



# 2012 Top Media Outlets: Newspapers, Blogs, Consumer Magazines, Websites & Social Networks

**No one knows the media like BurrellesLuce.** For the ninth 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.

**Call 866.626.8004 or visit [www.BurrellesLuce.com/topmedia2012](http://www.BurrellesLuce.com/topmedia2012).**

## U.S. Daily Newspapers

Rank	Newspaper	Daily	Sunday	Rank	Newspaper	Daily	Sunday
1	The Wall Street Journal	2,096,169 ▼	N/A	51	The Tampa Tribune	138,172 ▼	N/A
2	USA Today	1,784,242 ▼	N/A	52	San Antonio Express-News	137,514 ▲	344,120 ▲
3	The New York Times	1,150,589 ▲	1,645,152 ▲	53	The Times-Picayune (New Orleans, LA)	135,716 ▼	155,435 ▼
4	Daily News (New York, New York)	605,677 ▲	667,638 ▲	54	The Hartford Courant	135,363 ▲	199,661 ▲
5	Los Angeles Times	572,998 ▼	905,920 ▼	55	The Columbus (OH) Dispatch	135,330 ▼	265,892 ▼
6	San Jose Mercury News	527,568 ▼	602,566 ▼	56	Omaha World-Herald	135,282 ▼	170,381 ▼
7	New York Post	512,067 ▼	379,673 ▲	57	The Oklahoman (Oklahoma City, OK)	132,294 ▼	197,270 ▼
8	The Washington Post	507,465 ▼	846,019 ▼	58	News & Observer (Raleigh, NC)	127,138 ▼	191,923 ▲
9	Chicago Tribune	425,370 ▼	781,128 ▲	59	The Tennessean (Nashville, TN)	120,805 ▼	224,440 ▲
10	The Dallas Morning News	409,642 ▲	374,653 ▼	60	Austin American-Statesman	119,885 ▼	186,803 ▼
11	Newsday (Long Island, NY)	404,542 ▲	476,723 ▲	61	Democrat and Chronicle (Rochester, NY)	116,891 ▼	173,429 ▼
12	Chicago Sun-Times	389,353 ▼	400,506 ▼	62	Investor's Business Daily	116,203 ▼	N/A
13	Houston Chronicle	369,710 ▲	911,564 ▲	63	Boston Herald	113,798 ▼	85,828 ▼
14	The Denver Post	353,115 ▲	538,133 ▼	64	The Blade (Toledo, OH)	113,786 ▼	149,634 ▼
15	The Philadelphia Inquirer	331,134 ▼	482,457 ▼	65	The Press-Enterprise (Riverside, CA)	112,084 ▼	129,409 ▼
16	Star Tribune (Minneapolis-St. Paul, MN)	298,147 ▲	543,633 ▲	66	The Commercial Appeal (Memphis, TN)	111,618 ▼	146,594 ▼
17	The Arizona Republic (Phoenix, AZ)	292,838 ▼	472,200 ▼	67	Richmond Times-Dispatch	110,732 ▼	164,137 ▼
18	The Orange County (CA) Register	270,809 ▲	397,764 ▲	68	The Salt Lake Tribune	105,746 ▼	122,782 ▲
19	The Plain Dealer (Cleveland, OH)	243,299 ▼	403,945 ▲	69	The Des Moines Register	105,151 ▲	216,648 ▲
20	The Seattle Times	242,814 ▼	333,937 ▼	70	The Fresno Bee	104,991 ▼	104,929 ▼
21	The Oregonian (Portland, OR)	242,784 ▼	300,922 ▼	71	Asbury Park Press	104,582 ▼	157,723 ▲
22	St. Petersburg Times	240,024 ▼	403,229 ▼	72	The Birmingham News	102,991 ▼	175,497 ▲
23	Detroit Free Press	234,579 ▼	639,350 ▲	73	La Opinión	100,608 ▲	41,572 ▲
24	The San Diego Union-Tribune	224,555 ▼	367,402 ▲	74	Daily Herald (Arlington Heights, IL)	99,629 ▼	107,499 ▼
25	San Francisco Chronicle	220,515 ▼	287,266 ▼	75	The Florida Times-Union (Jacksonville, FL)	99,280 ▼	159,312 ▲
26	Las Vegas Review-Journal	213,078 ▲	186,785 ▼	76	Tulsa World	97,580 ▲	140,126 ▲
27	The Star-Ledger (Newark, NJ)	210,586 ▼	333,601 ▼	77	The Palm Beach Post	95,620 ▼	123,488 ▼
28	The Boston Globe	205,939 ▼	360,186 ▲	78	Dayton Daily News	93,259 ▼	149,268 ▲
29	Kansas City Star	199,222 ▼	300,450 ▲	79	The Morning Call (Allentown, PA)	93,175 ▼	123,409 ▲
30	The Sacramento Bee	199,921 ▼	269,660 ▼	80	Grand Rapids Press	92,842 ▼	152,231 ▲
31	St. Louis Post-Dispatch	191,631 ▼	332,825 ▼	81	Knoxville News Sentinel	91,867 ▼	120,881 ▼
32	Star-Telegram (Fort Worth, TX)	189,795 ▲	230,809 ▼	82	Daily News (Los Angeles, CA)	89,990 ▼	98,939 ▼
33	Milwaukee-Wisconsin Journal Sentinel	188,819 ▼	326,262 ▼	83	Arizona Daily Star (Tucson, AZ)	89,874 ▼	143,358 ▼
34	Pioneer Press (St. Paul, MN)	188,081 ▼	252,796 ▼	84	Lexington (KY) Herald Leader	89,050 ▼	117,980 ▲
35	Pittsburgh Tribune-Review	187,875 ▼	202,181 ▼	85	The Akron Beacon Journal	87,780 ▼	125,227 ▲
36	Arkansas Democrat-Gazette (Little Rock, AR)	179,134 ▼	266,798 ▲	86	Albuquerque Journal	87,109 ▼	113,361 ▼
37	Honolulu Star-Advertiser	178,082 ▲	135,555 ▲	87	Northwest Indiana Times	86,894 ▲	91,701 ▼
38	The Atlanta Journal-Constitution	173,884 ▼	410,022 ▲	88	Wisconsin State Journal (Madison, WI)	84,191 ▼	119,192 ▼
39	Pittsburgh Post-Gazette	173,160 ▼	317,439 ▼	89	The Post and Courier (Charleston, SC)	82,261 ▼	91,862 ▼
40	The Indianapolis Star	171,662 ▼	313,057 ▲	90	The News Journal (New Castle, DE)	81,749 ▼	124,693 ▼
41	Orlando Sentinel	171,418 ▼	286,982 ▼	91	Press-Register (Mobile, AL)	81,003 ▼	101,808 ▼
42	The Baltimore Sun	170,510 ▼	314,253 ▼	92	The Post-Standard (Syracuse, NY)	80,720 ▼	139,130 ▼
43	The Miami Herald	160,505 ▼	209,116 ▼	93	Press-Telegram (Los Angeles, CA)	79,925 ▼	68,119 ▼
44	The Buffalo News	152,074 ▼	235,671 ▲	94	The News Tribune (Tacoma, WA)	78,838 ▼	102,645 ▲
45	Sun-Sentinel (Ft. Lauderdale, FL)	147,860 ▼	224,763 ▼	95	The Roanoke Times (Roanoke, VA)	78,797 ▼	90,177 ▲
46	The Record (Hackensack, NJ)	146,523 ▼	172,660 ▼	96	Intelligencer Journal-Lancaster New Era	78,301 ▼	N/A
47	The Virginian-Pilot	145,785 ▼	176,054 ▲	97	Telegram and Gazette (Worcester, MA)	76,456 ▼	N/A
48	Charlotte Observer	145,595 ▼	213,803 ▲	98	The Advocate (Baton Rouge, LA)	75,809 ▼	102,240 ▼
49	The Courier-Journal (Louisville, KY)	142,801 ▼	257,611 ▲	99	The Daily Breeze (Torrance, CA)	74,653 -	64,245 -
50	The Cincinnati Enquirer	140,877 ▼	285,345 ▲	100	Journal News (Westchester County, NY)	74,325 -	98,374 -

Source: Audit Bureau of Circulations FAS-FAX Report for six-month period ending 09/30/11

▲ an increase in circulation for the period 03/31/11 - 9/30/11

▼ a decrease in circulation for the period 03/31/11 - 9/30/11

- did not appear on list of Top U.S. Daily Newspapers 03/31/11

# 2012 Top Media Outlets

## English-Language Blogs

Rank	Blog	Blog Address	Technorati Authority Figures on 12/20/11
1	The Huffington Post	huffingtonpost.com	933 ▲
2	Mashable	mashable.com	860 ▼
3	TechCrunch	techcrunch.com	860 ▼
4	BuzzFeed	buzzfeed.com	845 ▲
5	Gawker	gawker.com	839 ▲
6	L.A. Now	latimesblogs.latimes.com/lanow	835 -
7	Engadget	engadget.com	833 ▼
8	Gizmodo	gizmodo.com	832 ▼
9	Boing Boing	boingboing.net	830 ▼
10	The Verge	theverge.com	830 -
11	Think Progress	thinkprogress.org	810 ▼
12	GigaOm	gigaom.com	807 ▼
13	CNN Political Ticker	politicalticker.blogs.cnn.com	807 ▲
14	Ars Technica	arstechnica.com	806 -
15	Business Insider	businessinsider.com	805 -
16	The Daily Beast	thedailybeast.com	803 ▼
17	Hot Air	hotair.com	802 ▼
18	Mediaite	mediaite.com	801 -
19	Jezebel	jezebel.com	798 ▼
20	ZeroHedge	zerohedge.com	798 -
21	The Next Web	thenextweb.com	798 ▼
22	Kotaku	kotaku.com	798 ▼
23	The Caucus	thecaucus.blogs.nytimes.com	797 ▲
24	Vulture	nymag.com/daily/entertainment	797 ▲
25	TMZ	tmz.com	794 ▼

Source: Technorati Authority for the Top 100 Blogs on 12/20/11  
 ▲ an increase in authority for the period 06/08/11 - 12/20/11  
 ▼ a decrease in authority for the period 06/08/11 - 12/20/11  
 / authority stayed the same for the period 06/08/11 - 12/20/11  
 - did not appear on list of Top English-Language Blogs 06/08/11



## 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	63.6 ▲
2	YouTube	youtube.com	20.9 ▼
3	Twitter	twitter.com	1.49 ▲
4	Yahoo! Answers	answers.yahoo.com	0.96 /
5	Tagged	tagged.com	0.74 ▲
6	LinkedIn	linkedin.com	0.61 ▲
7	MySpace	myspace.com	0.45 ▼
8	myYearbook	myyearbook.com	0.42 /
9	Pinterest	pinterest.com	0.41 -
10	Google+	plus.google.com	0.36 -

Source: Hitwise ranking for the week ending 12/17/11  
 Note: Hitwise now ranks only the Top 10 Social Networking Websites.

▲ an increase in market share for the period 06/11/11 - 12/17/11  
 ▼ a decrease in market share for the period 06/11/11 - 12/17/11  
 / market share stayed the same for the period 06/11/11 - 12/17/11  
 - did not appear on list of Top 20 Social Media Networks 06/11/11

# 2012 Top Media Outlets

## PR & Marketing Blogs

Rank	Blog	Blog Address	Technorati Authority Figures on 12/20/11
1	Bleeding Cool	bleedingcool.com	734 -
2	Search Engine Land	searchengineland.com	731 ▼
3	Seth's Blog	sethgodin.typepad.com	707 ▼
4	PSFK	psfk.com	705 ▼
5	Copyranter	copyranter.blogspot.com	672 ▲
6	Trend Hunter	trendhunter.com	652 ▲
7	Entrepreneur	entrepreneur.com	651 ▲
8	ProBlogger Blog Tips	prologger.net	644 ▼
9	DeSmogBlog	desmogblog.com	627 ▲
10	Copyblogger	copyblogger.com	619 ▼
11	Freshness Magazine	freshnessmag.com	613 -
12	Get Rich Slowly	getrichslowly.org/blog	612 ▼
13	Jay Mug - Trendspotting	jaymug.com	612 -
14	Technology and Marketing Law Blog	blog.ericgoldman.org	601 -
15	Search Engine Journal	searchenginejournal.com	598 -
16	Blippitt	blippitt.com	598 ▼
17	Adrants	adrants.com	596 -
18	The LinkedIn Blog	blog.linkedin.com	591 -
19	Andy Beal's Marketing Pilgrim	marketingpilgrim.com	588 -
20	Online Marketing Blog	toprankblog.com	588 ▲
21	mUMBRELLA	mumbrella.com.au	586 ▼
22	I Believe in Advertising	ibelieveinadv.com	585 -
23	Business 2 Community	business2community.com	577 -
24	BizReport	bizreport.com	576 -
25	Chris Brogan	chrisbrogan.com	578 -

Source: Ranking compiled from Technorati blog searches for "PR" and "Marketing" and then sorted according to their Technorati Authority on 12/20/11

- ▲ an increase in authority for the period 06/08/11 - 12/20/11
- ▼ a decrease in authority for the period 06/08/11 - 12/20/11
- did not appear on list of Top PR & Marketing Blogs 06/08/11



## Entertainment Blogs

Rank	Blog	Blog Address	Technorati Authority Figures on 12/20/11
1	Vulture	nymag.com/daily/entertainment	881 ▲
2	TMZ	tmz.com	880 ▼
3	Deadline	deadline.com	877 ▼
4	Joystiq	joystiq	854 ▼
5	The Huffington Post	huffingtonpost.com	852 ▲
6	Bleeding Cool	bleedingcool.com	830 ▲
7	Just Jared	justjared.buzznet.com	819 ▼
8	Kotaku	kotaku.com	813 -
9	Game Life	wired.com/gamelif	804 -
10	HollywoodLife	hollywoodlife.com	801 ▲
11	PlayStation.blog	blog.us.playstation.com	800 ▼
12	Xbox Live's Major Nelson	majornelson.com	793 -
13	GalleyCat	mediabistro.com/galleycat	784 -
14	PopSugar	popsugar.com	784 ▲
15	Gossip Cop	gossipcop.com	781 -
16	Idolator	idolator.com	777 -
17	MTV Movie Blogs	moviesblog.mtv.com	775 ▼
18	Celebitchy	celebitchy.com	769 ▼
19	Rap-Up	rap-up.com	768 ▼
20	Flavorwire	flavorwire.com	767 -
21	Splash Page	splashpage.mtv.com	767 ▼
22	Pop & Hiss	latimesblogs.latimes.com/music_blog	767 ▼
23	Oh No They Didn't!	ohnotheydidnt.livejournal.com	758 -
24	Show Tracker	latimesblogs.latimes.com/showtracker	752 ▼
25	The Film Stage	thefilmstage.com	751 -

Source: Technorati Authority for "Entertainment" blogs on 12/20/11

- ▲ an increase in authority for the period 06/08/11 - 12/20/11
- ▼ a decrease in authority for the period 06/08/11 - 12/20/11
- did not appear on list of Top Entertainment Blogs 06/08/11

# 2012 Top Media Outlets

## Top U.S. Websites

U.S. Rank	Global Rank	Website	Web Address	Alexa Global Reach on 12/22/11
1	1	Google	google.com	49.79
2	2	Facebook	facebook.com	43.48
3	3	YouTube	youtube.com	33.87
4	4	Yahoo!	yahoo.com	22.54
5	11	Amazon	amazon.com	7.35
6	20	Ebay	ebay.com	2.83
7	6	Wikipedia	wikipedia.org	13.79
8	9	Twitter	twitter.com	7.40
9	7	Blog Spot	blogspot.com	12.39
10	8	Windows Live	live.com	11.05
11	43	Craig's List	craigslist.org	1.41
12	13	LinkedIn	linkedin.com	5.43
13	40	Go	go.com	1.91
14	12	MSN	msn.com	6.97
15	26	Bing	bing.com	3.25
16	60	ESPN	espn.go.com	1.29
17	33	PayPal	paypal.com	2.53
18	63	AOL	aol.com	1.41
19	125	Walmart Online	walmart.com	0.73
20	59	CNN Interactive	cnn.com	1.68
21	27	Apple Inc.	apple.com	3.49
22	101	Netflix	netflix.com	0.93
23	18	WordPress	wordpress.com	4.85
24	87	The Huffington Post	huffingtonpost.com	1.41
25	44	Tumblr	tumblr.com	2.42

Source: Alexa Top Sites in the United States on 12/22/11.

U.S. Rank is based on a combination of average daily visitors and page views over the previous month. The site with the highest combination of visitors and page views is ranked #1. Global Rank is an estimate of a site's popularity. Alexa calculates Global Rank using a combination of average daily visitors to a site and page views on a site for the previous 3 months. The site with the highest combination of visitors and page views is ranked #1. Alexa defines Reach as an estimated percentage of global Internet users who visit a particular site.



## U.S. Daily Newspapers Online

Popularity	Website	Address	Popularity	Website	Address
1	The New York Times	nytimes.com	26	St. Louis Post Dispatch	stltoday.com
2	The Wall Street Journal	online.wsj.com	27	Orange County Register	ocregister.com
3	The Washington Post	washingtonpost.com	28	Orlando Sentinel	orlandosentinel.com
4	Los Angeles Times	latimes.com	29	The Baltimore Sun	baltimoresun.com
5	USA Today	usatoday.com	30	The San Diego Union-Tribune	signonsandiego.com
6	San Francisco Chronicle	sfgate.com	31	The Detroit News	detnews.com
7	New York Post	nypost.com	32	The Dallas Morning News	dallasnews.com
8	Chicago Tribune	chicagotribune.com	33	Deseret News (Salt Lake City, UT)	deseretnews.com
9	Christian Science Monitor	csmonitor.com	34	The Salt Lake Tribune	sltrib.com
10	The Atlanta Journal-Constitution	ajc.com	35	Milwaukee Journal Sentinel	jsonline.com
11	Houston Chronicle	chron.com	36	Kansas City Star	kansascity.com
12	The Star-Ledger (Newark, NJ)	nj.com	37	Newsday (Long Island, NY)	newsday.com
13	Chicago Sun-Times	suntimes.com	38	St. Petersburg Times Online	tampabay.com
14	Washington Times	washingtontimes.com	39	The Indianapolis Star	indystar.com
15	The Arizona Republic	azcentral.com	49	The Palm Beach Post	palmbeachpost.com
16	The Denver Post	denverpost.com	41	The Seattle Times	nwsourc.com
17	The Philadelphia Inquirer	philly.com	42	The Post-Standard (Syracuse, NY)	syracuse.com
18	San Jose Mercury News	mercurynews.com	43	Las Vegas Review Journal	lvjr.com
19	The Miami Herald	miamiherald.com	44	The Des Moines Register	desmoinesregister.com
20	The Sacramento Bee	sacbee.com	45	News & Observer (Raleigh, NC)	newsobserver.com
21	Detroit Free Press	freep.com	46	Times Union (Albany, NY)	timesunion.com
22	Star Tribune (Minneapolis, MN)	startribune.com	47	Austin American-Statesman	statesman.com
23	The Seattle Post-Intelligencer	seattlepi.com	48	The Buffalo News	buffalonews.com
24	Boston Herald	bostonherald.com	49	The Hartford Courant	courant.com
25	Sun-Sentinel (Ft. Lauderdale, FL)	sun-sentinel.com	50	San Antonio Express-News	mysanantonio.com

Source: Alexa Top Sites by News Category accessed 12/22/11.

Top Sites by Category are ordered by Popularity of the listing, and not by the overall traffic rank of the site. Popularity is determined by a combination of users and page views applied only to the traffic for that specific listing.