

BRACH'S 1971 HALLOWEEN NATIONAL ADVERTISING MEDIA LIST

<u>Market</u>	<u>Sunday Supplement Newspaper</u>	<u>S. S. Nsp. Circulation</u>	<u>S. S. Nsp. % Household Coverage</u>	<u>TV Guide Circ.</u>	<u>TV Guide % Household Coverage</u>
Aberdeen, S.D.	American News	22,363	91.5 (CZ)	N.A.	N.A.
Akron, Ohio	Beacon Journal	204,364	79.2 (M)	35,130	16
Albany, Ga.	Herald	31,518	66.9 (M)	4,632	19
Albert Lea, Minn.	Tribune	11,249	88.9 (CZ)	N.A.	N.A.
Albuquerque, N.M.	Journal	88,692	66.2 (M)	20,125	19
Altoona, Pa.	Mirror	34,599	72 (M)	22,368	52
Appleton/Neenah/ Menasha, Wisc.	Post Crescent	48,622	51.6 (M)	28,239	34
Athens, Ohio	Messenger	17,456	59.8 (CZ)	N.A.	N.A.
Aurora, Ill.	Beacon News	24,707	90 (CZ)	N.A.	N.A.
Baton Rouge, La.	Advocate	86,498	63.5 (M)	16,496	19
Battle Creek, Mich.	Enquirer & News	43,087	72.5 (M)	4,700	28
Beatrice, Neb.	Sun	10,663	94.4 (CZ)	N.A.	N.A.
Beaumont, Tex.	Enterprise	77,041	47.7 (M)	18,964	18
Beckley, W.V.	Post Herald & Raleigh Register	29,045	94.1 (CZ)	N.A.	N.A.
Bloomington/ Bedford, Ind.	Herald Times	31,686	138.4 (CZ)	N.A.	N.A.
Bloomington/ Normal, Ill.	Pantagraph	44,094	105.6 (M)	9,750	34
Bluefield, W.V.	Telegraph	34,911	82.6 (CZ)	N.A.	N.A.
Bowling Green/Ky.	Park City News	16,405	74.5 (CZ)	N.A.	N.A.
Buffalo, N.Y.	Courier Express	311,798	63.8 (M)	77,307	19
Canton, Ohio	Repository	84,995	68.7 (M)	43,125	38

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Carbondale/Herrin/ Murphysboro, Ill.	Southern Illinoisian	28,698	134.1 (CZ)	N.A.	N.A.
Cedar Rapids, Ia.	Gazette	78,584	86.9 (M)	11,338	20
Centralia/Central City/Wamac, Ill.	Sentinel	15,302	88.1 (CZ)	N.A.	N.A.
Champaign/Urbana Ill.	News Gazette	38,780	64.9 (M)	10,073	21
Charleston, W.V.	Gazette Mail	107,321	85.3 (M)	16,804	22
Chicago, Ill.	Sun Times	716,855	29.5 (M)	264,935	12
Chicago, Ill.	Tribune	1,117,532	38.4 (M)	264,935	12
Clarksville, Tenn.	Leaf Chronicle	11,560	64 (CZ)	N.A.	N.A.
Clearfield/ Curwensville, Pa.	Progress	15,834	N.A.	N.A.	N.A.
Clearwater, Fla.	Sun	22,381	68 (CZ)	N.A.	N.A.
Cleveland, Ohio	Plain Dealer	544,523	67.3 (M)	48,153	7
Cincinnati, Ohio	Enquirer	302,394	58.0 (M)	106,150	21
Cocoa, Fla.	Today	47,649	77.9 (CZ)	13,145	20
Columbia, Mo.	Tribune	15,617	80.9 (CZ)	N.A.	N.A.
Columbus, Ga.	Ledger Enquirer	57,976	66.2 (M)	5,654	7
Columbus, Ohio	Dispatch	324,412	79.3 (M)	7,012	15
Coshocton, Ohio	Tribune	218,434	72.8 (M)	N.A.	N.A.
Council Bluffs, Ia.	Nonpareil	15,698	93 (CZ)	N.A.	N.A.
Cumberland, Md.	Times	34,326	78.5 (M)	15,191	43
Dallas, Texas	Times Herald	259,397	49.4 (M)	53,456	13
Davenport, Ia.	Times Democrat	76,946	52.5 (M)	21,285	18
Dayton, Ohio	News	218,434	72.8 (M)	118,212	43
Daytona Beach, Fla.	News Journal	43,060	60.6 (M)	10,276	16
Decatur, Ill.	Herald Review	56,652	80.4 (M)	9,556	23

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Denver, Colo.	Post	343,185	61.4 (M)	72,327	18
Denver, Colo.	Rocky Mt. News	214,046	42.0 (M)	72,327	18
Des Moines, Ia.	Register	519,697	87.2 (M)	21,121	23
Detroit, Mich.	Free Press	611,040	30.4 (M)	130,118	14
Detroit, Mich.	News	825,423	57.6 (M)	130,118	14
Dubuque, Ia.	Telegraph Herald	42,254	86.2 (M)	4,612	18
East St. Louis, Ill.	Metro East Jrnl.	23,901	55 (CZ)	N.A.	N.A.
El Paso, Texas	Times	85,118	62.5 (M)	25,081	26
Elmira, N.Y.	Telegram (Star Gazette)	55,628	77.2 (M)	3,419	8
Erie, Pa.	Times News	93,597	83.6 (M)	9,367	8
Evansville, Ind.	Courier & Press	110,664	80.5 (M)	13,165	16
Fargo, N.D.	Forum	56,770	83.5 (M)	6,931	19
Ft. Lauderdale, Fla.	News & Sun Sentinel	110,653	52.7 (M)	48,433	33
Ft. Myers, Fla.	News Press	36,337	75.3 (CZ)	N.A.	N.A.
Ft. Pierce, Fla.	News Tribune	9,566	47.1 (CZ)	N.A.	N.A.
Ft. Walton Beach, Fla.	Playground News	10,807	N.A.	N.A.	N.A.
Ft. Wayne, Ind.	Journal Gazette	104,823	65.4 (M)	36,085	41
Ft. Worth, Tex.	Star Telegram	220,455	70.6 (M)	32,628	13
Gainesville, Fla.	Sun	22,491	68.5 (M)	3,613	14
Gary, Ind.	Post Tribune	73,089	39.1 (M)	42,122	24
Grand Forks, N.D.	Herald	35,644	64.4 (M)	8,554	30
Grand Rapids, Mich.	Press	134,252	56.4 (M)	45,286	30
Greenbay, Wisc.	Press Gazette	59,199	30.4 (M)	8,501	18
Houston, Tex.	Post	320,540	44.3 (M)	37,099	5
Huron, S.D.	Plainsman	13,694	93.7 (CZ)	N.A.	N.A.

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Indianapolis, Ind.	Star	380,002	70.1 (M)	52,317	13
Ironton, Ohio	Tribune	5,866	88 (CZ)	N.A.	N.A.
Jefferson City, Mo.	News & Tribune	17,752	99.3 (CZ)	N.A.	N.A.
Joliet, Ill.	Herald News	30,403	80 (CZ)	N.A.	N.A.
Kankakee, Ill.	Journal	32,640	81.7 (M)	14,707	21
Kansas City, Mo.	Star	397,324	69.4 (M)	92,023	20
Key West, Fla.	Citizen	10,001	60.9 (CZ)	N.A.	N.A.
Kokomo, Ind.	Tribune	30,126	98.0 (M)	10,433	42
Lakeland, Fla.	Ledger	27,142	N.A.	24,812	32
Lansing, Mich.	State Journal	81,351	67.1 (M)	32,045	29
LaSalle/Peru/ Oglesby, Ill.	News Tribune	18,689	90.0 (CZ)	N.A.	N.A.
Lincoln, Nebr.	Journal & Star	58,493	71.2 (M)	17,003	36
Little Rock, Ark.	Arkansas Gazette	126,384	52.3 (M)	14,362	10
Logan, W.V.	Banner	8,977	76.0 (CZ)	N.A.	N.A.
Loganport, Ind.	Pharos Tribune & Press	18,654	100.6 (CZ)	N.A.	N.A.
Lorain, Ohio	Journal	35,836	39.9 (M)	15,513	17
Louisville, Ky.	Courier Journal	348,236	83.7 (M)	21,431	8
Madison, Wis.	Wis. St. Journal	107,629	73.7 (M)	23,664	29
Mankato/Owatonna, Minn.	Peoples Press	6,815	75.7 (M)	N.A.	N.A.
Mansfield, Ohio	News Journal	44,291	73.7 (M)	10,807	25
Marion, Ind.	Chronicle Tribune	24,885	81.9 (M)	5,788	23
Marquette, Mich.	Mining Journal	17,027	98.0 (CZ)	N.A.	N.A.
Miami, Fla.	Herald	473,497	70.4 (M)	95,948	17
Middletown, Ohio	Journal	25,535	27.6 (M)	N.A.	N.A.
Milwaukee, Wis.	Journal	543,207	80.1 (M)	49,297	11
Minneapolis, Minn.	Tribune	697,843	60.9 (M)	94,912	22

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Morganstown, W.V.	Dominion Post	14,713	66.6 (CZ)	N.A.	N.A.
Muncie, Ind.	Star	35,829	74.5 (M)	16,221	43
New Albany, Ind.	Ledger & Tribune	8,665	70 (CZ)	N.A.	N.A.
Niagra Falls, NY	Gazette	26,348	84 (CZ)	N.A.	N.A.
North Platte, Neb.	Telegraph (Sat)	14,012	90.0 (CZ)	N.A.	N.A.
Ocala, Fla.	Star Banner	15,240	48.1 (M)	N.A.	N.A.
Okla. City, Okla.	Oklahoman	273,811	72.8 (M)	41,371	17
Orlando, Fla.	Sentinel	151,551	69.0 (M)	30,789	21
Owensboro, Ky.	Messenger & Inquirer	26,790	85.7 (M)	9,825	43
Panama City, Fla.	News Herald	25,896	82.2 (M)	1,998	3
Parkersburg, W.V.	News	34,912	81.6 (M)	8,236	31
Peoria, Ill.	Journal Star	111,633	74.6 (M)	12,880	11
Pittsburgh, Pa.	Press	746,626	74.0 (M)	100,331	13
Quincy, Ill.	Herald Whig	33,700	80.7 (M)	1,626	7
Racine, Wis.	Bulletin	39,613	76.1 (M)	6,159	11
Rapid City, S.D.	Journal	30,685	91.4 (M)	872	5
St. Joseph, Mo.	News Press	51,085	82.8 (M)	12,406	43
St. Louis, Mo.	Post Dispatch	579,916	62.1 (M)	84,303	10
St. Paul, Minn.	Pioneer Press	224,787	29.5 (M)	N.A.	N.A.
St. Petersburg, Fla.	Times	173,976	40.6 (M)	N.A.	N.A.
Salt Lake City, Utah	Tribune	187,265	73.7 (M)	26,638	19
San Antonio, Tex	Light	148,349	49.3 (M)	19,673	9
Sarasota, Fla.	Herald Tribune	39,593	82.1 (M)	22,987	52
Savannah, Ga.	News Press	66,574	65.8 (M)	12,901	25
Scottsbluff, Neb.	Star Herald	15,546	86.0 (CZ)	N.A.	N.A.
Sioux Falls, S.D.	Argus Leader	54,174	81.9 (M)	4,115	14

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Springfield, Ill.	St. Jrnl. Regis.	69,654	86.3 (M)	12,090	21
Springfield, Ohio	News Sun	43,861	76.1 (M)	25,259	56
Toledo, Ohio	Blade	195,881	65.9 (M)	23,508	21
Topeka, Ka.	Capitol Journal	71,643	71.5 (M)	21,110	40
Utica, N.Y.	Observer-Dispatch	59,093	51.4 (M)	26,535	26
Washington, D.C.	Post	641,121	62.2 (M)	96,042	10
Waterloo/Cedar Falls/Evansdale, Ia.	Courier	55,987	82.9 (M)	9,820	25
West Palm Beach, Fla.	Post Times	70,221	59.0 (M)	51,480	44
Wheeling, W.V.	News Register	59,872	72.0 (M)	22,594	35
Wichita, Ka.	Eagle Beacon	171,974	84.5 (M)	30,269	29
Winona, Minn.	News	22,116	86.7 (CZ)	N.A.	N.A.
Youngstown, Ohio	Vindicator	160,745	70.9 (M)	85,575	51
Zanesville, Ohio	Times Record	23,232	71.5 (M)	N.A.	N.A.

TOTAL 135 papers

KEY:

CZ = City Zone

M = Metropolitan

N.A. = Both the Sunday Supplements AND TV Guide have circulation in ALL of the markets on the list. The N.A. means the circulation and/or % Household Coverage data was Not Available where this designation appears.

NOTE: When % Household Coverage for a Sunday Supplement Newspaper is shown as over 100%, it means the newspaper covers more than one market. The figure shown is the combination coverage for all of the markets the newspaper covers. The % coverage for each individual market is not available, but the market listed first has the greater % of the total household coverage.