



2010 Top Media Outlets: Newspapers, Blogs, Consumer Magazines & Social Networks

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Top 100 U.S. Daily Newspapers

Rank	Newspaper	Daily	Sunday	Rank	Newspaper	Daily	Sunday
1	The Wall Street Journal	2,092,523	N/A	51	The Tampa Tribune	159,813	259,917
2	USA Today	1,826,622	N/A	52	The Record (Hackensack, NJ)	158,105	178,584
3	The New York Times	951,063	1,376,230	53	The Times-Picayune (New Orleans, LA)	157,068	170,502
4	The Los Angeles Times	616,606	941,914	54	Omaha World-Herald	152,522	184,923
5	The Washington Post	578,482	797,679	55	The Oklahoman (Oklahoma City, OK)	151,264	207,081
6	Daily News (New York, NY)	535,059	600,118	56	The Commercial Appeal (Memphis, TN)	148,763	182,854
7	New York Post	525,004	333,958	57	San Antonio Express-News	146,230	258,309
8	San Jose Mercury News	516,701	549,024	58	Austin American-Statesman	143,760	168,822
9	Chicago Tribune	452,145	794,350	59	The Hartford Courant	139,166	202,070
10	Detroit Free Press	401,889	511,742	60	News & Observer (Raleigh, NC)	137,804	188,030
11	Houston Chronicle	366,578	526,440	61	The Tennessean (Nashville, TN)	133,997	205,411
12	The Philadelphia Inquirer	356,189	517,807	62	Boston Herald	132,551	91,040
13	The Arizona Republic (Phoenix, AZ)	351,207	510,500	63	Investor's Business Daily	131,959	N/A
14	Newsday (Long Island, NY)	334,809	394,909	64	Richmond Times-Dispatch	125,011	171,510
15	The Denver Post	333,675	486,976	65	The Palm Beach Post	122,611	154,046
16	Minneapolis-St. Paul Star Tribune	295,438	493,027	66	Democrat and Chronicle (Rochester, NY)	122,588	179,992
17	St. Petersburg Times	278,888	417,807	67	The Fresno Bee	118,978	140,392
18	Chicago Sun-Times	268,803	247,416	68	The Blade (Toledo, OH)	117,704	144,394
19	The Plain Dealer (Cleveland, OH)	267,888	362,394	69	The Florida Times-Union (Jacksonville, FL)	117,416	166,843
20	The Oregonian (Portland, OR)	263,600	315,515	70	Asbury Park Press	114,655	161,079
21	The Seattle Times	263,468	356,944	71	The Press-Enterprise (Riverside, CA)	114,556	119,209
22	The Dallas Morning News	260,659	373,031	72	The Birmingham News	113,810	152,385
23	The San Diego Union-Tribune	249,630	310,869	73	The Des Moines Register	113,597	N/A
24	San Francisco Chronicle	241,330	286,121	74	The Salt Lake Tribune	113,474	129,898
25	The Star-Ledger (Newark, NJ)	236,017	359,865	75	The Honolulu Advertiser	109,479	123,411
26	The Boston Globe	232,432	378,949	76	Arizona Daily Star (Tucson, AZ)	108,612	150,256
27	Kansas City Star	216,446	314,449	77	Daily Herald (Arlington Heights, IL)	106,287	115,504
28	The Sacramento Bee	214,219	266,542	78	The Morning Call (Allentown, PA)	103,845	123,164
29	St. Louis Post-Dispatch	209,839	400,042	79	The Akron Beacon Journal	102,981	134,030
30	The Baltimore Sun	201,830	344,118	80	Dayton Daily News	102,357	141,808
31	The Orange County (CA) Register	196,684	N/A	81	Lexington (KY) Herald Leader	102,324	115,816
32	The Atlanta Journal-Constitution	196,200	397,926	82	Tulsa World	101,508	140,971
33	The Indianapolis Star	193,525	N/A	83	Knoxville News Sentinel	100,441	126,527
34	Pioneer Press (St. Paul, MN)	193,054	254,010	84	Grand Rapids Press	99,642	158,355
35	Pittsburgh Post-Gazette	192,279	300,727	85	The Providence Journal	99,573	141,688
36	Orlando Sentinel	191,191	290,838	86	Press-Register (Mobile, AL)	97,607	112,264
37	Milwaukee-Wisconsin Journal Sentinel	186,433	328,247	87	Albuquerque Journal	95,469	123,387
38	Arkansas Democrat-Gazette (Little Rock, AR)	185,222	267,849	88	The Oakland Tribune	94,120	94,424
39	The Courier-Journal (Louisville, KY)	180,377	239,234	89	The News Journal (New Castle, DE)	92,501	113,467
40	Sun-Sentinel (Ft. Lauderdale, FL)	180,273	263,409	90	Wisconsin State Journal (Madison, WI)	91,575	125,039
41	Las Vegas Review-Journal	174,876	197,312	91	The Post-Standard (Syracuse, NY)	89,819	142,627
42	Contra Costa Times (Walnut Creek, CA)	173,995	184,505	92	Daily News (Los Angeles, CA)	89,804	96,614
43	The Cincinnati Enquirer	172,536	261,678	93	The Sarasota Herald-Tribune	89,097	112,347
44	The Miami Herald	170,769	235,225	94	The Post and Courier (Charleston, SC)	88,939	95,289
45	Pittsburgh Tribune-Review	170,538	197,951	95	The News Tribune (Tacoma, WA)	87,315	99,152
46	The Columbus Dispatch	170,179	297,842	96	The Journal News (Lower Hudson Valley, NY)	87,205	104,652
47	Charlotte Observer	166,546	226,030	97	Northwest Indiana Times	85,342	92,856
48	Star-Telegram (Fort Worth, TX)	165,252	249,676	98	Colorado Gazette	85,305	94,801
49	The Buffalo News	162,213	244,264	99	Treasure Coast (Florida) News-Press Tribune	84,008	104,439
50	The Virginian-Pilot	160,609	179,986	100	La Opinión	83,558	45,215

Source: Audit Bureau of Circulations figures for six-month period ending 03/31/10.

Contra Costa Times and Oakland Tribune daily figures are presented for 10/01/09 - 12/31/09

San Jose Mercury News figures are presented for 01/01/10 - 03/31/10.

The Detroit Free Press daily figures represent average combined daily circulation.

2010 Top Media Outlets



English-Language Blogs

Rank	Blog	Blog Address	Technorati's Authority Figures* on 05/18/10
1	The Huffington Post	huffingtonpost.com	961 ▼
2	TechCrunch	techcrunch.com	899 /
3	Mashable!	mashable.com	897 ▲
4	Gizmodo	gizmodo.com	889 ▼
5	Gawker	gawker.com	874 ▲
6	Engadget	engadget.com	867 ▼
7	BoingBoing	boingboing.com	864 ▲
8	The Corner on National Review Online	corner.nationalreview.com	851 ▼
9	Hot Air - Top Picks	hotair.com	848 ▼
10	ReadWriteWeb	readwriteweb.com	845 ▲
11	The Daily Beast - Blogs and Stories	dailybeast.com	843 ▼
12	TMZ	tmz.com	843 ▼
13	The Daily Dish	andrewsullivan.theatlantic.com	836 ▲
14	Think Progress	thinkprogress.org	833 ▼
15	Jezebel	jezebel.com	830 ▲
16	Kotaku	kotaku.com	825 ▲
17	Ben Smith's Blog	politico.com/blogs/bensmith	824 -
18	NewsBusters.org	newbusters.org	819 ▼
19	Business Insider	businessinsider.com	818 -
20	Vulture	nymag.com/daily/entertainment	818 -
21	ArtsBeat	artsbeat.blogs.nytimes.com	815 -
22	Big Government	biggovernment.com	814 -
23	Lifehacker	lifehacker.com	813 ▼
24	Mediaite	mediaite.com	813 -
25	The Big Picture	boston.com/bigpicture	812 -

Source: Technorati's Authority on 05/18/10.

- ▲ an increase in authority for the period 11/09 - 05/10
- ▼ a decrease in authority for the period 11/09 - 05/10
- / authority stayed the same for the period of 11/09 - 05/10
- did not appear on English Language Blogs 11/06/09

U.S. Consumer Magazines

Rank	Magazine	Total Paid & Verified Circulation
1	AARP The Magazine	24,371,637 ▼
2	AARP Bulletin	24,042,603 ▼
3	Better Homes and Gardens	7,621,786 ▼
4	Reader's Digest	7,114,955 ▼
5	Good Housekeeping	4,652,904 ▲
6	National Geographic	4,495,931 ▼
7	Woman's Day	3,966,414 ▲
8	Ladies' Home Journal	3,858,773 ▲
9	Family Circle	3,823,253 ▼
10	Game Informer	3,805,038 ▲
11	People	3,613,902 ▼
12	Time	3,329,429 ▼
13	Taste of Home	3,215,228 ▼
14	Sports Illustrated	3,201,524 ▼
15	Cosmopolitan	3,001,894 ▲
16	Prevention	2,900,193 ▼
17	Southern Living	2,855,973 ▲
18	AAA Via	2,767,064 ▼
19	Remedy	2,373,205 -
20	Maxim	2,513,734 ▼
21	O, The Oprah Magazine	2,479,722 -
22	AAA Living	2,462,789 ▼
23	Glamour	2,448,119 -
24	TV Guide Magazine (U.S.)	2,416,620 ▼
25	AAA Going Places	2,354,779 ▼

Source: ABC figures for six-month period ending 12/31/10.

- ▲ an increase in circulation for the period 06/30/09 - 12/31/10
- ▼ a decrease in circulation for the period 06/30/09 - 12/31/10
- did not appear on U.S. Consumer Magazines 06/30/09

Top Social Networks

Rank	Site	Site Address	Market Share
1	Facebook	facebook.com	55.08 ▲
2	YouTube	youtube.com	16.05 ▲
3	MySpace	myspace.com	11.64 ▼
4	Twitter	twitter.com	1.10 ▲
5	Tagged	tagged.com	1.01 ▼
6	Yahoo! Answers	answers.yahoo.com	0.92 ▼
7	Yahoo! Profiles	profiles.yahoo.com	0.61 ▼
8	myYearbook	myyearbook.com	0.60 ▼
9	Windows Live Home	home.live.com	0.47 ▼
10	MocoSpace	mocospace.com	0.35 ▲
11	Mylife	mylife.com	0.32 ▲
12	Classmates	classmates.com	0.26 ▼
13	Yahoo! Groups	groups.yahoo.com	0.22 ▼
14	LinkedIn	linkedin.com	0.21 ▼
15	Club Penguin	clubpenguin.com	0.18 ▼
16	Yelp	yelp.com	0.18 -
17	BlackPlanet.com	blackplanet.com	0.17 ▼
18	CafeMom	cafemom.com	0.17 -
19	HubPages	hubpages.com	0.15 -
20	myYearbook Chatter	chatter.myyearbook.com	0.14 -

Source: Hitwise ranking for week ending 05/22/10.

- ▲ an increase in market share for the period of 10/31/09 - 05/22/10
- ▼ a decrease in market share for the period 10/31/09 - 05/22/10
- / authority stayed the same for the period of 10/31/09 - 05/22/10
- did not appear on Top 20 Social Media Networks 10/31/09