

FOR IMMEDIATE RELEASE  
CONTACT: Robert Jordan (713) 626-0333

International Demographics, Inc.  
10333 Richmond Avenue, Suite 200  
Houston, Texas 77042  
1-800-324-9921

## Alternative Weeklies Gain Millions Of New Readers via Websites

Houston – (8/22/06) – Twenty-five of the 90 alternative weeklies surveyed by The Media Audit have collectively added more than two million readers via their websites.

“These are not gross website visitor numbers, they represent the net gain from the websites,” says Bob Jordan, president of International Demographics, Inc. a 35-year-old market research firm which publishes The Media Audit.

As an example, Jordan cites the weekly New York Village Voice. “The website attracts 556,500 readers each month but after elimination of those who also read the print edition the publication’s *net gain* is 242,896.”

According to Jordan the alternative weeklies didn’t immediately embrace websites “but most eventually became aggressive and achieved some very impressive gains.”

### **Gains of 30,000 Plus**

Thirty-one of the 90 alternatives surveyed added more than 30,000 new readers through their websites. “It’s not just the big weeklies that have made the gains,” says Jordan, “a lot of the smaller publications (by readership) have achieved significant gains via the web.”

As an example, Jordan cites Columbus Alive, the alternative weekly in Columbus, Ohio. The 4-edition cume for Columbus Alive is 133,100 readers. Through their website they achieved a net gain of 55,627. “That’s a significant gain in reach for any publication,” says Jordan, “and an enormous number for a publication with 133,100 print product readers. Many of the smaller publications achieved the most significant gains.”

Only 26 of the 90 alternative weeklies covered in the survey failed to gain at least 10,000 new readers via their websites. And only 33 of the weeklies have fewer than 200,000 readers after adding the net gain from their websites.

The following list contains the 31 weeklies that achieved net readership gains via their websites of at least 30,000. The numbers listed are ***net additions to readership***.

New York Village Voice, 242,896; LA Weekly, 222,796; OC Weekly, 151,286; New York Long Island Press, 131,559; SF Weekly, 118,922; New York Press, 111,915; Chicago Reader, 102,130; San Francisco East Bay Express, 98,451; San Francisco Bay Guardian, 96,079; Dallas Observer, 77,300; Houston Press, 73,708;

Seattle Weekly, 62,843; Columbus Alive, 55,627; Detroit Metro Times, 52,211; Philadelphia Weekly, 51,915; Miami City Link, 51,042; Chicago New City, 49,062; Washington City Paper, 48,776; Columbus The Other Paper, 47,697; Minneapolis City Pages, 46,259;

Miami New Times, 45,090; San Antonio Current, 44,188; Salt Lake City Weekly, 43,142; Orlando Weekly, 43,055; Austin Chronicle, 41,795; Atlanta Creative Loafing, 36,186; Baltimore City Paper, 35,795; Greensboro Go Triad, 32,783; Philadelphia City Paper, 32,632; San Diego Reader, 31,200; San Diego City Beat, 30,397.

Note: If you would like to periodically receive news releases containing market survey data from The Media Audit, please contact us by email ([info@TheMediaAudit.com](mailto:info@TheMediaAudit.com)) and leave your name, title, company affiliation and email address.