

2017 REGIONAL: MARKETING AREAS

62 Top Markets

CIRCULATION

NEW ENGLAND

Maine	37,900
New Hampshire	37,600
Vermont	17,000
Massachusetts	160,100
Rhode Island	24,800
Connecticut	87,700
TOTAL	365,100

MID ATLANTIC

New York State	368,700
New Jersey	182,900
Pennsylvania	346,800
Delaware	26,400
Maryland	88,200
District of Columbia (+S.C. 206-209,220-227)	126,100
TOTAL	1,139,100

EAST NORTH CENTRAL

Ohio (+S.C. 410,470)	350,100
Indiana (-S.C. 463,464,470,471)	145,100
Illinois (+S.C. 463,464, -S.C. 612,620,622)	306,600
Michigan (-S.C. 498,499)	268,800
Wisconsin (-S.C. 540,+498,499)	178,600
TOTAL	1,249,200

WEST NORTH CENTRAL

Minnesota (+S.C. 540)	162,700
Iowa (+S.C. 612,-515,516)	100,500
Missouri (+S.C. 620,622;-640,641,644-647,653)	148,900
North Dakota/South Dakota	47,900
Nebraska (+S.C. 515,516)	59,900
Kansas (+S.C. 640,641,644-647,653)	123,900
TOTAL	643,800

SOUTH ATLANTIC

Virginia/West Virginia (-S.C. 220-227)	195,000
North Carolina	282,600
South Carolina	122,500
Georgia	235,300
Florida	433,300
TOTAL	1,268,700

EAST SOUTH CENTRAL

Kentucky (+S.C. 471, -S.C. 410)	117,200
Tennessee (+S.C. 386,723,724)	212,900
Alabama	137,600
Mississippi (-S.C. 386)	63,000
TOTAL	530,700

WEST SOUTH CENTRAL

Arkansas (-S.C. 723,724)	73,200
Louisiana	97,200
Oklahoma	97,200
Texas	509,200
TOTAL	776,800

MOUNTAIN

Montana/Wyoming	43,500
Idaho	35,800
Colorado	121,600
New Mexico	40,600
Arizona	124,500
Utah	59,400
Nevada	53,300
TOTAL	478,700

PACIFIC

Alaska	12,200
Washington (-S.C. 986)	158,800
Oregon (+S.C. 986)	111,800
California	650,300
N. California	382,300
S. California	268,000
Hawaii	19,800
TOTAL	952,900

U.S.. TOTAL 7,405,000**

*S.C. - Sectional centers as defined by the U.S. postal service. **U.S. total does not include Canada, foreign circulation, or digital.