

# 2020 REGIONAL: MARKETING AREAS

## 62 Top Markets

### CIRCULATION

#### NEW ENGLAND

Maine	34,200
New Hampshire	32,500
Vermont	14,700
Massachusetts	128,600
Rhode Island	23,800
Connecticut	86,600
<b>TOTAL</b>	<b>320,400</b>

#### MID ATLANTIC

New York State	283,700
New Jersey	157,800
Pennsylvania	300,900
Delaware	25,100
Maryland	82,000
D.C. (+S.C. 206-209, 220-227)	120,800
<b>TOTAL</b>	<b>970,300</b>

#### EAST NORTH CENTRAL

Ohio (+S.C. 410,470)	306,700
Indiana (-S.C. 463,464,470,471)	157,400
Illinois (+S.C. 463,464, -S.C. 612,620,622)	231,600
Michigan (-S.C. 498,499)	246,800
Wisconsin (-S.C. 540, +498, 499)	150,100
<b>TOTAL</b>	<b>1,092,600</b>

#### WEST NORTH CENTRAL

Minnesota (+S.C. 540)	127,500
Iowa (+S.C. 612, -515, 516)	79,600
Missouri (+S.C. 620,622;-640,641,644-647,653)	127,500
North Dakota/South Dakota	42,700
Nebraska (+S.C. 515,516)	54,700
Kansas (+S.C. 640,641,644-647,653)	107,300
<b>TOTAL</b>	<b>539,300</b>

#### SOUTH ATLANTIC

Virginia/West Virginia (-S.C.220-227)	180,800
North Carolina	274,300
South Carolina	126,800
Georgia	238,000
Florida	387,500
<b>TOTAL</b>	<b>1,207,400</b>

#### EAST SOUTH CENTRAL

Kentucky (+S.C. 471, -S.C. 410)	117,100
Tennessee (+S.C. 386,723,724)	221,200
Alabama	134,800
Mississippi (-S.C. 386)	65,200
<b>TOTAL</b>	<b>538,300</b>

#### WEST SOUTH CENTRAL

Arkansas (-S.C. 723,724)	70,600
Louisiana	100,300
Oklahoma	97,300
Texas	559,100
<b>TOTAL</b>	<b>827,300</b>

#### MOUNTAIN

Montana/Wyoming	39,300
Idaho	35,800
Colorado	59,000
New Mexico	41,700
Arizona	128,600
Utah	58,900
Nevada	54,200
<b>TOTAL</b>	<b>417,500</b>

#### PACIFIC

Alaska	11,500
Washington (-S.C. 986)	127,700
Oregon (+S.C. 986)	100,900
California	628,400
N. California	state buy
S. California	state buy
Hawaii	20,600
<b>TOTAL</b>	<b>889,100</b>

#### U.S. TOTAL

**6,802,200**

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

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