websites, or e-reader editions. Branded editions (<http://www.accessabc.com/press/brandedguide/>), newspaper-owned products such as commuter, community, alternative-language or Sunday-Select type newspapers, make up 4.5 percent of newspapers' total average circulation, up from 3.36 percent in March 2011.

Today's report only includes top-line information on circulation categories like digital and branded editions. More in-depth information, such as digital distribution platforms, will be available as newspapers' Publisher's Statements are released. ABC members may also subscribe to the eFAS-FAX analyzer tool (<http://www.accessabc.com/products/analyzer.htm>).

Although not directly comparable to today's data, the Newspaper Association of America (<http://www.naa.org/Trends-and-Numbers/Circulation/Newspaper-Circulation-Volume.aspx>) does maintain a chart of historical circulation information.

Due to the many ways that newspapers now distribute and market their content — metered paywalls, mobile apps, bundled subscriptions, branded editions — ABC cautions against drawing too many direct comparisons of the data in today's FAS-FAX report.

Recent Rule Changes

Significant ABC U.S. rule changes in the past 18 months have addressed the newspaper industry's continuing transformation and publishers and advertisers emphasis on cross-media audience metrics, not focusing solely on paid print circulation.

The first newspaper numbers to reflect those changes were seen in 2011, and therefore, the March 2012 report marks the first time there are year-over-year numbers that reflect these changes. The changes

Date visited 6/29/2012

include the introduction of “verified” circulation and branded editions, and new ways to audit and report digital editions published on websites, tablets, or smartphones.

Rules now allow newspapers more flexibility to develop publishing plans that cater to their markets and report these expanded platforms to ABC. Some newspapers may use branded editions (such as community newspapers), others may use targeted programs, and some may be focusing on their digital edition strategy. Because newspapers have various publishing plans, it is important to understand the different categories on the report and how those programs may impact a newspaper’s overall circulation. Due to the many ways that newspapers now distribute and market their content — metered paywalls, mobile apps, bundled subscriptions, branded editions — ABC cautions against drawing too many direct comparisons of the data in today’s FAS-FAX report.

As a refresher about what’s included in “total average circulation”:

- ⊙ The **paid/verified circulation model** defines paid circulation as copies purchased by an individual recipient or a specialized distribution channel (such as business/traveler). Verified circulation includes much of what used to be reported in “other” paid circulation (including third-party copies and copies distributed to schools and newspaper employees).
- ⊙ **Branded editions** are editions of the newspaper that are published at least weekly, have a different name than the member newspaper, but are labeled to include the word “edition.” Branded editions may include commuter, community or alternative-language newspapers.
- ⊙ **Digital editions** are distinguished between replica and nonreplica, which both need to have restricted access. Replica editions must have the same editorial, layout and ROP advertising as the print version. Nonreplica editions must maintain the print version’s basic identity, although its editorial and advertising content may differ.

The FAS-FAX report details several of these circulation categories, and each should be compared with its like category. For example, it would be incorrect to compare core newspaper and its branded editions to the circulation of just a core newspaper. More detail will become available as individual Publisher’s Statements are released.

For more on digital newspapers, check out this blog (<http://accessabc.wordpress.com/2012/04/26/five-facts-about-digital-data-in-the-new-u-s-newspaper-fas-fax-report/>) about digital data in the FAS-FAX report. A fact sheet and a list of frequently asked questions about the changes are also available here (<http://accessabc.wordpress.com/2012/04/23/u-s-newspaper-fas-fax-faqs/>).

Accessing the Full Report

The full FAS-fax report containing data on more than 800 daily and weekly U.S. and Canadian newspapers is available in the e- (<http://abcas3.accessabc.com/edata/loginPage.aspx>)Data center (<http://abcas3.accessabc.com/edata/loginPage.aspx>) on ABC’s website. ABC members will need their user name and password to access the report. If you are not an ABC member, you can read more about the benefits of membership on our website (<http://www.accessabc.com/membership/index.htm>).

Top 25 Charts

Below are a few charts pulled from today’s report: the top 25 Sunday and weekday U.S. newspapers by circulation and the top 25 U.S. newspapers with digital editions.

You can also review historical charts for the March (<http://accessabc.wordpress.com/2011/05>

Date visited 6/29/2012

/03/fas-fax-top-25-charts-for-u-s-newspapers-2/) and September (<http://accessabc.wordpress.com/2011/11/01/the-top-25-u-s-newspapers-from-september-2011-fas-fax/>) 2011 reporting periods.



Average Circulation at the Top 25 U.S. Daily Newspapers

Preliminary Figures as Filed with the Audit Bureau of Circulations – Subject to Audit

Newspaper Name	Print	Total Digital	Total Excluding Branded Editions	Total Branded Editions	Total Average Circulation as of 3/31/12	Total Average Circulation as of 3/31/11	% Change
WALL STREET JOURNAL	1,566,027	552,288	2,118,315		2,118,315	2,117,796	0.02
USA TODAY	1,701,777	115,669	1,817,446		1,817,446	1,829,099	-0.64
NEW YORK TIMES	779,731	807,026	1,586,757		1,586,757	916,911	73.05
LOS ANGELES TIMES	489,514	100,221	589,735	26,840	616,575	605,244	1.87
NEW YORK DAILY NEWS	400,061	156,470	556,531	23,105	579,636	530,924	9.17
SAN JOSE MERCURY NEWS	139,825	66,213	206,038	369,748	575,786	577,662	-0.32
NEW YORK POST	408,579	146,748	555,327		555,327	522,875	6.21
WASHINGTON POST	467,450	40,165	507,615		507,615	550,821	-7.84
CHICAGO SUN-TIMES	200,503	68,986	269,489	152,846	422,335	419,408	0.70
CHICAGO TRIBUNE	387,217	27,373	414,590		414,590	437,205	-5.17
DALLAS MORNING NEWS	202,123	49,795	251,918	153,431	405,349	404,951	0.10

Date visited 6/29/2012

DENVER POST	240,200	150,920	391,120	10,000	401,120	324,970	23.43
NEWSDAY	284,357	113,616	397,973		397,973	298,759	33.21
HOUSTON CHRONICLE	254,696	91,422	346,118	37,889	384,007	364,837	5.25
PHILADELPHIA INQUIRER	205,412	55,921	261,333	63,958	325,291	343,709	-5.36
PHOENIX REPUBLIC	320,696	904	321,600		321,600	337,170	-4.62
MINNEAPOLIS STAR TRIBUNE	239,797	60,533	300,330		300,330	296,417	1.32
TAMPA BAY TIMES	239,190	19,955	259,145	40,352	299,497	292,441	2.41
ORANGE COUNTY REGISTER	162,821	20,774	183,595	97,217	280,812	182,964	53.48
NEWARK STAR-LEDGER	197,034	81,906	278,940		278,940	229,253	21.67
OREGONIAN	226,659	21,174	247,833		247,833	260,386	-4.82
CLEVELAND PLAIN DEALER	232,288	14,283	246,571		246,571	254,372	-3.07
SEATTLE TIMES	206,517	30,412	236,929		236,929	253,740	-6.63
SAN DIEGO UNION-TRIBUNE	204,245	13,334	217,579	13,163	230,742	218,614	5.55
DETROIT FREE PRESS	132,635	98,104	230,739		230,739	246,169	-6.27



Average Circulation at the Top 25 U.S. Sunday Newspapers

Preliminary Figures as Filed with the Audit Bureau of Circulations – Subject to Audit

Newspaper Name	Print	Total Digital	Total Excluding Branded	Total Branded Editions	Total Average Circulation	Total Average Circulation	% Chang
----------------	-------	---------------	-------------------------	------------------------	---------------------------	---------------------------	---------

Date visited 6/29/2012

			Editions		as of 3/31/12	as of 3/31/11	
NEW YORK TIMES	1,265,839	737,408	2,003,247		2,003,247	1,339,462	49.56%
LOS ANGELES TIMES	850,267	102,494	952,761		952,761	948,889	0.41%
HOUSTON CHRONICLE	459,231	67,086	526,317	390,617	916,934	587,982	55.95%
CHICAGO TRIBUNE	755,265	24,175	779,440		779,440	780,188	-0.10%
WASHINGTON POST	688,576	30,725	719,301		719,301	852,861	-15.66%
DALLAS MORNING NEWS	321,592	41,537	363,129	339,719	702,848	375,101	87.38%
SAN JOSE MERCURY NEWS	204,766	41,848	246,614	443,644	690,258	636,999	8.36%
DETROIT FREE PRESS (e)	458,963	5,811	464,774	198,213	662,987	614,226	7.94%
NEW YORK DAILY NEWS	480,131	155,007	635,138	25,780	660,918	584,658	13.04%
DENVER POST	420,172	124,191	544,363	51,000	595,363	519,837	14.53%
MINNEAPOLIS STAR TRIBUNE	475,955	38,502	514,457	29,729	544,186	516,136	5.43%
ARIZONA REPUBLIC	513,469	886	514,355	24,224	538,579	511,764	5.24%
PHILADELPHIA INQUIRER	413,371	72,137	485,508	31,802	517,310	488,286	5.94%
NEWSDAY	350,057	145,359	495,416		495,416	362,221	36.77%
CHICAGO SUN-TIMES	197,140	73,458	270,598	164,263	434,861	421,455	3.18%
NEW YORK POST	287,089	147,303	434,392		434,392	355,770	22.10%
TAMPA BAY TIMES	415,612	16,590	432,202		432,202	429,048	0.74%
NEWARK STAR-LEDGER	321,944	62,224	384,168	29,304	413,472	337,416	22.54%

Date visited 6/29/2012

ATLANTA JOURNAL-CONSTITUTION	399,004	3,598	402,602		402,602	391,815	2.75%
CLEVELAND PLAIN DEALER	329,130	11,440	340,570	60,564	401,134	403,001	-0.46%
ORANGE COUNTY REGISTER	287,149	10,118	297,267	88,016	385,283	287,657	33.94%
BOSTON GLOBE	332,208	33,304	365,512		365,512	356,653	2.48%
SAN DIEGO UNION-TRIBUNE	282,140	8,914	291,054	73,400	364,454	296,272	23.01%
SAN ANTONIO EXPRESS-NEWS	242,292	9,904	252,196	101,376	353,572	254,968	38.67%
SEATTLE TIMES	300,737	33,450	334,187	12,402	346,589	346,993	-0.12%



Top 25 U.S. Daily Newspapers with Digital Editions

Preliminary Figures as Filed with the Audit Bureau of Circulations – Subject to Audit

Newspaper Name	Digital Replica	Digital Nonreplica	Total Digital	Total Average Circulation as of 3/31/12
NEW YORK TIMES	30,329	776,697	807,026	1,586,757
WALL STREET JOURNAL		552,288	552,288	2,118,315
NEW YORK DAILY NEWS	38,676	117,794	156,470	579,636
DENVER POST	48,612	102,308	150,920	401,120
NEW YORK POST	24,559	122,189	146,748	555,327
USA TODAY	97,001	18,668	115,669	1,817,446
NEWSDAY		113,616	113,616	397,973
LOS ANGELES TIMES	12,564	87,657	100,221	616,575

Date visited 6/29/2012

DETROIT FREE PRESS	96,333	1,771	98,104	230,739
LOS ANGELES INVESTORS BUSINESS DAILY	44,509	49,507	94,016	156,269
HOUSTON CHRONICLE	71,486	19,936	91,422	384,007
NEWARK STAR-LEDGER	23,084	58,822	81,906	278,940
ST. PAUL PIONEER PRESS	64,530	11,372	75,902	205,171
CHICAGO SUN-TIMES	31,972	37,014	68,986	422,335
SAN JOSE MERCURY NEWS	52,677	13,536	66,213	575,786
SAN FRANCISCO CHRONICLE	35,020	28,632	63,652	229,174
MINNEAPOLIS STAR TRIBUNE	54,769	5,764	60,533	300,330
PHILADELPHIA INQUIRER	40,845	15,076	55,921	325,291
DALLAS MORNING NEWS	49,795		49,795	405,349
DETROIT NEWS	46,608	323	46,931	125,639
MIAMI HERALD	42,316	2,915	45,231	160,988
BALTIMORE SUN	31,739	11,127	42,866	179,574
RIVERSIDE PRESS-ENTERPRISE	33,623	7,880	41,503	131,872
WASHINGTON POST	29,608	10,557	40,165	507,615
SALT LAKE TRIBUNE	28,595	8,460	37,055	110,546

This entry was posted on Tuesday, May 1st, 2012 at 8:11 am and is filed under FAS-FAX, U.S.

Newspapers. You can follow any responses to this entry through the RSS 2.0 feed. Both comments and pings are currently closed.

Comments are closed.

Theme: Customized Contempt by Vault9.

Blog at WordPress.com.

Follow

Follow “NewsBulletin Connection”

Powered by WordPress.com