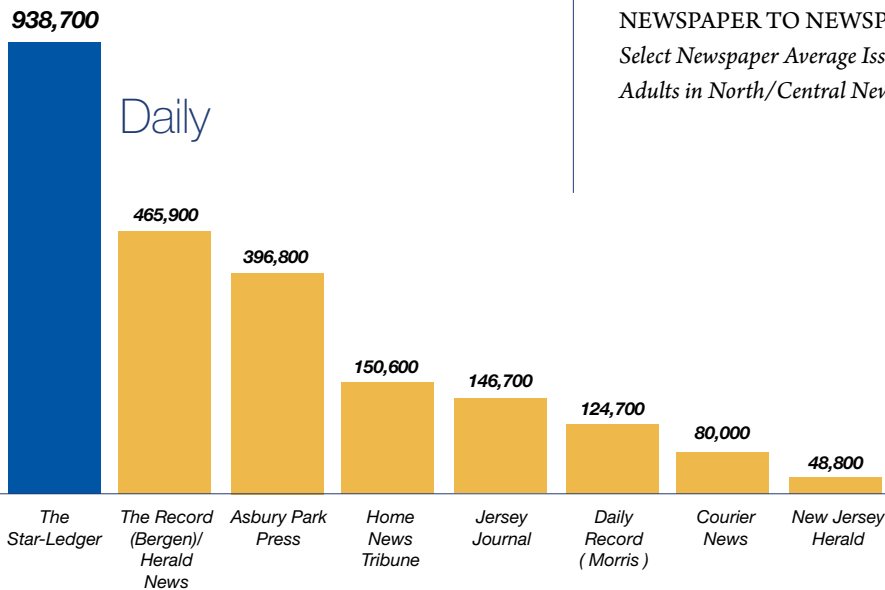
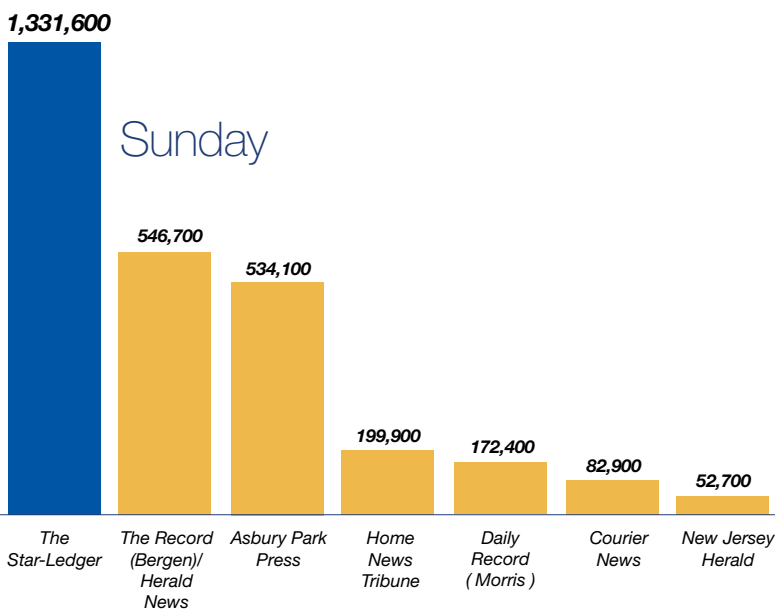


The Star-Ledger

The most read newspaper in North/Central New Jersey.



NEWSPAPER TO NEWSPAPER COMPARISON
 Select Newspaper Average Issue Readership
 Adults in North/Central New Jersey



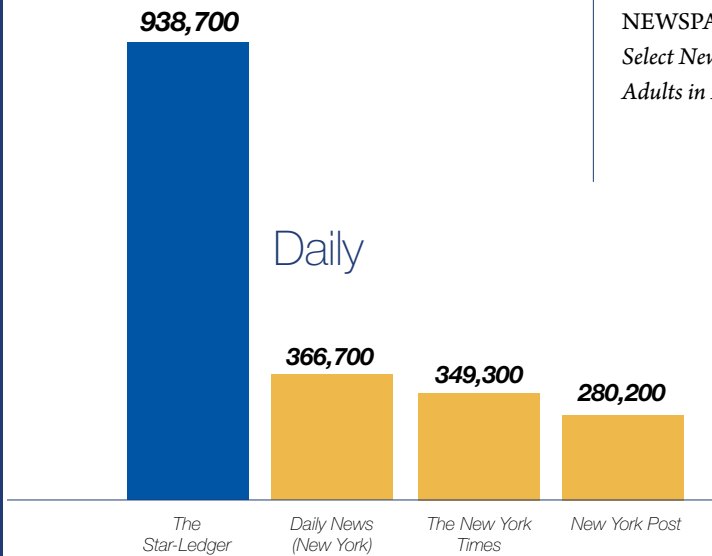
- Sunday, The Star-Ledger delivers more readers than the next three largest New Jersey newspapers combined.
- Daily, larger than the next two newspapers.

NORTH/CENTRAL NEW JERSEY - 14: 5,228,600 adults in Bergen, Essex, Hudson, Hunterdon, Mercer, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, Union and Warren counties.
 Source: 2009 Release 1, Scarborough Report. © 2009 Scarborough Research. All rights reserved.

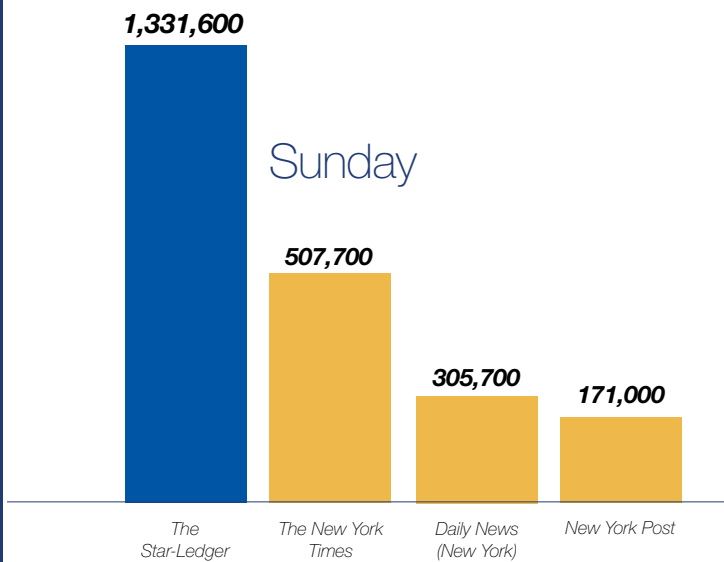
The Star-Ledger

Coverage that can't be matched by New York newspapers.

NEWSPAPER TO NEWSPAPER COMPARISON
 Select Newspaper Average Issue Readership
 Adults in North/Central New Jersey



Over **2 1/2** times the daily readers of any of these New York newspapers.



Over **347,000** more Sunday readers than these New York newspapers combined.

NORTH/CENTRAL NEW JERSEY - 14: 5,228,600 adults in Bergen, Essex, Hudson, Hunterdon, Mercer, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, Union and Warren counties.
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The Star-Ledger

New Jersey's Newspaper

SELECT NEWSPAPER READERSHIP IN THE DMA*
& Percent of Readers in North/Central New Jersey

Newspaper	Daily Readers	% in N/C NJ	Newspaper	Sunday Readers	% in N/C NJ
New York Daily News	2,474,200	15%	New York Daily News	2,597,800	12%
New York Post	1,936,000	14%	New York Times	2,374,000	21%
The New York Times	1,638,700	21%	The Star-Ledger	1,334,800	100%
Newsday	1,362,400	2%	Newsday	1,265,600	0%
The Star-Ledger	940,900	100%	New York Post	1,132,300	15%
The Record (Bergen)/Herald News	469,800	99%	The Record (Bergen)/Herald News	551,000	99%
Asbury Park Press	396,800	100%	Asbury Park Press	534,100	100%
Home News Tribune	150,600	100%	Home News Tribune	199,900	100%
Jersey Journal	146,700	100%	Daily Record	172,400	100%
Daily Record	124,700	100%	Times of Trenton	136,400	100%
Times of Trenton	106,600	100%	Trentonian	91,700	100%
Courier News	80,000	100%	Courier News	82,900	100%
Trentonian	79,600	100%	New Jersey Herald	54,900	96%
New Jersey Herald	49,500	99%			

How to Read:

The New York Daily News has over 2.4 million readers in the New York DMA*, yet only 15% of those readers reside in North/Central New Jersey.

*NEW YORK DMA PLUS: New York DMA plus Mercer County, NJ.
NORTH/CENTRAL NEW JERSEY - 14: includes Bergen, Essex, Hudson, Hunterdon, Mercer, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, Union and Warren counties.
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