

# 2018 REGIONAL: MARKETING AREAS

## 62 Top Markets

### CIRCULATION

#### NEW ENGLAND

Maine	35,700
New Hampshire	34,100
Vermont	15,800
Massachusetts	145,300
Rhode Island	82,100
Connecticut	82,100
<b>TOTAL</b>	<b>336,600</b>

#### MID ATLANTIC

New York State	326,000
New Jersey	172,200
Pennsylvania	323,500
Delaware	24,800
Maryland	85,200
District of Columbia (+S.C. 206-209,220-227)	116,000
<b>TOTAL</b>	<b>1,047,700</b>

#### EAST NORTH CENTRAL

Ohio (+S.C. 410,470)	322,100
Indiana (-S.C. 463,464,470,471)	138,400
Illinois (+S.C. 463,464, -S.C. 612,620,622)	291,600
Michigan (-S.C. 498,499)	260,800
Wisconsin (-S.C. 540,+498,499)	161,200
<b>TOTAL</b>	<b>1,174,100</b>

#### WEST NORTH CENTRAL

Minnesota (+S.C. 540)	133,100
Iowa (+S.C. 612,-515,516)	87,900
Missouri (+S.C. 620,622;-640,641,644-647,653)	135,200
North Dakota/South Dakota	42,900
Nebraska (+S.C. 515,516)	56,300
Kansas (+S.C. 640,641,644-647,653)	110,100
<b>TOTAL</b>	<b>565,500</b>

#### SOUTH ATLANTIC

Virginia/West Virginia (-S.C. 220-227)	185,700
North Carolina	274,100
South Carolina	120,700
Georgia	227,800
Florida	395,600
<b>TOTAL</b>	<b>1,204,900</b>

#### EAST SOUTH CENTRAL

Kentucky (+S.C. 471, -S.C. 410)	111,800
Tennessee (+S.C. 386,723,724)	206,000
Alabama	133,700
Mississippi (-S.C. 386)	61,600
<b>TOTAL</b>	<b>513,100</b>

#### WEST SOUTH CENTRAL

Arkansas (-S.C. 723,724)	69,600
Louisiana	94,500
Oklahoma	92,900
Texas	491,000
<b>TOTAL</b>	<b>748,000</b>

#### MOUNTAIN

Montana/Wyoming	40,000
Idaho	33,100
Colorado	104,200
New Mexico	38,500
Arizona	116,400
Utah	53,300
Nevada	48,900
<b>TOTAL</b>	<b>434,400</b>

#### PACIFIC

Alaska	10,900
Washington (-S.C. 986)	142,100
Oregon (+S.C. 986)	100,800
California	617,100
N. California	365,000
S. California	252,100
Hawaii	18,400
<b>TOTAL</b>	<b>889,300</b>

#### U.S.. TOTAL

**6,913,600\*\***

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