



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	2,024,269	N/A	51	The Miami Herald	162,260	238,613
2	USA Today	1,900,116	N/A	52	The Times-Picayune (New Orleans, LA)	159,655	177,650
3	The New York Times	927,851	1,400,302	53	Sun-Sentinel (Ft. Lauderdale, FL)	153,563	239,230
4	Los Angeles Times	657,467	983,702	54	Omaha World-Herald	153,340	189,204
5	The Washington Post	582,844	822,208	55	The Record (Hackensack, NJ)	152,848	176,957
6	Daily News (New York, NY)	544,167	603,671	56	The Tampa Tribune	152,568	252,953
7	New York Post	508,042	343,361	57	San Antonio Express-News	152,156	256,871
8	Chicago Tribune	465,892	803,220	58	The Oklahoman (Oklahoma City, OK)	147,212	206,996
9	Houston Chronicle	384,419	547,387	59	The Hartford Courant	143,758	209,781
10	The Philadelphia Inquirer	361,480	499,140	60	The Commercial Appeal (Memphis, TN)	142,164	172,112
11	Newsday (Long Island, NY)	357,124	413,830	61	Austin American-Statesman	140,602	173,404
12	The Denver Post	340,949	495,485	62	News & Observer (Raleigh, NC)	139,826	193,010
13	The Arizona Republic (Phoenix, AZ)	316,874	458,992	63	Investor's Business Daily	138,732	N/A
14	Star Tribune (Minneapolis, MN)	304,543	477,562	64	Boston Herald	138,260	95,635
15	Chicago Sun-Times	275,641	251,260	65	Richmond Times-Dispatch	133,161	178,823
16	The Plain Dealer (Cleveland, OH)	271,180	390,636	66	The Tennessean (Nashville, TN)	131,960	197,692
17	Detroit Free Press	269,729	560,188	67	The Fresno Bee	126,398	153,754
18	The Boston Globe	264,105	418,529	68	Democrat and Chronicle (Rochester, NY)	124,987	183,348
19	Dallas Morning News	263,810	390,520	69	Asbury Park Press	118,868	167,077
20	Seattle Post-Intelligencer	263,588	N/A	70	The Birmingham News	116,937	150,044
21	The Seattle Times	263,588	359,672	71	The Des Moines Register	116,876	204,926
22	San Francisco Chronicle	251,782	306,705	72	The Palm Beach Post	114,336	143,580
23	The Oregonian (Portland, OR)	249,163	303,412	73	The Honolulu Advertiser	113,947	125,922
24	The Star-Ledger (Newark, NJ)	246,006	371,060	74	The Press-Enterprise (Riverside, CA)	113,182	122,691
25	The San Diego Union-Tribune	242,705	309,571	75	The Salt Lake Tribune	112,585	130,055
26	St. Petersburg Times	240,147	370,050	76	Daily Herald (Arlington Heights, IL)	111,539	118,838
27	San Jose Mercury News	225,175	248,386	77	The Florida Times-Union (Jacksonville, FL)	109,476	159,245
28	The Sacramento Bee	217,545	267,974	78	The Providence Journal	106,875	154,300
29	The Kansas City Star	216,226	307,974	79	The Blade (Toledo, OH)	104,148	133,847
30	St. Louis Post-Dispatch	213,472	401,427	80	Dayton Daily News	104,138	146,938
31	The Orange County (CA) Register	212,293	288,174	81	Grand Rapids Press	103,422	162,969
32	The Atlanta Journal-Constitution	211,420	405,549	82	Tulsa World	102,392	143,856
33	The Indianapolis Star	201,823	295,773	83	The Morning Call (Allentown, PA)	100,617	124,040
34	Milwaukee-Wisconsin Journal Sentinel	190,841	334,240	84	Knoxville News Sentinel	99,733	126,120
35	The Baltimore Sun	186,639	322,491	85	Lexington (KY) Herald Leader	99,707	116,941
36	Pioneer Press (St. Paul, MN)	185,220	246,680	86	The Akron Beacon Journal	99,298	137,655
37	Pittsburgh Post-Gazette	184,234	301,151	87	Daily News (Los Angeles, CA)	95,938	100,232
38	The Columbus Dispatch	183,742	316,202	88	Albuquerque Journal	94,066	124,673
39	Orlando Sentinel	181,090	280,740	89	Arizona Daily Star (Tucson, AZ)	93,770	135,432
40	The Courier-Journal (Louisville, KY)	176,638	239,859	90	The Post-Standard (Syracuse, NY)	93,688	147,617
41	Las Vegas Review-Journal	175,841	203,736	91	The Oakland Tribune	93,038	91,981
42	Contra Costa Times (Walnut Creek, CA)	174,920	184,225	92	Press-Register (Mobile, AL)	92,849	105,569
43	Arkansas Democrat-Gazette (Little Rock, AR)	169,458	258,160	93	Wisconsin State Journal (Madison, WI)	92,213	130,179
44	The Cincinnati Enquirer	168,511	257,857	94	La Opinión	91,977	47,058
45	Pittsburgh Tribune-Review	168,218	197,245	95	The News Journal (New Castle, DE)	91,962	112,584
46	The Detroit News	167,849	N/A	96	The News Tribune (Tacoma, WA)	90,546	103,995
47	Charlotte Observer	167,585	227,916	97	The Advocate (Baton Rouge, LA)	87,881	112,193
48	Star-Telegram (Fort Worth, TX)	167,364	252,416	98	The Post and Courier (Charleston, SC)	86,928	94,940
49	The Buffalo News	165,511	248,016	99	The Journal News (Lower Hudson Valley, NY)	84,059	108,632
50	The Virginian-Pilot	164,454	183,378	100	The State (Columbia, SC)	83,923	109,014

Source: Audit Bureau of Circulations figures for six-month period ending 9/30/09.

San Jose Mercury News figures are presented for 8/09/09 - 9/30/09.

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

Rocky Mountain News (RMN) ceased publication on 2/28/09; therefore, it has not been included on the 2010 Top U.S. Daily Newspapers. It should be noted that ABC figures for the six-month period ending 9/30/09 do indicate a daily circulation that mirrors the Denver Post, company that purchased RMN in 2001.

2010 Top Media Outlets



English-Language Blogs

Rank	Blog	Blog Address	Technorati's Authority Figures* on 11/6/09
1	The Huffington Post	huffingtonpost.com	970
2	Gizmodo	gizmodo.com	900
3	TechCrunch	techcrunch.com	899
4	Mashable!	mashable.com	887
5	BoingBoing	boingboing.com	884
6	Engadget	engadget.com	883
7	Gawker	gawker.com	860
8	The Daily Beast - Blogs and Stories	dailybeast.com/blogs-and-stories	858
9	The Corner on National Review	corner.nationalreview.com	855
10	Hot Air - Top Picks	hotair.com	854
11	CNN Political Ticker	politicalticker.blogs.cnn.com	852
12	TMZ	tmz.com	850
13	Think Progress	thinkprogress.org	849
14	The Daily Dish	andrewsullivan.theatlantic.com	831
15	NewsBusters.org	newsbusters.org	830
16	Jezebel	jezebel.com	829
17	ReadWriteWeb	readwriteweb.com	826
18	Michelle Malkin	michellemalkin.com	824
19	Kotaku	kotaku.com	822
20	Deadspin	deadspin.com	818
21	Telegraph.co.uk News Blog	blogs.telegraph.co.uk/news	817
22	L.A. Now	latimesblogs.latimes.com/lanow	816
23	Lifehacker	lifehacker.com	815
24	Politics Daily	politicsdaily.com	815
25	Political Punch	blogs.abcnews.com/politicalpunch	814

Source: Technorati's Authority on 11/06/09

* Technorati now ranks authority on a scale of 0 - 1000, with 1000 indicating the highest level of authority.

U.S. Consumer Magazines

Rank	Magazine	Total Paid & Verified Circulation
1	AARP The Magazine	24,554,819 ▲
2	AARP Bulletin	24,305,715 ▼
3	Reader's Digest	8,158,652 ▼
4	Better Homes and Gardens	7,634,197 ▼
5	National Geographic	4,708,307 ▼
6	Good Housekeeping	4,630,397 ▼
7	Woman's Day	3,933,990 ▲
8	Family Circle	3,932,510 ▲
9	Ladies' Home Journal	3,842,791 ▲
10	AAA Westways	3,831,215 ▼
11	People	3,615,858 ▼
12	Game Informer	3,601,201 ▲
13	Time	3,372,240 ▲
14	Prevention	3,312,624 ▼
15	Taste of Home	3,302,601 ▲
16	Sports Illustrated	3,252,298 ▲
17	TV Guide Magazine (U.S.)	2,934,969 ▼
18	Cosmopolitan	2,907,436 ▲
19	Southern Living	2,840,241 ▲
20	AAA Via	2,783,833 ▼
21	Newsweek	2,646,613 ▼
22	Maxim	2,537,130 ▲
23	AAA Going Places	2,521,974 -
24	AAA Living	2,458,902 -
25	Playboy	2,453,266 -

Source: ABC figures for six-month period ending 06/30/09

▲ an increase in circulation for the period of 12/08 to 06/09
▼ a decrease in circulation for the period 12/08 to 06/09

Top Social Networks

Rank	Site	Site Address	Market Share
1	Facebook	facebook.com	45.46 ▲
2	MySpace	myspace.com	20.03 ▼
3	YouTube	youtube.com	13.61 ▲
4	Tagged	tagged.com	1.69 ▼
5	Yahoo! Answers	answers.yahoo.com	1.12 ▼
6	Twitter	twitter.com	1.01 ▼
7	Yahoo! Profiles	profiles.yahoo.com	0.88 ▲
8	myYearbook	myyearbook.com	0.76 ▼
9	Windows Live Home	home.live.com	0.53 ▲
10	Yahoo! Groups	groups.yahoo.com	0.36 ▼
11	Classmates	classmates.com	0.35 ▼
12	MocoSpace	mocospace.com	0.34 -
13	Meebo	meebo.com	0.33 ▼
14	Mylife	mylife.com	0.27 -
15	BlackPlanet	blackplanet.com	0.26 ▼
16	LinkedIn	linkedin.com	0.25 ▼
17	MySpaceTV	vids.myspace.com	0.21 ▼
18	Club Penguin	clubpenguin.com	0.20 -
19	Caring Bridge	caringbridge.org	0.17 -
20	hi5	hi5.com	0.16 ▼

Source: Hitwise ranking for week ending 10/31/09

▲ an increase in market share for the period of 05/02/09 to 10/31/09
▼ a decrease in market share for the period 05/02/09 to 10/31/09
- did not appear on Top 20 Social Media Networks 05/02/09