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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.



For more information or to advertise, contact your USA WEEKEND account representative at 212.715.2100 today.



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

Date visited 06/29/2012

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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