

Lee Enterprises, Inc. newspaper circulation comparison through September 2011

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Newspaper	2006	2007	2008	2009	2010	2011	circ. rank	2006-2010	rank	2008-2010	rank	2009-2010	rank	2010-2011	% loss rank	
	circ.	circ.	circ.	circ.	circ.	circ.		drop/(rise)		drop/(rise)		drop/(rise)		drop/(rise)		
St. Louis Post-Dispatch (MO)	276,588	265,111	240,796	213,472	207,145	191,631	1	25.11%	4	13.97%	13	2.96%	37	7.49%	11	
Arizona Daily Star (AZ)	104,731	100,910	94,055	93,770	90,604	89,874	2	13.49%	26	3.67%	47	3.38%	34	0.81%	42	
The Times (IN)	81,206	83,054	83,516	83,680	83,877	86,894	3	(3.29%)	53	(0.43%)	52	(0.24%)	49	(3.60%)	49	
Wisconsin State Journal (WI)	87,547	87,708	99,197	92,213	87,950	84,191	4	16.34%	20	11.34%	23	4.62%	30	4.27%	19	
North County Times (CA)	87,010	86,852	85,970	69,559	69,991	75,727	5	19.56%	12	18.59%	5	(0.62%)	50	(8.20%)	50	
Lincoln Journal Star (NE)	76,504	76,848	77,120	72,132	67,137	59,955	6	12.24%	31	12.94%	19	6.92%	13	10.70%	4	
Quad-City Times (IA)	50,420	49,990	50,820	50,373	47,166	45,360	7	6.45%	46	7.19%	41	6.37%	17	3.83%	23	
The Pantagraph (IL)	46,417	46,639	45,287	41,957	39,019	39,349	8	15.94%	21	13.84%	14	7.00%	11	(0.85%)	47	
The Courier (IA)	41,477	39,794	39,819	39,229	38,870	37,994	9	6.29%	48	2.38%	48	0.92%	46	2.25%	36	
Billings Gazette (MT)	45,969	45,054	43,860	40,989	38,660	37,310	10	15.90%	22	11.86%	21	5.68%	24	3.49%	26	
Sioux City Journal (IA)	40,626	40,638	39,517	36,164	35,639	33,837	11	12.28%	29	9.81%	30	1.45%	43	5.06%	17	
Herald & Review (IL)	32,874	32,609	31,457	30,263	28,453	28,018	12	13.45%	27	9.55%	31	5.98%	22	1.53%	38	
The Daily Herald (UT)	31,779	31,252	30,489	27,780	28,916	27,948	13	9.01%	39	5.16%	45	(4.09%)	53	3.35%	27	
The Post-Star (NY)	33,271	31,381	31,418	29,968	26,798	26,133	14	19.46%	13	14.70%	10	10.58%	4	2.48%	33	
Missoulian (MT)	29,116	29,161	28,313	27,584	26,206	25,966	15	9.99%	37	7.44%	39	5.00%	26	0.92%	41	
The Southern Illinoisan (IL)	26,810	25,869	26,256	27,241	25,981	25,845	16	3.09%	51	1.05%	50	4.63%	29	0.52%	43	
La Crosse Tribune (WI)	31,941	31,862	31,114	27,890	26,581	25,720	17	16.78%	19	14.57%	11	4.69%	28	3.24%	28	
The Journal Times (WI)	28,375	28,287	28,039	27,134	26,373	25,532	18	7.06%	45	5.94%	44	2.80%	38	3.19%	29	
The Bismarck Tribune (ND)	27,535	26,809	26,861	26,157	25,490	25,393	19	7.43%	43	5.10%	46	2.55%	39	0.38%	44	
Rapid City Journal (SD)	29,257	28,856	27,827	26,156	25,185	24,842	20	13.92%	25	9.49%	32	3.71%	32	1.36%	39	
Casper Star-Tribune (WY)	31,562	29,942	27,989	25,490	24,121	24,516	21	23.58%	5	13.82%	15	5.37%	25	(1.64%)	48	
The Daily News (WA)	21,530	21,905	20,634	19,709	20,152	22,695	22	6.40%	47	2.34%	49	(2.25%)	51	(12.62%)	51	
The Times-News (ID)	20,504	20,526	19,110	20,029	19,431	17,508	23	5.23%	50	(1.68%)	53	2.99%	36	9.90%	7	
Albany Democrat-Herald (OR)	17,094	17,027	16,638	16,068	14,999	14,399	24	12.26%	30	9.85%	29	6.65%	15	4.00%	21	
Globe Gazette (IA)	18,689	18,444	17,435	15,973	14,864	14,049	25	20.47%	10	14.75%	9	6.94%	12	5.48%	14	
Santa Maria Times (CA)	19,304	19,589	18,823	16,451	16,351	13,961	26	15.30%	24	13.13%	16	0.61%	47	14.62%	2	
Journal Gazette (IL)*	9,910	9,668	9,477	8,846	8,247	12,773	27	16.78%	18	12.98%	18	6.77%	14	3.96%	22	
Independent Record (MT)	14,439	14,513	14,252	13,616	13,292	12,740	28	7.94%	42	6.74%	43	2.38%	40	4.15%	20	
Napa Valley Register (CA)	16,937	16,532	15,236	14,130	13,992	12,710	29	17.39%	16	8.16%	35	0.98%	45	9.16%	8	
The Montana Standard (MT)	14,245	14,732	14,367	13,178	12,556	12,432	30	11.86%	33	12.61%	20	4.72%	27	0.99%	40	
The Sentinel (PA)	14,650	13,846	13,872	12,939	12,780	12,118	31	12.76%	28	7.87%	37	1.23%	44	5.18%	16	
The Times and Democrat (SC)	17,112	17,113	14,905	14,899	13,395	11,863	32	21.72%	9	10.13%	27	10.09%	5	11.44%	3	
The Garden Island (HI)	9,404	9,646	10,075	9,494	9,122	11,259	33	3.00%	52	9.46%	33	3.92%	31	(23.43%)	52	
Corvallis Gazette-Times (OR)	11,584	11,768	11,559	12,081	10,284	10,351	34	11.22%	34	11.03%	24	14.87%	2	(0.65%)	46	
Arizona Daily Sun (AZ)	11,319	11,127	11,292	10,720	10,392	10,000	35	8.19%	41	7.97%	36	3.06%	35	3.77%	24	
The World (OR)	12,388	12,294	11,502	10,948	10,260	9,697	36	17.18%	17	10.80%	25	6.28%	19	5.49%	13	
Winona Daily News (MN)	11,192	11,243	11,009	9,801	9,467	9,240	37	15.41%	23	14.01%	12	3.41%	33	2.40%	34	
The Citizen (NY)	11,648	10,894	10,594	9,821	8,903	8,659	38	23.57%	6	15.96%	8	9.35%	6	2.74%	31	
The Sentinel (CA)	13,759	13,323	11,799	10,434	9,575	8,556	39	30.41%	2	18.85%	4	8.23%	8	10.64%	5	
Daily Citizen (WI)	9,917	9,888	9,759	9,439	8,859	8,365	40	10.67%	35	9.22%	34	6.14%	21	5.58%	12	
Columbus Telegram (NE)	8,861	8,946	8,694	8,270	8,075	7,638	41	8.87%	40	7.12%	42	2.36%	41	5.41%	15	
Fremont Tribune (NE)	8,219	8,264	7,940	7,463	7,352	7,398	42	10.55%	36	7.41%	40	1.49%	42	(0.63%)	45	
The Ledger Independent (KY)	8,564	8,701	8,422	7,675	7,004	6,697	43	18.22%	15	16.84%	6	8.74%	7	4.38%	18	
Muscatine Journal (IA)	7,597	7,248	6,831	6,349	5,939	5,834	44	21.82%	8	13.06%	17	6.46%	16	1.77%	37	
Daily Journal (MO)	8,117	7,884	8,023	6,915	6,478	5,814	45	20.19%	11	19.26%	3	6.32%	18	10.25%	6	
Elko Daily Free Press (NV)	6,140	6,070	5,803	5,613	5,792	5,654	46	5.67%	49	0.19%	51	(3.19%)	52	2.38%	35	
The Chippewa Herald (WI)	6,882	6,775	6,310	5,936	5,589	5,388	47	18.79%	14	11.43%	22	5.85%	23	3.60%	25	
Beatrice Daily Sun (NE)	7,728	7,708	7,126	6,624	5,508	5,039	48	28.73%	3	22.71%	1	16.85%	1	8.51%	10	
Ravalli Republic (MT)	5,166	5,239	5,188	4,820	4,794	4,363	49	7.20%	44	7.59%	38	0.54%	48	8.99%	9	
Portage Daily Register (WI)	4,927	4,900	4,839	4,679	4,328	4,207	50	12.16%	32	10.56%	26	7.50%	10	2.80%	30	
Baraboo News Republic (WI)	4,234	4,303	4,251	4,074	3,821	3,719	51	9.75%	38	10.12%	28	6.21%	20	2.67%	32	
The Lompoc Record (CA)	6,604	5,641	5,331	4,793	4,136	2,492	52	37.37%	1	22.42%	2	13.71%	3	39.75%	1	
Times-Courier (IL)	6,603	6,166	6,026	5,495	5,052			23.49%	7	16.16%	7	8.06%	9			
Daily Chronicle	9,698	9,142	(Sold to Shaw Newspapers)													
South Idaho Press (ID)	3,728	3,807	(Merged with Times-News of Twin Falls)													
The Capital Times (WI)	17,581	16,565	(Merged w/Wisconsin State Journal)													

	2006	2007	2008	2009	2010	2011
Total Lee Avg. Daily Circulation	1,637,289	1,610,063	1,536,842	1,436,483	1,380,951	1,339,653

2006-2010 loss	2008-2010 loss	2009-2010 loss	2010-2011 loss
15.66%	10.14%	3.87%	2.99%