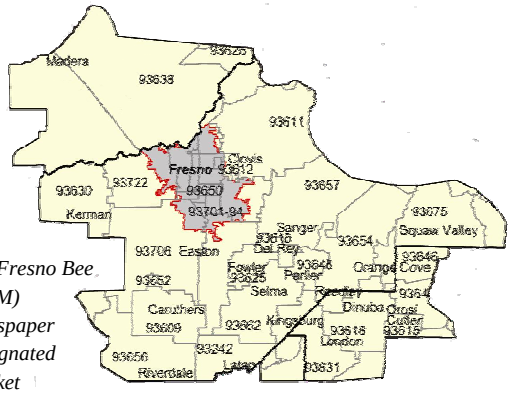
For 13 Consecutive Years, The Fresno Bee Is #1 In California!



The Fresno Bee (NDM) Newspaper Designated Market

Among all newspapers in California with 100,000+ circulation, The Fresno Bee is the top newspaper for household penetration of its Newspaper Designated Market: Daily, Saturday, and Sunday.

Newspapers with a Minimum Daily Circulation of 100,000	Daily Penetration	2006 Rank	Saturday Penetration	2006 Rank	Sunday Penetration	2006 Rank
The Fresno Bee	**42.7%**	**1**	**43.5%**	**1**	**48.2%**	**1**
Contra Costa Times	36.1%	2	35.2%	4	38.7%	4
The Sacramento Bee	33.8%	3	35.6%	3	39.2%	3
San Jose Mercury News	32.3%	4	29.5%	6	35.3%	5
San Diego Union Tribune	31.9%	5	36.4%	2	40.6%	2
Riverside Press Enterprise	29.0%	6	29.8%	5	30.4%	6
San Francisco Chronicle	26.9%	7	25.6%	7	29.1%	7
Orange County Register	21.7%	8	22.9%	8	25.2%	8
Los Angeles Daily News	15.4%	9	13.9%	10	18.4%	10
Los Angeles Times	13.4%	10	15.1%	9	19.4%	9

Source: ABC FAS-FAX 3/31/07
Created by Marketing Research

The Fresno Bee
FresnoBee.com