



2011

Top Media Outlets: Newspapers, Blogs, Consumer Magazines & Social Networks

No one knows the media like BurrellesLuce. For the eighth consecutive year, BurrellesLuce provides this must-have resource for media professionals. Updated whenever significant, new information becomes available, "Top Media Outlets" shows the leading traditional and social media outlets in the United States based on circulation, visits, authority, or market share. This practical, at-a-glance reference can help you plan effective media relations campaigns by helping you target your audiences more precisely. BurrellesLuce offers a full range of media outreach, monitoring and reporting services for PR, communications, and marketing professionals.

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U.S. Daily Newspapers

Rank	Newspaper	Daily	Sunday	Rank	Newspaper	Daily	Sunday
1	The Wall Street Journal	2,117,796	N/A	51	The Oklahoman (Oklahoma City, OK)	143,803	201,875
2	USA Today	1,829,099	N/A	52	The Columbus (OH) Dispatch	142,786	266,488
3	The New York Times	916,911	1,339,462	53	Omaha World-Herald	142,283	173,928
4	Los Angeles Times	605,243	948,889	54	The Times-Picayune (New Orleans, LA)	141,092	158,840
5	San Jose Mercury News	577,665	636,999	55	Austin American-Statesman	137,681	193,761
6	The Washington Post	550,821	852,861	56	The Hartford Courant	135,283	197,406
7	Daily News (New York, NY)	530,924	584,658	57	The Commercial Appeal (Memphis, TN)	134,562	167,399
8	New York Post	522,874	355,784	58	News & Observer (Raleigh, NC)	134,470	190,514
9	Chicago Tribune	437,205	780,601	59	San Antonio Express-News	133,480	254,969
10	Chicago Sun-Times	419,407	421,453	60	The Tennessean (Nashville, TN)	128,400	222,714
11	The Dallas Morning News	404,951	375,100	61	Investor's Business Daily	127,545	N/A
12	Houston Chronicle	364,724	587,984	62	Boston Herald	123,811	87,296
13	The Philadelphia Inquirer	343,710	488,287	63	The Press-Enterprise (Riverside, CA)	121,825	134,417
14	The Arizona Republic (Phoenix, AZ)	337,170	511,764	64	Democrat and Chronicle (Rochester, NY)	120,037	175,146
15	The Denver Post	324,970	519,838	65	The Blade (Toledo, OH)	119,204	150,604
16	Newsday (Long Island, NY)	298,759	362,221	66	Honolulu Star-Advertiser	119,186	132,281
17	Star Tribune (Minneapolis-St. Paul, MN)	296,605	516,134	67	The Palm Beach Post	117,149	143,832
18	St. Petersburg Times	292,441	429,048	68	Richmond Times-Dispatch	115,431	167,171
19	The Oregonian (Portland, OR)	260,248	304,739	69	The Fresno Bee	115,242	141,759
20	The Plain Dealer (Cleveland, OH)	254,372	403,001	70	The Salt Lake Tribune	113,032	6,525
21	The Seattle Times	253,742	346,991	71	The Birmingham News	112,211	153,024
22	Detroit Free Press	246,169	614,226	72	The Des Moines Register	108,247	211,880
23	San Francisco Chronicle	235,350	292,459	73	The Florida Times-Union (Jacksonville, FL)	107,921	159,216
24	The Star-Ledger (Newark, NJ)	229,255	337,416	74	Asbury Park Press	107,443	157,154
25	The Boston Globe	219,214	356,652	75	Arizona Daily Star (Tucson, AZ)	106,057	160,496
26	The San Diego Union-Tribune	218,614	296,272	76	The Morning Call (Allentown, PA)	106,021	122,009
27	The Sacramento Bee	210,925	268,321	77	Daily Herald (Arlington Heights, IL)	104,053	110,824
28	Kansas City Star	209,258	305,113	78	La Opinión	100,336	40,423
29	St. Louis Post-Dispatch	196,232	360,450	79	Knoxville News Sentinel	98,381	124,225
30	The Baltimore Sun	195,561	343,552	80	Lexington (KY) Herald Leader	96,171	112,793
31	Milwaukee-Wisconsin Journal Sentinel	194,436	333,999	81	The Akron Beacon Journal	94,811	124,841
32	Pioneer Press (St. Paul, MN)	193,549	254,590	82	Grand Rapids Press	94,746	151,697
33	Pittsburgh Tribune-Review	190,625	205,048	83	Dayton Daily News	94,709	141,692
34	Orlando Sentinel	187,841	287,845	84	Daily News (Los Angeles, CA)	94,192	100,065
35	Pittsburgh Post-Gazette	187,237	307,932	85	The Providence Journal	91,804	130,659
36	The Atlanta Journal-Constitution	183,415	391,815	86	Tulsa World	90,499	130,805
37	The Orange County (CA) Register	182,964	287,660	87	Albuquerque Journal	90,471	115,558
38	Arkansas Democrat-Gazette (Little Rock, AR)	182,463	260,813	88	The Post and Courier (Charleston, SC)	89,224	95,379
39	The Indianapolis Star	176,232	272,798	89	The News Journal (New Castle, DE)	88,083	126,194
40	Sun-Sentinel (Ft. Lauderdale, FL)	174,641	253,247	90	Wisconsin State Journal (Madison, WI)	87,629	119,382
41	The Miami Herald	173,555	217,163	91	Press-Register (Mobile, AL)	87,518	103,300
42	Las Vegas Review-Journal	166,182	190,308	92	Northwest Indiana Times	85,405	92,984
43	The Tampa Tribune	164,568	N/A	93	The Post-Standard (Syracuse, NY)	84,479	140,225
44	The Cincinnati Enquirer	161,858	282,670	94	The Roanoke Times (Roanoke, VA)	83,447	90,069
45	The Record (Hackensack, NJ)	156,425	175,905	95	The News Tribune (Tacoma, WA)	83,199	97,812
46	Charlotte Observer	155,497	212,318	96	Sarasota Herald-Tribune	83,085	106,127
47	The Buffalo News	154,748	235,227	97	Telegram and Gazette (Worcester, MA)	82,761	N/A
48	The Virginian-Pilot	152,198	172,112	98	The Advocate (Baton Rouge, LA)	82,695	104,215
49	The Courier-Journal (Louisville, KY)	151,918	229,755	99	Press-Telegram (Los Angeles, CA)	80,947	68,626
50	Star-Telegram (Fort Worth, TX)	151,753	234,091	100	Intelligencer Journal-Lancaster New Era	79,620	N/A

Source: Audit Bureau of Circulations FAS-FAX Report for six-month period ending 03/31/11

2011 Top Media Outlets

English-Language Blogs

Rank	Blog	Blog Address	Technorati Authority Figures on 06/08/11
1	The Huffington Post	huffingtonpost.com	917 ▲
2	TechCrunch	techcrunch.com	874 ▼
3	Mashable!	mashable.com	868 ▼
4	The Daily Beast	thedailybeast.com	863 ▲
5	Engadget	engadget.com	863 ▼
6	TMZ	tmz.com	855 ▼
7	Gawker	gawker.com	837 ▲
8	Gizmodo	gizmodo.com	835 ▼
9	Boing Boing	boingboing.net	834 ▼
10	Think Progress	thinkprogress.org	830 ▼
11	Hot Air	hotair.com	824 ▼
12	Mediaite	mediaite.com	817 ▼
13	GigaOm	gigaom.com	816 -
14	The Next Web	thenextweb.com	816 ▲
15	The Official Google Blog	googleblog.blogspot.com	808 ▼
16	The Note	blogs.abcnews.com/thenote	807 -
17	BuzzFeed	buzzfeed.com	807 -
18	CNN Political Tracker	politicalticker.blogs.cnn.com	805 ▼
19	Jezebel	jezebel.com	804 -
20	Kotaku	kotaku.com	804 -
21	Daily Intel	nymag.com/daily/intel	801 -
22	ReadWriteWeb	readwriteweb.com	798 ▼
23	Big Government	biggovernment.com	797 -
24	Vulture	nymag.com/daily/entertainment	796 -
25	The Caucus	thecaucus.blogs.nytimes.com	792 -

Source: Technorati Authority for the Top 100 Blogs on 06/08/11
 ▲ an increase in authority for the period 02/23/11 - 06/08/11
 ▼ a decrease in authority for the period 02/23/11 - 06/08/11
 / authority stayed the same for the period 02/23/11 - 06/08/11
 - did not appear on list of Top English-Language Blogs 02/23/11



U.S. Consumer Magazines

Rank	Magazine	Total Paid & Verified Circulation
1	AARP The Magazine	22,395,670 ▼
2	AARP Bulletin	22,236,761 ▼
3	Better Homes and Gardens	7,648,900 ▼
4	Game Informer	5,954,884 ▲
5	Reader's Digest	5,653,440 ▲
6	National Geographic	4,445,603 ▼
7	Good Housekeeping	4,336,711 ▼
8	Woman's Day	3,863,710 ▼
9	Family Circle	3,816,958 ▼
10	People	3,556,753 ▼
11	Time	3,376,226 ▲
12	Ladies' Home Journal	3,267,239 ▼
13	Taste of Home	3,235,718 ▼
14	Sports Illustrated	3,207,861 ▲
15	Cosmopolitan	3,032,211 ▲
16	Prevention	2,903,417 ▲
17	Southern Living	2,830,179 ▼
18	AAA Via	2,732,291 ▼
19	Maxim	2,530,440 ▲
20	National Country Market	2,515,217 -
21	AAA Living	2,477,127 ▲
22	O, The Oprah Magazine	2,461,464 ▼
23	AAA Going Places	2,395,996 -
24	American Legion Magazine	2,323,308 ▲
25	Glamour	2,304,146 ▼

Source: ABC figures for six-month period ending 06/30/11
 ▲ an increase in circulation for the period 12/31/10 - 06/30/11
 ▼ a decrease in circulation for the period 12/31/10 - 06/30/11
 - did not appear on list of U.S. Consumer Magazines 06/30/11

Social Networks

Rank	Site	Site Address	Market Share
1	Facebook	facebook.com	62.07 ▼
2	YouTube	youtube.com	21.85 ▲
3	Meebo	meebo.com	1.33 -
4	Twitter	twitter.com	1.23 ▲
5	MySpace	myspace.com	1.01 ▼
6	Yahoo! Answers	answers.yahoo.com	0.96 ▼
7	Tagged	tagged.com	0.71 ▼
8	myYearbook	myyearbook.com	0.42 /
9	LinkedIn	linkedin.com	0.36 ▲
10	CafeMom	cafemom.com	0.35 ▼

Source: Hitwise ranking for the week ending 06/11/11
 Note: Hitwise now ranks only the Top 10 Social Networking Websites.

▲ an increase in market share for the period 02/19/11 - 06/11/11
 ▼ a decrease in market share for the period 02/19/11 - 06/11/11
 / market share stayed the same for the period 02/19/11 - 06/11/11
 - did not appear on list of Top 20 Social Media Networks 02/19/11

2011 Top Media Outlets

PR & Marketing Blogs

Rank	Blog	Blog Address	Technorati Authority Figures on 06/08/11
1	Search Engine Land	searchengineland.com	759 ▼
2	Seth's Blog	sethgodin.typepad.com	739 ▲
3	PSFK	psfk.com	715 ▼
4	Copyranter	copyranter.com	660 ▲
5	ProBlogger Blog Tips	problogger.net	659 ▲
6	TrendHunter	trendhunter.com	644 ▲
7	Copyblogger	copyblogger.com	644 ▲
8	Get Rich Slowly	getrichslowly.org/blog	636 ▼
9	Entrepreneur	entrepreneur.com	630 ▲
10	WebUrbanist	weburbanist.com	619 -
11	Beet.TV	beet.tv	614 ▲
12	Chris Brogan	chrisbrogan.com	612 ▼
13	Jesus Needs New PR	jesusneedsnewPR.com	609 -
14	Scobleizer	scobleizer.com	605 ▼
15	SpinSucks	spinsucks.com	603 -
16	DeSmogBlog	desmogblog.com	601 ▼
17	Blippitt	blippitt.com	601 -
18	Peter Shankman	shankman.com	601 -
19	mUmBrella	mumbrella.com.au	593 ▼
20	FoodPolitics	foodpolitics.com	592 ▼
21	Brian Solis - PR 2.0	briansolis.com	589 ▼
22	Louis Gray	blog.louisgray.com	587 -
23	Inventor Spot	inventorspot.com	580 -
24	Small Business Marketing Blog	ductapemarketing.com/blog	579 -
25	Online Marketing Blog	toprankblog.com	578 ▼

Source: Ranking compiled from Technorati blog searches for "PR" and "Marketing" and then sorted according to their Technorati Authority on 06/08/11

- ▲ an increase in authority for the period 02/23/11 - 06/08/11
- ▼ a decrease in authority for the period 02/23/11 - 06/08/11
- did not appear on list of Top PR & Marketing Blogs 02/23/11

Entertainment Blogs

Rank	Blog	Blog Address	Technorati Authority Figures on 06/08/11
1	TMZ	tmz.com	908 -
2	PlayStation.blog	blog.us.playstation.com	893 ▼
3	Deadline	deadline.com	880 ▼
4	Vulture	nymag.com/daily/entertainment	871 ▼
5	Joystiq	joystiq	871 ▼
6	Just Jared	justjared.buzznet.com	851 ▼
7	Eurogamer	eurogamer.net	844 ▼
8	Bleeding Cool Comic News	bleedingcool.com	823 ▼
9	MTV Movie Blogs	moviesblog.mtv.com	817 ▲
10	The Huffington Post	huffingtonpost.com	800 -
11	The Marquee Blog	marquee.blogs.cnn.com	793 -
12	HollywoodLife	hollywoodlife.com	792 -
13	Rap-Up	rap-up.com	789 ▼
14	Pop & Hiss	latimeblogs.latimes.com/music_blog	789 ▼
15	Perez Hilton	perezhilton.com	787 -
16	MovieWeb	movieweb.com	786 -
17	Show Tracker	latimesblogs.latimes.com/showtracker	784 -
18	Celebrity Dirty Laundry	celebritydirtylaundry.com	784 ▼
19	The Daily Beast	thedailybeast.com	783 -
20	PopSugar	popsugar.com	781 ▼
21	Dlisted - Be Very Afraid	dlisted.com	775 -
22	Cele bitchy	celebitchy.com	774 ▼
23	Screen Rant	screenrant.com	770 -
24	Splash Page	splashpage.mtv.com	769 ▼
25	TV Squad	tv squad.com	768 -

Source: Technorati Authority for "Entertainment" blogs on 06/08/11

- ▲ an increase in authority for the period 02/23/11 - 06/08/11
- ▼ a decrease in authority for the period 02/23/11 - 06/08/11
- did not appear on list of Top Entertainment Blogs 02/23/11

