



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 to 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	2,061,142	N/A	51	The Tampa Tribune	145,045	N/A
2	USA Today	1,830,594	N/A	52	The Times-Picayune (New Orleans, LA)	144,294	161,864
3	The New York Times	876,638	1,352,358	53	Omaha World-Herald	143,721	179,060
4	Los Angeles Times	600,449	901,119	54	The Oklahoman (Oklahoma City, OK)	138,493	202,690
5	The Washington Post	545,345	764,666	55	The Hartford Courant	134,751	196,332
6	Daily News (New York, NY)	512,520	568,266	56	San Antonio Express-News	130,566	246,217
7	New York Post	501,501	339,115	57	News & Observer (Raleigh, NC)	130,555	183,015
8	San Jose Mercury News	477,592	528,536	58	Austin American-Statesman	127,727	158,538
9	Chicago Tribune	441,508	768,073	59	The Tennessean (Nashville, TN)	127,538	N/A
10	Houston Chronicle	343,952	N/A	60	Boston Herald	124,691	90,222
11	The Philadelphia Inquirer	342,361	477,586	61	Investor's Business Daily	122,493	N/A
12	Newsday (Long Island, NY)	314,848	375,874	62	The Commercial Appeal (Memphis, TN)	121,684	151,146
13	The Denver Post	309,863	472,664	63	Democrat and Chronicle (Rochester, NY)	119,399	177,466
14	The Arizona Republic (Phoenix, AZ)	308,973	457,059	64	Richmond Times-Dispatch	118,489	167,174
15	Star Tribune (Minneapolis-St. Paul, MN)	297,478	504,616	65	The Blade (Toledo, OH)	114,308	140,292
16	The Dallas Morning News	264,459	373,815	66	Asbury Park Press	112,683	160,322
17	The Plain Dealer (Cleveland, OH)	252,608	348,324	67	The Fresno Bee	110,427	138,527
18	The Seattle Times	251,697	341,265	68	The Press-Enterprise (Riverside, CA)	110,076	112,357
19	Chicago Sun-Times	250,747	237,367	69	The Birmingham News	109,727	150,311
20	Detroit Free Press	245,326	494,013	70	The Salt Lake Tribune	109,703	121,973
21	St. Petersburg Times	239,684	377,235	71	The Des Moines Register	109,095	N/A
22	The Oregonian (Portland, OR)	239,071	292,800	72	The Florida Times-Union (Jacksonville, FL)	108,926	157,405
23	The San Diego Union-Tribune	224,761	286,518	73	Daily Herald (Arlington Heights, IL)	104,297	112,110
24	San Francisco Chronicle	223,549	282,445	74	The Palm Beach Post	100,830	127,862
25	The Star-Ledger (Newark, NJ)	223,037	346,436	75	Grand Rapids Press	97,822	156,262
26	The Boston Globe	222,683	47,312	76	The Providence Journal	96,595	137,339
27	St. Louis Post-Dispatch	207,145	365,589	77	Dayton Daily News	95,365	138,528
28	Kansas City Star	206,441	290,302	78	The Morning Call (Allentown, PA)	94,859	121,168
29	The Sacramento Bee	205,531	260,290	79	Tulsa World	93,558	132,969
30	Pioneer Press (St. Paul, MN)	185,736	247,188	80	The Akron Beacon Journal	92,856	127,516
31	Milwaukee-Wisconsin Journal Sentinel	183,636	331,171	81	Knoxville News Sentinel	91,697	115,884
32	The Indianapolis Star	182,933	N/A	82	Lexington (KY) Herald Leader	91,518	110,398
33	The Orange County (CA) Register	182,391	265,343	83	Arizona Daily Star (Tucson, AZ)	90,604	130,241
34	The Atlanta Journal-Constitution	181,504	384,110	84	Albuquerque Journal	90,079	116,826
35	Pittsburgh Post-Gazette	181,058	286,766	85	Daily News (Los Angeles, CA)	89,091	97,000
36	Pittsburgh Tribune-Review	179,695	201,615	86	Wisconsin State Journal (Madison, WI)	87,950	121,947
37	The Baltimore Sun	178,455	324,018	87	The News Journal (New Castle, DE)	87,138	N/A
38	Arkansas Democrat-Gazette (Little Rock, AR)	177,633	259,866	88	Press-Register (Mobile, AL)	85,967	101,640
39	Orlando Sentinel	172,271	270,320	89	The Post-Standard (Syracuse, NY)	85,015	140,741
40	The Buffalo News	160,316	240,293	90	Northwest Indiana Times	83,877	91,978
41	The Courier-Journal (Louisville, KY)	159,275	N/A	91	The News Tribune (Tacoma, WA)	82,855	94,562
42	The Cincinnati Enquirer	157,574	N/A	92	The Post and Courier (Charleston, SC)	81,743	91,726
43	The Virginian-Pilot	156,968	173,940	93	The Journal News (Lower Hudson Valley, NY)	79,525	101,891
44	Charlotte Observer	155,995	213,088	94	La Opinión	78,712	42,549
45	Star-Telegram (Fort Worth, TX)	153,546	227,713	95	Intelligencer Journal-Lancaster New Era	78,060	N/A
46	The Miami Herald	151,612	214,891	96	The Roanoke Times (Roanoke, VA)	75,740	91,066
47	Las Vegas Review-Journal	150,403	166,797	97	The State (Columbia, SC)	75,615	98,827
48	Sun-Sentinel (Ft. Lauderdale, FL)	149,892	222,594	98	Spokesman-Review (Spokane, WA)	74,386	93,613
49	The Columbus (OH) Dispatch	149,420	275,870	99	Chattanooga Times Free Press	73,177	98,208
50	The Record (Hackensack, NJ)	149,090	173,161	100	The Patriot-News (Harrisburg, PA)	71,019	115,598

Source: Audit Bureau of Circulations FAS-FAX Report for six-month period ending 09/30/10

# 2011 Top Media Outlets

## English-Language Blogs

Rank	Blog	Blog Address	Technorati Authority Figures on 02/23/11
1	The Huffington Post	huffingtonpost.com	905 ▼
2	TechCrunch	techcrunch.com	896 ▲
3	Mashable!	mashable.com	883 ▼
4	Engadget	engadget.com	875 ▲
5	BoingBoing	boingboing.com	867 ▲
6	TMZ	tmz.com	858 ▲
7	The Daily Beast	dailybeast.com	853 /
8	Gizmodo	gizmodo.com	853 ▼
9	Think Progress	thinkprogress.org	840 ▲
10	Hot Air - Top Picks	hotair.com	837 ▼
11	Gawker	gawker.com	832 ▼
12	Mediaite	mediaite.com	825 ▼
13	The Daily Dish	andrewsullivan.theatlantic.com	824 -
14	Deadline	deadline.com	822 ▲
15	ReadWriteWeb	readwriteweb.com	821 ▲
16	CNN Political Tracker	politicalticker.blogs.cnn	821 ▼
17	The Official Google Blog	googleblog.blogspot.com	818 -
18	Popeater	popeater.com	813 -
19	Politics Daily	politicsdaily.com	812 ▼
20	Media Matters	mediamatters.org/blog	806 -
21	BGR	bgr.com	799 -
22	AppleInsider	appleinsider.com	798 -
23	The Next Web	thenextweb.com	798 -
24	Joystiq	joystiq.com	798 -
25	Ezra Klein	voices.washingtonpost.com/ezra-klein	795 -

Source: Technorati Authority for the Top 100 blogs on 02/23/11  
 ▲ an increase in authority for the period 11/04/10 - 02/23/11  
 ▼ a decrease in authority for the period 11/04/10 - 02/23/11  
 / authority stayed the same for the period of 11/04/10 - 02/23/11  
 - did not appear on English-Language Blogs 11/04/10



## U.S. Consumer Magazines

Rank	Magazine	Total Paid & Verified Circulation
1	AARP The Magazine	23,748,475 ▲
2	AARP Bulletin	23,574,132 ▼
3	AAA Tourbook	13,069,703 -
4	Costco Connection	8,364,738 -
5	Better Homes and Gardens	7,677,497 ▲
6	Reader's Digest	5,533,037 ▼
7	Game Informer	5,073,003 ▲
8	National Geographic	4,493,024 ▼
9	Good Housekeeping	4,418,398 ▼
10	Woman's Day	3,895,814 ▼
11	Family Circle	3,841,651 ▼
12	Ladies' Home Journal	3,837,286 ▲
13	People	3,602,006 ▲
14	Time	3,314,946 ▲
15	Taste of Home	3,253,392 ▼
16	Sports Illustrated	3,174,355 ▼
17	Cosmopolitan	2,905,659 ▼
18	Prevention	2,900,365 ▼
19	Southern Living	2,846,757 ▲
20	AAA Via	2,740,435 ▲
21	Maxim	2,528,569 ▼
22	O, The Oprah Magazine	2,506,037 ▲
23	AAA Living	2,469,830 ▲
24	Glamour	2,307,714 ▼
25	American Legion Magazine	2,306,231 ▼

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

## Social Networks

Rank	Site	Site Address	Market Share
1	Facebook	facebook.com	64.45 ▲
2	YouTube	youtube.com	19.23 ▲
3	MySpace	myspace.com	1.66 ▼
4	Yahoo! Answers	answers.yahoo.com	1.05 ▲
5	Twitter	twitter.com	1.02 ▲
6	Tagged	tagged.com	0.83 ▼
7	myYearbook	myyearbook.com	0.42 ▼
8	LinkedIn	linkedin.com	0.38 ▲
9	MyLife	mylife.com	0.37 /
10	Club Penguin	clubpenguin.com	0.26 ▲
11	Yelp	yelp.com	0.24 ▲
12	IMVU	imvu.com	0.23 ▲
13	MocoSpace	mocospace.com	0.23 ▼
14	CafeMom	cafemom.com	0.19 ▲
15	HubPages	hubpages.com	0.19 /
16	Classmates	classmates.com	0.17 ▼
17	Tumblr	tumblr.com	0.15 -
18	Badoo	badoo.com	0.14 -
19	Yahoo! Groups	groups.yahoo.com	0.14 /
20	deviantART	deviantart.com	0.13 -

Source: Hitwise ranking for the week ending 02/19/11  
 ▲ an increase in market share for the period 11/06/10 - 02/19/11  
 ▼ a decrease in market share for the period 11/06/10 - 02/19/11  
 / market share stayed the same for the period of 11/06/10 - 02/19/11  
 - did not appear on Top 20 Social Media Networks 11/06/10

# 2011 Top Media Outlets

## PR & Marketing Blogs

Rank	Blog	Blog Address	Technorati Authority Figures on 02/23/11
1	Search Engine Land	searchengineland.com	788 ▲
2	PSFK	psfk.com	720 ▲
3	Socobleizer	scobleizer.com	709 ▲
4	Seth Godin's Blog	sethgodin.typepad.com	702 ▼
5	LinkedIn Blog	blog.linkedin.com	676 –
6	AdFreak	adweek.blogs.com	675 ▲
7	Get Rich Slowly	getrichslowly.org/blog	665 ▲
8	Search Engine Watch Blog	blog.searchenginewatch.com	660 ▲
9	Copyranter	copyranter.blogspot.com	659 ▼
10	ProBlogger Blog Tips	problogger.com	657 –
11	Adrants	adrants.com	645 ▲
12	B2C Marketing Insider	b2cmarketinginsider.com	638 –
13	Chris Brogan	chrisbrogan.com	632 ▼
14	Copyblogger	copyblogger.com	626 ▼
15	Online Marketing Blog	toprankblog.com	618 ▲
16	DeSmogBlog	desmogblog.com	617 ▲
17	Search Engine Journal	searchenginejournal.com	617 –
18	Food Politics	foodpolitics.com	617 –
19	Trend Hunter	trendhunter.com	614 ▼
20	Brian Solis PR 2.0	briansolis.com	613 ▲
21	Entrepreneur	Entrepreneur.com	613 ▲
22	mUmBrella	mubrella.com.au	608 –
23	Andy Beal's Marketing Pilgrim	marketingpilgrim.com	607 ▼
24	The Wisdom Journal	thewisdomjournal.com	605 –
25	Beet.Tv	beet.tv	603 –

Source: Ranking compiled from Technorati blog searches for "PR" and "Marketing" and then sorted according to their Technorati Authority on 02/23/11

- ▲ an increase in authority for the period 11/04/10 - 02/23/11
- ▼ a decrease in authority for the period 11/04/10 - 02/23/11
- did not appear on English-Language Blogs 11/04/10

## Entertainment Blogs

Rank	Blog	Blog Address	Technorati Authority Figures on 02/23/11
1	Deadline	deadline.com/	923 ▼
2	Joystiq	joystiq.com	920 ▼
3	/Film	slashfilm.com	917 ▼
4	PlayStation.Blog	blog.us.playstation.com	905 ▼
5	Vulture	nymag.com/daily/entertainment	878 ▼
6	Just Jared	justjared.buzznet.com	868 ▼
7	Eurogamer	eurogamer.net	864 –
8	Latino Review	latinoreview.com	862 –
9	Celebrity Dirty Laundry	celebdirtylaundry.com	838 ▼
10	Cele bitchy	celebitchy.com	832 ▼
11	Bleeding Cool Comic News	bleedingcool.com	824 ▲
12	Pop & Hiss	latimesblogs.latimes.com/music_blog	811 ▼
13	Xbox Live's Major Nelson	majornelson.com/	803 –
14	Splash Page	splashpage.mtv.com	800 ▼
15	Celebrity Smack	celebritysmackblog.com	799 ▼
16	MTV Newsroom	newsroom.mtv.com	799 –
17	PopSugar	popsugar.com	798 –
18	MTV Multiplayer	multiplayerblog.mtv.com	798 –
19	MTV Movies Blog	moviesblog.mtv.com	797 ▼
20	Allie is Wired!	allieiswired.com	796 ▼
21	Rap-Up	rap-up.com	795 ▼
22	Ear Sucker	earsucker.com	795 ▼
23	Pink is the New Blog	pinkisthenewblog.com	791 –
24	Gossip Cop	gossipcop.com	782 –
25	FirstShowing.net	firstshowing.net	782 –

Source: Technorati Authority for "Entertainment" blogs on 02/23/11

- ▲ an increase in authority for the period 11/04/10 - 02/23/11
- ▼ a decrease in authority for the period 11/04/10 - 02/23/11
- did not appear on English-Language Blogs 11/04/10

