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Media Facts:

**Most Community and Niche Publications Saw Circulation Stability in the Third Quarter**

ST. LOUIS – Community and niche publications continued to see circulation stabilize in the third quarter of 2009, according to the latest audit data from Circulation Verification Council (CVC).

“CVC-audited publications fared well during the third quarter of 2009 with reported losses of 0.6 percent,” said Tim Bingaman CVC President and CEO. “When normal seasonal fluctuations in circulation are taken into account, community and niche publications actually show a slight circulation increase of 0.2 percent.”

African American publications had the strongest growth in the third quarter, showing circulation increases of 4.04 percent.

Community newspapers and shopper publications also did well in the third quarter. “Despite so much news coverage on declining print circulation, these two groups, when combined, gained 0.1 percent in circulation, and 54 percent of publishers reported circulation gains,” Bingaman said. These publications are predominantly delivered to homes via mail or carrier home delivery.

**Circulation Gains and Losses for Community and Niche Publications\***

<b>Publication Type</b>	<b>Circulation Change from Q2 2009 to Q3 2009</b>
African American Publications	<b>+4.04%</b>
Agricultural Publications	<b>-0.3%</b>
Alternative Newsweeklies	<b>-0.2%</b>
Business Publications	<b>+0.3%</b>
City and Regional Magazines	<b>+0.4%</b>
Community Newspapers	<b>+0.6%</b>
Hispanic Publications	<b>+1.6%</b>
Jewish Publications	<b>-17.0%</b>
Parenting Publications	<b>-8.6%</b>
Senior Publications	<b>-2.3%</b>
Shoppers	<b>-0.1%</b>

## Top Circulation Gains by Publication Types

- **African American Publications** – *The Indianapolis Recorder*, in Indianapolis, reported the largest circulation gain in this category with a 38.7 percent increase in circulation. African American publications lead all publishing categories with a 4.04 percent gain in circulation during the third quarter of 2009. Circulation gains were reported by 50 percent of the publications in this category.
- **Agricultural Publications** – Overall, the Agricultural Publications category reported a 0.3 percent loss for the third quarter. No publications in this category reported gains.
- **Alternative Newsweeklies** – *Syracuse New Times*, in Syracuse, N.Y., reported the largest circulation gain in this category with a 6.1 percent increase in circulation. Overall, Alternative Newsweeklies showed a 0.2 percent loss in circulation during the third quarter. Circulation gains were reported by 67 percent of the publications in this category.
- **Business Publications** – *In Business Las Vegas*, in Las Vegas, reported the largest circulation gain in this category with a 3.4 percent increase in circulation. Overall, business publications showed a 0.3 percent increase in circulation during the third quarter of 2009. Circulation gains were reported by 43 percent of the publications in this category.
- **City and Regional Magazines** – *Portland Monthly*, in Portland, Ore., reported the largest circulation gain in this category with an 18.2 percent increase in circulation. Overall, city and regional magazines showed a 0.4 percent increase in circulation during the third quarter of 2009. Circulation gains were reported by 52 percent of the publications in this category.
- **Community Newspapers** – *Milford Beacon*, in Milford, Del., reported the largest circulation gain in this category with a 58 percent increase in circulation. Overall, community newspapers showed a 0.6 percent increase in circulation during the third quarter of 2009. Circulation gains were reported by 56 percent of the publications in this category.
- **Hispanic Publications** – *Periodico Buena Suerte's* Austin, Texas, edition reported the largest circulation gain in this category with a 7.5 percent increase. Overall, Hispanic publications saw a 1.6 percent increase in circulation during the third quarter of 2009. Circulation gains were reported by 57 percent of the publications in this category.
- **Jewish Publications** – *Jewish News of Greater Phoenix*, in Phoenix, reported the largest circulation gain in this category with a 1.1 percent increase in circulation. Overall, Jewish publications showed a 17 percent loss in circulation during the third quarter. Circulation gains were reported by 42 percent of the publications in this category.
- **Parenting Publications** – *Colorado Parent*, in Greenwood Village, Colo., reported the largest circulation gain in this category with a 4.6 percent increase in circulation. Overall, parenting publications showed an 8.6 percent loss in circulation during the third quarter of 2009. Much of the circulation loss is due to seasonal fluctuations in circulation as publishers commonly reduce circulation in

- the summer months. Circulation gains were reported by 14 percent of the publications in this category.
- **Senior Publications** – *Best of Times*, in St. Louis Park, Minn., reported the largest circulation gain in this category with a 0.6 percent increase in circulation. Overall, senior publications showed a 2.3 percent loss in circulation during the third quarter of 2009. Circulation gains were reported by 33 percent of the publications in this category.
  - **Shoppers** – *American Classifieds*, in Las Cruces, N.M., reported the largest circulation gain in this category with a 32.9 percent increase in circulation. Overall, shopper publications showed a 0.1 percent loss in circulation during the third quarter of 2009. Circulation gains were reported by 60 percent of the publications in this category.

*\*Figures in this article are based on like comparisons between the second quarter of 2009 and the third quarter of 2009. Figures in this release are based on nationwide edition reporting with an overall circulation of 32,468,718.*

#### **About Circulation Verification Council**

Circulation Verification Council (CVC) is an independent, third-party reporting audit company. CVC audits more than 3,600 editions nationwide with a combined circulation of more than 57 million. Our audits cover printing, distribution, circulation and readership studies to give an accurate picture of a publication's reach and market penetration. Using the most thorough methodology and most experienced staff in the audit industry, CVC has built a reputation as a true resource for the publishing industry. For more information about CVC, visit [www.cvcaudit.com](http://www.cvcaudit.com) or call 1-800-262-6392.

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