



2014

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

No one knows the media like BurrellesLuce. 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, market share, or DMA. 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/topmedia2014.

U.S. Daily Newspapers

Rank	Newspaper	Daily	Sunday	Rank	Newspaper	Daily	Sunday
1	USA Today	2,876,586 ▲	N/A	51	The Columbus (OH) Dispatch	131,276 ▼	246,944 ▼
2	The Wall Street Journal	2,273,767 ▼	N/A	52	Austin American-Statesman	130,457 ▲	192,839 ▲
3	The New York Times	1,897,890 ▲	2,391,986 ▲	53	San Antonio Express-News	130,019 ▼	343,853 ▼
4	Los Angeles Times	671,797 ▲	963,751 ▲	54	The Miami Herald	129,907 ▼	191,323 ▼
5	New York Post	576,711 ▲	525,794 ▲	55	Charlotte Observer	128,344 ▼	182,111 ▼
6	San Jose Mercury News	546,282 -	700,437 -	56	Omaha World-Herald	125,470 ▼	157,375 ▼
7	Daily News (New York, NY)	467,110 ▼	587,063 ▼	57	The Courier-Journal (Louisville, KY)	124,828 ▼	225,047 ▲
8	Chicago Tribune	453,567 ▲	807,189 ▲	58	The Virginian-Pilot (Hampton Roads, VA)	124,381 ▼	153,787 ▼
9	Newsday (Long Island, NY)	437,457 ▲	496,498 ▲	59	The Hartford Courant	124,074 ▼	184,445 ▼
10	The Washington Post	431,521 ▼	800,643 ▼	60	The Press-Enterprise (Riverside, CA)	124,051 ▼	146,129 ▼
11	Chicago Sun-Times	419,364 ▼	381,471 ▼	61	La Opinión	118,483 ▲	36,616 ▼
12	The Dallas Morning News	411,929 ▲	703,915 ▲	62	The Cincinnati Enquirer	117,754 ▼	235,515 ▼
13	The Denver Post	403,039 ▼	618,571 ▼	63	News & Observer (Raleigh, NC)	115,017 ▼	168,289 ▼
14	Daily News (Los Angeles, CA)	389,626 ▲	510,873 ▲	64	The Oklahoman (Oklahoma City, OK)	112,225 ▼	160,910 ▼
15	The Orange County (CA) Register	362,242 ▲	356,785 ▼	65	The Detroit News	108,377 ▼	N/A
16	Houston Chronicle	356,347 ▼	961,387 ▼	66	The Providence Journal	106,605 ▼	105,810 ▼
17	The Philadelphia Inquirer	310,002 ▲	465,835 ▼	67	Deseret News (Salt Lake City, UT)	106,424 ▲	183,251 ▲
18	Star Tribune (Minneapolis-St. Paul, MN)	300,495 ▼	582,956 ▲	68	Baton Rouge Advocate	103,990 -	122,453 -
19	Tampa Bay Times (St. Petersburg)	299,985 ▼	355,853 ▼	69	Richmond Times-Dispatch	99,373 ▼	146,063 ▼
20	The Star-Ledger (Newark, NJ)	285,249 ▼	369,723 ▼	70	Democrat and Chronicle (Rochester, NY)	96,957 ▼	151,905 ▲
21	Honolulu Star-Advertiser	265,099 ▼	202,487 ▼	71	The Fresno Bee	96,287 ▼	146,326 ▼
22	The Boston Globe	253,373 ▲	384,931 ▲	72	The Blade (Toledo, OH)	95,939 ▲	127,393 ▲
23	The Atlanta Journal-Constitution	249,390 ▲	667,155 ▲	73	Dayton Daily News	95,282 ▲	163,023 ▲
24	The Arizona Republic (Phoenix, AZ)	245,133 ▼	474,375 ▼	74	The Tennessean (Nashville, TN)	94,263 ▼	128,491 ▼
25	The Seattle Times	241,320 ▲	363,078 ▲	75	Tulsa World	91,810 ▼	126,347 ▼
26	Las Vegas Review-Journal	233,326 ▼	180,949 ▼	76	Daily Herald (Arlington Heights, IL)	91,745 ▼	100,313 ▼
27	The Oregonian (Portland, OR)	225,868 ▼	284,806 ▼	77	Asbury Park Press	89,888 ▼	133,030 ▼
28	The San Diego Union-Tribune	222,541 ▼	381,303 ▼	78	The Des Moines Register	89,684 ▼	187,004 ▼
29	The Plain Dealer (Cleveland, OH)	213,870 ▼	427,662 ▼	79	The Commercial Appeal (Memphis, TN)	89,654 ▼	124,128 ▼
30	San Francisco Chronicle	212,179 ▼	431,203 ▲	80	Boston Herald	88,052 ▼	71,918 ▼
31	Pittsburgh Tribune-Review	199,182 ▼	222,252 ▲	81	The Palm Beach Post	87,699 ▼	110,569 ▼
32	Pioneer Press (St. Paul, MN)	197,727 ▼	282,716 ▼	82	Northwest Indiana Times	86,549 ▲	91,102 ▼
33	Detroit Free Press	196,955 ▼	801,663 ▲	83	Albuquerque Journal	82,416 ▼	102,148 ▼
34	Milwaukee-Wisconsin Journal Sentinel	194,321 ▼	318,711 ▼	84	The Florida Times-Union (Jacksonville, FL)	82,340 ▼	128,376 ▼
35	The Sacramento Bee	190,204 ▼	308,166 ▲	85	Wisconsin State Journal (Madison, WI)	81,103 ▼	107,288 ▼
36	The Tampa Tribune	181,589 ▼	255,704 ▼	86	Greater Philadelphia Newspaper Group	80,095 ▼	107,294 ▼
37	Star-Telegram (Fort Worth, TX)	172,233 ▼	291,614 ▲	87	Arizona Daily Star (Tucson, AZ)	77,547 ▼	123,162 ▼
38	Kansas City Star	169,936 ▼	254,111 ▼	88	The Post and Courier (Charleston, SC)	77,433 ▼	86,259 ▼
39	El Nuevo Dia (San Juan, PR)	168,274 -	199,945 -	89	The News Journal (New Castle County, DE)	76,185 ▼	107,276 ▼
40	St. Louis Post-Dispatch	161,343 ▼	461,259 -	90	The Akron Beacon Journal	75,622 ▼	107,545 ▼
41	The Salt Lake Tribune	161,108 ▲	192,090 ▲	91	Intelligencer Journal/Lancaster (PA) New Era	74,625 ▼	N/A
42	Investor's Business Daily (Los Angeles, CA)	156,119 ▼	N/A	92	Telegram and Gazette (Worcester, MA)	73,968 ▼	77,544 ▼
43	The Baltimore Sun	155,352 ▼	275,782 ▼	93	Lexington (KY) Herald Leader	73,276 ▼	96,733 ▼
44	Pittsburgh Post-Gazette	153,078 ▼	279,765 ▼	94	El Paso Times	72,517 -	135,013 -
45	Orlando Sentinel	152,923 ▼	259,791 ▼	95	Knoxville News Sentinel	72,350 ▼	100,175 ▼
46	Sun-Sentinel (Ft. Lauderdale, FL)	151,413 ▼	206,175 ▼	96	The Morning Call (Allentown, PA)	70,866 ▼	114,723 ▼
47	The Record (Hackensack, NJ)	148,087 ▼	182,466 ▲	97	Rockford Register Times (Rockford, IL)	69,253 -	68,720 -
48	The Indianapolis Star	147,342 ▼	279,915 ▼	98	New Haven Register (New Haven, CT)	68,148 -	78,336 -
49	Arkansas Democrat-Gazette (Little Rock, AR)	146,292 ▼	213,881 ▼	99	The News Tribune (Tacoma, WA)	67,135 ▼	117,278 ▲
50	The Buffalo News	142,509 ▼	212,757 ▼	100	Times Free Press (Chattanooga, TN)	66,473 ▼	85,707 ▲

Source: Alliance for Audited Media (formerly Audit Bureau of Circulations) Snapshot Report for six-month period ending 9/30/13

▲ an increase in circulation for the period 03/31/13 - 9/30/13

▼ a decrease in circulation for the period 03/31/13 - 9/30/13

- did not appear on list of Top U.S. Daily Newspapers 03/31/13

2014 Top Media Outlets

English-Language Blogs

Rank	Blog	Blog Address	Technorati Authority Figures on 02/26/14
1	The Huffington Post	huffingtonpost.com	956 ▲
2	BuzzFeed	buzzfeed.com	913 ▲
3	The Verge	theverge.com	898 ▲
4	Mashable	mashable.com	889 ▲
5	Business Insider	businessinsider.com	887 ▲
6	Gawker	gawker.com	867 ▲
7	Deadspin	deadspin.com	859 ▲
8	TechCrunch	techcrunch.com	856 ▲
9	Gizmodo	gizmodo.com	850 ▲
10	Ars Technica	arstechnica.com	848 ▲
11	TMZ	tmz.com	844 ▲
12	Mediaite	mediaite.com	842 ▲
13	Bleacher Report	bleacherreport.com	842 ▲
14	SB Nation	sbnation.com	837 ▲
15	The Blaze	theblaze.com	835 ▲
16	Deadline	deadline.com	828 ▲
17	Jezebel	jezebel.com	825 ▲
18	ZeroHedge	zerohedge.com	824 ▲
19	GigaOM	gigaom.com	823 ▲
20	CNN Political Ticker	politicalticker.blogs.cnn.com	821 ▲
21	Think Progress	thinkprogress.org	818 –
22	Hot Air	hotair.com	805 ▲
23	Laughing Squid	laughingsquid.com	805 ▲
24	Bits	bits.blogs.nytimes.com	799 –
25	Venture Beat	venturebeat.com	796 –

Source: Technorati Authority for the Top 100 Blogs on 02/26/14
 ▲ an increase in authority for 02/26/14 compared with 06/17/13
 ▼ a decrease in authority for 02/26/14 compared with 06/17/13
 * no change in authority for 02/26/14 compared with 06/17/13
 – did not appear on list of Top English-Language Blogs 06/17/13



U.S. Consumer Magazines

Rank	Magazine	Total Paid & Verified Circulation
1	AARP The Magazine	21,931,184 ▼
2	AARP Bulletin	21,701,445 ▼
3	Game Informer	7,829,179 ▼
4	Better Homes and Gardens	7,624,505 ▲
5	Reader's Digest	5,241,484 ▼
6	Good Housekeeping	4,396,795 ▲
7	Family Circle	4,014,881 ▼
8	National Geographic	4,001,937 ▼
9	People	3,542,185 ▼
10	Woman's Day	3,394,754 ▲
11	Time	3,301,056 ▲
12	Ladies' Home Journal	3,229,809 ▼
13	Taste of Home	3,207,340 ▼
14	Sports Illustrated	3,065,507 ▼
15	Cosmopolitan	3,017,987 ▼
16	Prevention	2,884,542 ▼
17	Southern Living	2,824,751 ▼
18	O, The Oprah Magazine	2,417,589 ▼
19	Glamour	2,300,854 ▼
20	Parenting	2,245,062 ▲
21	American Legion Magazine	2,232,287 ▼
22	Redbook	2,229,809 ▲
23	FamilyFun Magazine	2,130,223 –
24	ESPN The Magazine	2,128,345 –
25	Smithsonian	2,121,281 –

Source: Alliance for Audited Media (formerly Audit Bureau of Circulations) figures for six-month period ending 06/30/13
 ▲ an increase in circulation for the period 12/31/12 - 06/30/13
 ▼ a decrease in circulation for the period 12/31/12 - 06/30/13
 – did not appear on list of U.S. Consumer Magazines 12/31/12

2014 Top Media Outlets

Entertainment Blogs

Rank	Blog	Blog Address	Technorati Authority Figures on 02/26/14
1	Deadline	deadline.com	937 ▲
2	The Huffington Post	huffingtonpost.com	881 ▲
3	PlayStation.blog	blog.us.playstation.com	873 ▲
4	BuzzFeed	buzzfeed.com	871 ▲
5	HollywoodLife	hollywoodlife.com	867 ▼
6	Eurogamer	eurogamer.net	838 ▼
7	Bleeding Cool	bleedingcool.com	825 ▼
8	Comic Book Movie	comicbookmovie.com	814 ▼
9	Consequence of Sound	consequenceofsound.net	810 ▲
10	The Verge	theverge.com	800 *
11	Gossip Cop	gossipcop.com	796 ▼
12	Screen Rant	screenrant.com	782 -
13	Idolator	idolator.com	782 ▲
14	Mashable!	mashable.com	780 ▼
15	Matt Cutts Blog	mattcutts.com/blog	777 -
16	Celebitchy	celebitchy.com	768 ▼
17	Book Riot	bookriot.com	767 -
18	MediaBistro	medisbistro.com	759 -
19	Videogamer	videogamer.com	759 -
20	Dlisted	dlisted.com	759 -
21	The Nerdist	nerdist.com	756 -
22	Rap-Up	rap-up.com	748 ▼
23	Jezebel	jezebel.com	745 -
24	Open Culture	openculture.com	742 ▼
25	Refinery29	refinery29.com	739 -

Source: Technorati Authority for "Entertainment" blogs on 02/26/14

▲ an increase in authority for 02/26/14 compared with 06/18/13

▼ a decrease in authority for 02/26/14 compared with 06/18/13

* no change in authority for 02/26/14 compared with 06/18/13

- did not appear on list of Top Entertainment Blogs 06/18/13



U.S. Daily Newspapers Online

Popularity	Website	Address	Popularity	Website	Address
1 *	The New York Times	nytimes.com	26 *	Newsday (Long Island, NY)	newsday.com
2 *	The Wall Street Journal	online.wsj.com	27 ▲	Deseret News (Salt Lake City, UT)	deseretnews.com
3 *	USA Today	usatoday.com	28 ▼	The Seattle Post-Intelligencer	seattlepi.com
4 *	The Washington Post	washingtonpost.com	29 ▲	Orlando Sentinel	orlandosentinel.com
5 *	Los Angeles Times	latimes.com	30 ▼	The Examiner (Washington, D.C.)	washingtonexaminer.com
6 ▲	Houston Chronicle	chron.com	31 ▲	The Sacramento Bee	sacbee.com
7 *	San Francisco Chronicle	sfgate.com	32 ▲	Salt Lake Tribune	sltrib.com
8 ▼	New York Post	nypost.com	33 ▼	Chicago Sun-Times	suntimes.com
9 *	Chicago Tribune	chicagotribune.com	34 ▼	Milwaukee-Wisconsin Journal Sentinel	jsonline.com
10 ▲	The Star-Ledger (Newark, NJ)	nj.com	35 ▼	The Tampa Bay Times	tampabay.com
11 ▲	Washington Times	washingtontimes.com	36 ▲	Kansas City Star	kansascity.com
12 ▼	Christian Science Monitor	csmonitor.com	37 ▼	Boston Herald	bostonherald.com
13 ▼	The Philadelphia Inquirer	philly.com	38 ▼	Orange County Register	ocregister.com
14 ▲	The Atlanta Journal-Constitution	ajc.com	39 ▼	The Detroit News	detnews.com
15 ▲	The Denver Post	denverpost.com	40 ▲	The Indianapolis Star	indystar.com
16 ▼	The Seattle Times	nwsourc.com	41 ▼	The Oklahoman Online	newsok.com
17 ▼	The Arizona Republic	azcentral.com	42 ▼	The Palm Beach Post	palmbeachpost.com
18 ▲	San Jose Mercury News	mercurynews.com	43 ▼	Times Union (Albany, NY)	timesunion.com
19 ▲	Star Tribune (Minneapolis-St. Paul, MN)	startribune.com	44 ▼	San Antonio Express-News	mysanantonio.com
20 ▲	Sun-Sentinel (Ft. Lauderdale, FL)	sun-sentinel.com	45 *	News & Observer (Raleigh, NC)	newsobserver.com
21 ▲	The Dallas Morning News	dallasnews.com	46 ▲	Las Vegas Sun	lasvegassun.com
22 ▼	Detroit Free Press	freep.com	47 ▼	The Hartford Courant	courant.com
23 ▲	The Baltimore Sun	baltimoresun.com	48 -	New York Observer	observer.com
24 ▼	St. Louis Post Dispatch	stltoday.com	49 -	The Tennessean	tennessean.com
25 ▼	The Miami Herald	miamiherald.com	50 ▼	Honolulu Star-Advertiser	staradvertiser.com

Source: Alexa Top Sites by News Category (filtered by Newspaper) accessed 02/26/14

▲ an increase for 02/26/14 compared with 06/18/13

▼ a decrease for the 02/26/14 compared with 06/18/13

* stayed the same for 02/26/14 compared with 06/18/13

- did not appear on list of Alexa Top Sites by News Category 06/18/13

2014 Top Media Outlets

U.S. Websites

U.S. Rank	Global Rank	Website	Web Address	Percentage of U.S. Visitors on 02/26/14
1	* 1 ▲	Google	google.com	30.3
2	* 2 ▼	Facebook	facebook.com	22.1
3	* 3 *	YouTube	youtube.com	19.6
4	* 4 *	Yahoo!	yahoo.com	31.1
5	* 10 ▲	Amazon	amazon.com	61.2
6	▲ 6 *	Wikipedia	wikipedia.org	21.3
7	▲ 13 ▼	LinkedIn	linkedin.com	35.0
8	▼ 25 ▲	Ebay	ebay.com	56.8
9	▲ 11 ▼	Twitter	twitter.com	28.9
10	▼ 23 ▲	Bing	bing.com	44.7
11	▼ 50 ▲	Craig's List	craigslist.org	91.2
12	▲ 29 ▼	Pinterest	pinterest.com	45.9
13	* 16 ▲	Blogspot	blogspot.com	27.2
14	▼ 9 ▲	Windows Live	live.com	16.4
15	▲ 60 ▼	Go	go.com	76.2
16	▲ 63 ▼	CNN Interactive	cnn.com	65.5
17	▲ 35 ▲	Tumblr	tumblr.com	33.2
18	▲ 41 ▼	PayPal	paypal.com	39.2
19	- 19 -	Wordpress	wordpress.com	22.0
20	▲ 105 ▼	The Weather Channel	weather.com	87.6
21	- 38 -	Instagram	instagram.com	33.8
22	- 56 -	Imgur	imgur.com	42.5
23	▼ 81 ▼	The Huffington Post	huffingtonpost.com	67.3
24	- 33 -	ESPN	espn.go.com	77.4
25	▼ 116 ▼	Netflix	netflix.com	68.4

Source: Alexa Top Sites in the United States on 02/26/14

- ▲ an increase for 02/26/14 compared with 06/03/13
- ▼ a decrease for 02/26/14 compared with 06/03/13
- * stayed the same for 02/26/14 compared with 06/03/13
- did not appear on Alexa Top Sites in the United States 06/03/13



Social Networks

Rank Site	Site Address	Visits Share
1	Facebook	facebook.com 59.09 ▲
2	YouTube	youtube.com 23.78 ▼
3	Twitter	twitter.com 2.22 ▲
4	Google+	plus.google.com 1.56 ▲
5	Yahoo! Answers	answers.yahoo.com 1.08 ▲
6	Pinterest	pinterest 0.94 ▼
7	LinkedIn	linkedin.com 0.86 ▼
8	Tumblr	tumblr.com 0.54 ▲
9	Instagram	instagram.com 0.54 -
10	Reddit	reddit.com 0.43 ▼

Source: Experian Hitwise ranking for the week ending 02/22/14
 Note: Hitwise ranks only the Top 10 Social Networking Websites.

- ▲ an increase in visits share for the week ending 02/22/14 compared with the week ending 06/15/13
- ▼ a decrease in visits share for the week ending 02/22/14 compared with the week ending 06/15/13
- did not appear on list of Top 10 Social Media Networks 06/15/13

2014 Top Media Outlets

U.S. Radio Markets

Rank	Market	Metro 12+ Population
1	New York, NY	16,033,100
2	Los Angeles, CA	11,179,600
3	Chicago, IL	7,910,200
4	San Francisco, CA	6,377,900
5	Dallas-Ft. Worth, TX	5,559,300
6	Houston-Galveston, TX	5,253,500
7	Washington, DC	4,720,300
8	Philadelphia, PA	4,547,300
9	Atlanta, GA	4,487,600
10	Boston, MA	4,145,900
11	Miami-Ft. Lauderdale-Hollywood, FL	3,858,000
12	Detroit, MI	3,790,400
13	Seattle-Tacoma, WA	3,585,700
14	Phoenix, AZ	3,347,700
15	Puerto Rico	3,128,300
16	Minneapolis-St. Paul, MN	2,827,200
17	San Diego, CA	2,729,200
18	Tampa-St. Petersburg-Clearwater, FL	2,501,200
19	Denver-Boulder, CO	2,486,500
20	Nassau-Suffolk (Long Island), NY	2,454,700
21	Baltimore, MD	2,373,000
22	St. Louis, MO	2,318,800
23	Portland, OR	2,182,400
24	Charlotte-Gastonia-Rock Hill, NC	2,108,900
25	Pittsburgh, PA	2,008,400

Source: Arbitron Radio Market Rankings: Fall 2013 Report issued 9/13/13.



U.S. Television Markets

Rank	Market	DMA 12+ Population
1	New York	18,181,300
2	Los Angeles	15,228,300
3	Chicago	8,183,300
4	Philadelphia	6,907,400
5	Dallas-Ft. Worth	6,146,700
6	San Francisco-Oakland-San Jose	6,276,600
7	Boston (Manchester)	5,608,100
8	Washington, DC (Hagerstown)	5,704,300
9	Atlanta	5,539,500
10	Houston	5,491,300
11	Detroit	4,135,000
12	Phoenix (Prescott)	4,359,900
13	Seattle-Tacoma	4,271,300
14	Tampa-St. Petersburg (Sarasota)	3,919,800
15	Minneapolis-St. Paul	3,897,900
16	Miami-Ft. Lauderdale	3,925,500
17	Denver	3,568,300
18	Orlando-Daytona Beach-Melbourne	3,362,600
19	Cleveland-Akron (Canton)	3,274,300
20	Sacramento-Stockton-Modesto	3,483,000
21	St. Louis	2,714,800
22	Portland, OR	2,747,800
23	Pittsburgh	2,491,700
24	Raleigh-Durham (Fayetteville)	2,567,500
25	Charlotte	2,588,100

Rank	Market	DMA 12+ Population
26	Indianapolis	2,487,800
27	Baltimore	2,538,100
28	San Diego	2,729,200
29	Nashville	2,313,300
30	Hartford & New Haven	2,299,600
31	Kansas City	2,066,300
32	Columbus, OH	2,072,500
33	Salt Lake City	2,459,600
34	Milwaukee	1,965,500
35	Cincinnati	1,966,700
36	San Antonio	2,166,000
37	Greenville-Spartanburg-Asheville-Anderson	1,911,100
38	West Palm Beach-Ft. Pierce	1,742,500
39	Grand Rapids-Kalamazoo-Battle Creek	1,687,300
40	Austin	1,711,300
41	Oklahoma City	1,575,000
42	Las Vegas	1,743,100
43	Harrisburg-Lancaster-Lebanon-York	1,694,200
44	Birmingham (Anniston and Tuscaloosa)	1,605,500
45	Norfolk-Portsmouth-Newport News	1,647,700
46	Greensboro-High Point-Winston Salem	1,511,800
47	Albuquerque-Santa Fe	1,610,100
48	Jacksonville	1,527,100
49	Louisville	1,467,200
50	Memphis	1,522,900

Source: Arbitron Television DMA Markets: Fall 2013 Market Populations & Rankings issued 9/13/13.