



2009 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	USA Today	2,113,725	N/A	51	Omaha World-Herald	174,548	205,759
2	The Wall Street Journal	2,082,189	N/A	52	The Buffalo News	173,925	252,240
3	The New York Times	1,039,031	1,451,233	53	The Virginian-Pilot	170,120	198,090
4	Los Angeles Times	723,181	1,019,388	54	The Detroit News	169,748	N / A
5	The Washington Post	665,383	868,965	55	The Record (Hackensack, NJ)	168,508	189,543
6	Daily News (New York, NY)	602,857	644,766	56	The Times-Picayune (New Orleans, LA)	166,098	185,468
7	New York Post	558,140	357,168	57	Pittsburgh Tribune-Review	165,563	193,507
8	Chicago Tribune	501,202	858,256	58	The Oklahoman (Oklahoma City, OK)	164,551	225,001
9	Houston Chronicle	425,138	583,364	59	Richmond Times-Dispatch	158,139	196,989
10	The Arizona Republic (Phoenix)	389,701	516,562	60	The News & Observer (Raleigh, NC)	156,909	205,298
11	The Denver Post	371,728	526,235	61	The Hartford Courant	155,540	222,940
12	Newsday (Long Island, NY)	368,194	426,510	62	Austin American-Statesman	152,691	185,204
13	The Dallas Morning News	331,907	474,923	63	Boston Herald	150,688	95,392
14	Star Tribune (Minneapolis, MN)	320,076	497,678	64	Investor's Business Daily	150,640	N / A
15	Chicago Sun-Times	312,141	254,379	65	The Tennessean (Nashville, TN)	147,381	206,742
16	San Francisco Chronicle	312,118	354,752	66	The Fresno Bee	143,314	165,723
17	The Boston Globe	302,638	466,665	67	The Palm Beach Post	143,221	178,928
18	The Plain Dealer (Cleveland, OH)	291,630	393,352	68	The Press-Enterprise (Riverside, CA)	140,079	147,339
19	Detroit Free Press	290,730	585,022	69	Democrat and Chronicle (Rochester, NY)	135,776	191,846
20	The Philadelphia Inquirer	288,270	550,400	70	The Birmingham News	132,416	164,989
21	The Star-Ledger (Newark, NJ)	287,082	404,903	71	Daily Herald (Arlington Heights, IL)	130,404	131,789
22	St. Petersburg Times	283,093	413,929	72	The Des Moines Register	128,062	211,668
23	The Oregonian (Portland, OR)	268,512	325,816	73	The Honolulu Advertiser	127,379	136,858
24	The Atlanta Journal-Constitution	261,828	462,011	74	Los Angeles Daily News	124,488	126,092
25	The San Diego Union-Tribune	261,253	330,848	75	Asbury Park Press	123,949	170,744
26	The Sacramento Bee	248,855	291,115	76	Florida Times-Union (Jacksonville)	122,655	177,591
27	St. Louis Post-Dispatch	238,400	415,815	77	The Providence Journal	120,783	171,231
28	The Kansas City Star	234,667	333,006	78	The Salt Lake Tribune	118,452	136,432
29	The Indianapolis Star	232,361	311,322	79	The Grand Rapids Press	114,118	167,986
30	The Orange County (CA) Register	230,877	300,273	80	Knoxville News-Sentinel	111,321	139,414
31	San Jose Mercury News	227,119	244,661	81	The Blade (Toledo, OH)	110,728	135,567
32	The Sun (Baltimore, MD)	210,098	351,243	82	Tulsa World	110,681	151,943
33	Pittsburgh Post-Gazette	209,477	319,987	83	Dayton Daily News	109,891	151,613
34	Orlando Sentinel	206,205	315,298	84	Press-Register (Mobile, AL)	106,793	117,278
35	Milwaukee-Wisconsin Journal Sentinel	203,240	361,355	85	Akron Beacon Journal	106,747	143,208
36	The Seattle Times	203,175	376,515	86	The Post-Standard (Syracuse, NY)	104,306	152,068
37	The Miami Herald	202,122	270,166	87	Lexington (KY) Herald-Leader	104,221	119,607
38	Sun-Sentinel (Ft. Lauderdale, FL)	195,522	285,196	88	The News Journal (New Castle, DE)	102,619	116,831
39	The Columbus Dispatch	195,510	332,052	89	The News Tribune (Tacoma, WA)	102,200	114,858
40	The Tampa Tribune	195,277	N / A	90	Arizona Daily Star (Tucson)	102,063	155,319
41	The Courier-Journal (Louisville, KY)	193,992	250,277	91	Albuquerque Journal	101,810	132,832
42	San Antonio Express-News	192,930	303,737	92	The Oakland Tribune	99,978	95,530
43	The Commercial Appeal (Memphis, TN)	192,631	229,441	93	The Morning Call (Allentown, PA)	99,114	130,692
44	Pioneer Press (St. Paul, MN)	192,342	253,351	94	Philadelphia Daily News	99,103	N / A
45	Fort Worth Star-Telegram	189,357	279,190	95	The Advocate (Baton Rouge, LA)	98,488	120,506
46	The Cincinnati Enquirer	188,956	273,433	96	Sarasota Herald-Tribune	97,254	116,294
47	The Charlotte Observer	187,633	244,494	97	Wisconsin State Journal (Madison)	96,927	133,761
48	Contra Costa Times (Walnut Creek, CA)	185,699	194,445	98	The State (Columbia, SC)	96,737	122,539
49	Arkansas Democrat-Gazette (Little Rock, AR)	180,314	269,879	99	The Post and Courier (Charleston, SC)	96,005	106,192
50	Las Vegas Review-Journal	175,439	194,918	100	The Journal News (Lower Hudson Valley, NY)	95,389	118,815

Source: Audit Bureau of Circulations figures for six-month period ending 3/31/09.

Denver Post figures are presented for 2/28/09 - 3/31/09.

Rocky Mountain News ceased publication 2/28/09.

Seattle Post-Intelligencer is online-only as of 3/17/09.

2009 Top Media Outlets



English Language Blogs

Rank	Blog	Blog Address	Technorati's Authority Figures as of 05/6/09
1	Huffington Post	huffingtonpost.com	25,920 ▼
2	TechCrunch	techcrunch.com	15,208 ▼
3	Engadget	engadget.com	14,723 ▼
4	Boing Boing	boingboing.net	11,706 ▼
5	Mashable!	mashable.com	10,112 ▲
6	LifeHacker	lifehacker.com	9,878 ▼
7	Gizmodo	gizmodo.com	9,313 ▼
8	Ars-Technica	arstechnica.com	9,231 ▼
9	Smashing Magazine	smashingmagazine.com	8,595 ▼
10	Blogging Stocks	bloggingstocks.com	8,464 ▼
11	Stuff White People Like	stuffwhitepeoplelike.com	7,995 -
12	Official Google Blog	googleblog.blogspot.com	7,988 ▼
13	Gadling	gadling.com	7,911 ▼
14	TMZ	tmz.com	7,830 ▼
15	ParentDish	parentdish.com	7,599 -
16	ReadWriteWeb	readwriteweb.com	7,184 ▼
17	Seth's Blog	sethgodin.typepad.com	7,039 ▼
18	Cinematical	cinematical.com	6,986 ▼
19	PostSecret	postsecret.blogspot.com	6,849 ▲
20	Gawker	gawker.com	6,669 ▼
21	Joystiq	joystiq.com	6,591 ▼
22	icanhascheezburger.com	icanhascheezburger.com	6,551 ▼
23	TV Squad	tv squad.com	6,284 ▼
24	Daily Kos	dailykos.com	5,978 ▼
25	The Unofficial Apple Weblog (TUAW)	tuaw.com	5,817 ▼

Source: Technorati's Authority figures as 5/6/09

- ▲ an increase in authority for the period of 2/15/09 to 5/6/09
- ▼ a decrease in authority for the period of 2/15/09 to 5/6/09

U.S. Consumer Magazines

Rank	Magazine	Total Paid & Verified Circulation
1	AARP Bulletin	24,500,078 ▲
2	AARP The Magazine	24,349,637 ▼
3	Reader's Digest	8,168,667 ▼
4	Better Homes and Gardens	7,659,823 ▲
5	National Geographic	5,060,377 ▼
6	Good Housekeeping	4,684,811 ▲
7	Woman's Day	3,920,867 ▲
8	Family Circle	3,914,927 ▼
9	AAA Westways	3,842,577 ▼
10	Ladies Home Journal	3,840,645 ▲
11	People	3,691,819 ▼
12	Game Informer	3,517,598 ▲
13	Time	3,360,135 ▼
14	Prevention	3,339,616 ▲
15	TV Guide (US)	3,256,962 ▼
16	Sports Illustrated	3,218,133 ▼
17	Taste of Home	3,202,493 ▲
18	Cosmopolitan	2,926,683 ▼
19	Southern Living	2,834,589 ▲
20	AAA Via	2,807,830 ▲
21	Newsweek	2,701,893 ▼
22	Playboy	2,700,653 ▼
23	Maxim	2,521,709 ▼
24	American Legion Magazine	2,430,285 ▼
25	O - Oprah	2,365,333 ▼

Source: ABC figures for 6 month period ending 12/31/08

- ▲ an increase in circulation for the period of 6/08 to 12/08
- ▼ a decrease in circulation for the period 6/08 to 12/08

Top Social Networks

Rank	Site	Site Address	Market Share
1	MySpace	myspace.com	31.32%
2	Facebook	facebook.com	27.93%
3	YouTube	youtube.com	8.93%
4	Tagged	tagged.com	1.97%
5	Twitter	twitter.com	1.46%
6	Yahoo! Answers	answers.yahoo.com	1.44%
7	myYearbook	myyearbook.com	1.06%
8	Yahoo! Groups	groups.yahoo.com	1.00%
9	Yahoo! Profiles	profiles.yahoo.com	0.53%
10	Mylife	mylife.com	0.53%
11	Windows Live Home	home.live.com	0.51%
12	Yahoo! Message Boards	messages.yahoo.com	0.49%
13	Classmates	classmates.com	0.46%
14	Meebo	meebo.com	0.42%
15	MySpaceTV	vids.myspace.com	0.39%
16	BlackPlanet.com	blackplanet.com	0.33%
17	Bebo	bebo.com	0.32%
18	LinkedIn	linkedin.com	0.31%
19	hi5	hi5.com	0.31%
20	Google Groups	groups.google.com	0.28%

Source: Hotwise Ranking for week ending 5/2/09