

Fresno Bee Circulation Is Numbers Above The Rest!



	<u>Total Paid Circulation</u>	<u>City/NDM (Newspaper Designated Mkt)</u>		
		<u>Households</u>	<u>Circulation</u>	<u>Penetration</u>
Mon-Fri (average)				
Fresno Bee	157,546	296,095	126,299	42.7%
Hanford Sentinel	13,717	19,484	7,975	40.9%
Merced Sun Star	15,275	37,943	12,405	32.7%
*Porterville Recorder	9,146	17,929	6,493	36.2%
Tulare Advance Register	6,811	15,330	5,092	33.3%
Visalia Times Delta	20,351	36,283	15,460	42.6%
Saturday				
Fresno Bee	162,811	296,095	128,918	43.5%
Hanford Sentinel	11,752	19,484	7,609	39.1%
Merced Sun Star	19,415	37,943	13,096	34.5%
Tulare Advance Register	6,955	15,330	5,193	33.9%
Visalia Times Delta	23,439	36,283	17,416	48.0%
Sunday				
Fresno Bee	180,043	296,095	142,774	48.2%
Hanford Sentinel	13,063	19,484	7,840	40.2%

* ABC last audit 12-31-04. New member of Verified Audit - Audit not yet released as of 6-15-07.