

PAID CIRCULATION: THEN AND NOW

20 of 1990's top 25 papers have seen circulation fall

1990 RANK		PAID CIRCULATION	% CHANGE
1	WALL STREET JOURNAL	1990: 1,857,131 2008: 2,011,999	↑ 8.34
2	USA TODAY	1990: 1,427,604 2008: 2,293,310	↑ 60.64
3	LOS ANGELES TIMES	1990: 1,196,323 2008: 739,147	↓ 38.22
4	NEW YORK TIMES	1990: 1,108,447 2008: 1,000,665	↓ 9.72
5	NEW YORK DAILY NEWS	1990: 1,097,693 2008: 632,595	↓ 42.37
6	WASHINGTON POST	1990: 780,582 2008: 622,714	↓ 20.22
7	CHICAGO TRIBUNE	1990: 721,067 2008: 516,032	↓ 28.43
8	NEWSDAY (LONG ISLAND, N.Y.)	1990: 714,128 2008: 377,517	↓ 47.14
9	DETROIT FREE PRESS	1990: 636,182 2008: 298,243	↓ 53.12
10	SAN FRANCISCO CHRONICLE	1990: 562,887 2008: 339,430	↓ 39.7
11	CHICAGO SUN-TIMES	1990: 527,238 2008: 313,176	↓ 40.6
12	BOSTON GLOBE	1990: 521,354 2008: 323,983	↓ 37.86
13	NEW YORK POST	1990: 510,219 2008: 625,421	↑ 22.58
14	DETROIT NEWS	1990: 500,980 2008: 178,280	↓ 64.4
15	NEWARK STAR-LEDGER	1990: 476,257 2008: 316,280	↓ 33.59
16	HOUSTON CHRONICLE	1990: 442,044 2008: 448,271	↑ 1.41
17	CLEVELAND PLAIN DEALER	1990: 428,012 2008: 305,529	↓ 28.62
18	MIAMI HERALD	1990: 414,646 2008: 210,884	↓ 49.14
19	MINNEAPOLIS STAR-TRIBUNE	1990: 407,441 2008: 322,360	↓ 20.88
20	DALLAS MORNING NEWS	1990: 397,555 2008: 338,933	↓ 14.75
21	ST. LOUIS POST-DISPATCH	1990: 382,381 2008: 240,794	↓ 37.03
22	BOSTON HERALD	1990: 358,925 2008: 167,506	↓ 53.33
23	ORANGE COUNTY REGISTER	1990: 353,637 2008: 236,270	↓ 33.19
24	ROCKY MOUNTAIN NEWS	1990: 351,996 2008: 210,282	↓ 40.26
25	ARIZONA REPUBLIC	1990: 330,706 2008: 361,333	↑ 9.26