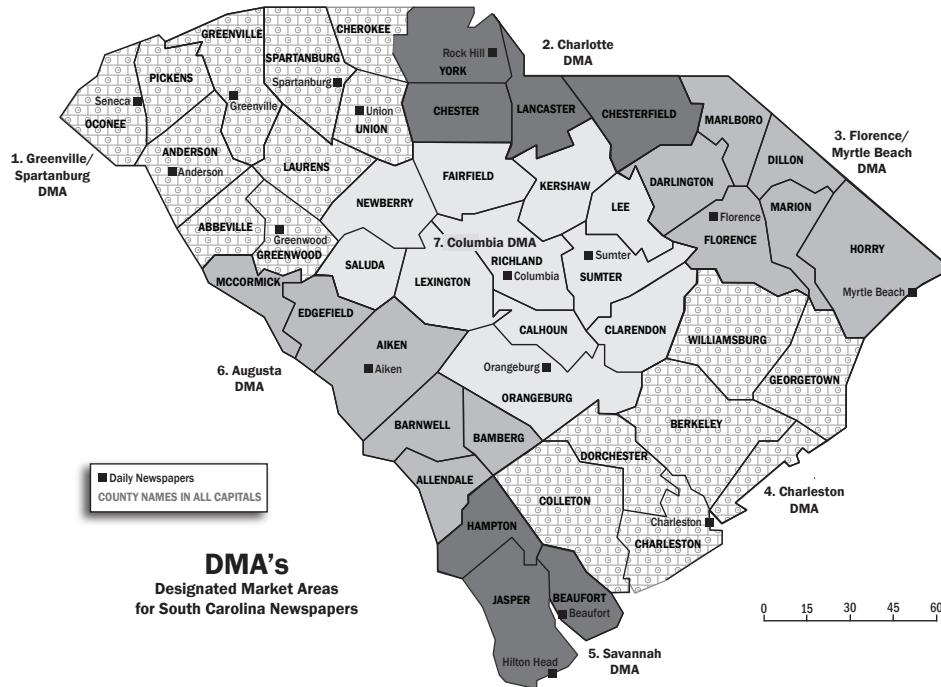


S.C. NEWSPAPERS BY DMA



DMA's
Designated Market Areas
for South Carolina Newspapers

1. Greenville/Spartanburg DMA

Newspaper	City	Circulation
The Greenville News	Greenville	45,370
Tribune-Times	Simpsonville	43,800
Greenville Journal	Greenville	32,033
Herald-Journal	Spartanburg	29,340
Independent Mail	Anderson	20,638
Index-Journal	Greenwood	11,741
The Journal	Seneca	8,662
The Greer Citizen	Greer	7,559
The Gaffney Ledger	Gaffney	6,736
Laurens County Advertiser	Laurens	6,257
Pickens County Courier	Pickens	6,100
The Press and Banner	Abbeville	4,510
Union County News	Union	3,729
The Cherokee Chronicle	Gaffney	3,237
The Journal	Williamston	3,169
The Clinton Chronicle	Clinton	2,958
News-Chronicle	Belton-Honea Path	2,583
The Union Daily Times	Union	2,486
The Observer	Ware Shoals	2,454
Keowee Courier	Walhalla	1,700
The News Leader	Landrum	1,680
The Westminster News	Westminster	1,650
The Travelers Rest Monitor	Travelers Rest	1,500
The Easley Progress	Easley	1,460
The Pickens Sentinel	Pickens	943
Powdersville Post	Powdersville	783

2. Charlotte, N.C. DMA

Newspaper	City	Circulation
Fort Mill Times	Fort Mill	24,724
The Herald	Rock Hill	18,296
Chesterfield County News & Shopper	Cheraw	13,463
The Link	Cheraw	10,512
Lake Wylie Pilot	Lake Wylie	9,740
The Lancaster News	Lancaster	9,420
Carolina Gateway	Lancaster	9,186
The News & Reporter	Chester	5,096
Pageland Progressive-Journal	Pageland	2,594
The Cheraw Chronicle & The Chesterfield Advertiser	Cheraw	2,468
Enquirer-Herald	York	1,538
The News-Era	Kershaw	1,273

3. Florence/Myrtle Beach DMA

Newspaper	City	Circulation
The Sun News	Myrtle Beach	31,867
Morning News	Florence	18,799
The News Journal	Florence	17,450
Hartsville News Journal	Hartsville	14,918
Carolina Forest Chronicle	Myrtle Beach	13,500
Marion County News Journal	Marion	11,378
The Dillon Herald	Dillon	7,412
North Myrtle Beach Times	N. Myrtle Beach	7,203
The Horry Independent	Conway	6,194
Myrtle Beach Herald	Myrtle Beach	5,556
Herald-Advocate	Bennettsville	4,985
News and Press	Darlington	4,230
The Community Times	Florence	2,981
The Hartsville Messenger	Hartsville	2,785
The Loris Scene	Loris	1,925
Marion Star & Mullins Enterprise	Marion	1,867
Lake City News & Post	Lake City	804

4. Charleston DMA

Newspaper	City	Circulation
The Post and Courier	Charleston	85,723
Charleston City Paper	Charleston	40,000
The Moultrie News	Mt. Pleasant	28,243
The Gazette	Goose Creek	19,500
Daniel Island News	Daniel Island	7,500
The Colletonian	Walterboro	6,450
Georgetown Times	Georgetown	6,173
The Chronicle	Charleston	6,000
The Press & Standard	Walterboro	4,839
Coastal Observer	Pawleys Island	4,648
The News	Kingstree	3,877
The Summerville Journal Scene	Summerville	3,445
The Dorchester Eagle-Record	St. George	3,063
The Berkeley Independent	Moncks Corner	2,949
The Weekly Observer	Hemingway	1,315

5. Savannah, Ga. DMA

Newspaper	City	Circulation
The Island Packet	Hilton Head	22,734
Bluffton Today	Bluffton	18,084
The Beaufort Gazette	Beaufort	8,592
The Island News	Beaufort	8,496
Hardeeville Today	Hardeeville	3,700
The Hampton County Guardian	Hampton	3,278
Jasper County Sun	Ridgeland	2,668

6. Augusta, Ga. DMA

Newspaper	City	Circulation
Aiken Standard	Aiken	12,832
The Aiken Leader	Wagener	10,011
The People-Sentinel	Barnwell	3,688
Advertiser Herald	Bamberg	2,573
The Edgefield Advertiser	Edgefield	2,548
The Star	North Augusta	2,454
McCormick Messenger	McCormick	2,180
The Allendale Sun	Allendale	850

7. Columbia DMA

Newspaper	City	Circulation
The State	Columbia	57,163
Free Times	Columbia	30,288
Carolina Panorama	Columbia	15,000
The Fort Jackson Leader	Columbia	13,500
The Sumter Item	Sumter	13,463
The Times and Democrat	Orangeburg	11,416
The Columbia Star	Columbia	11,151
The Country Chronicle	Blythewood	8,000
West Wateree Chronicle	Elgin/Lugoff	7,000
The Shaw News	Sumter	6,000
Voice of Blythewood & Fairfield County	Blythewood	5,350
Chronicle-Independent	Camden	4,762
Saluda Standard-Sentinel	Saluda	4,182
The Newberry Observer	Newberry	4,096
Lexington County Chronicle & The Dispatch News	Lexington	3,579
The Twin-City News	Batesburg-Leesville	2,859
The Manning Times	Manning	2,143
Lee County Observer	Bishopville	1,538
The Chapin Times	Chapin	1,528
The Calhoun Times	St. Matthews	1,522
The Holly Hill Observer	Holly Hill	1,161
The Herald-Independent	Winnsboro	1,044
The Santee Stripper	Santee	662
The North Trade Journal	North	644