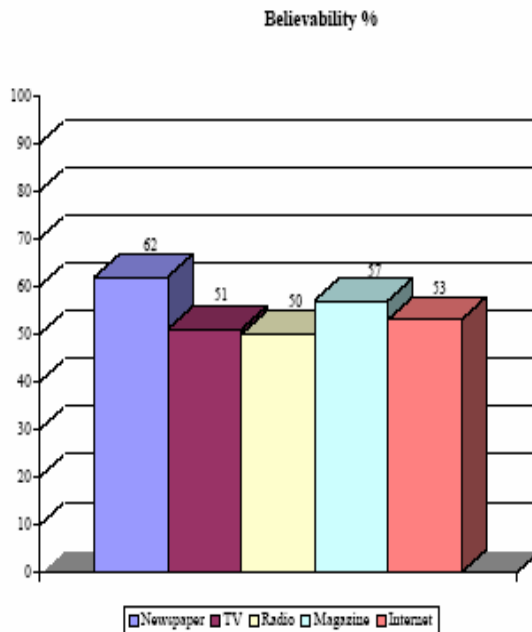
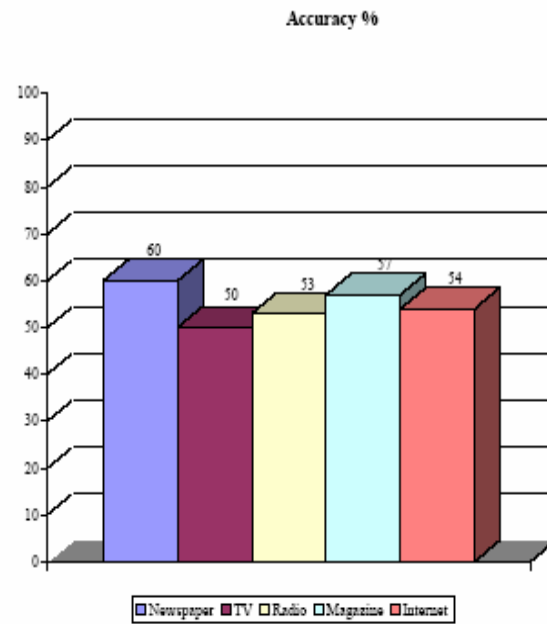


## ANNEXE C

Newspapers lead other media when it comes to believability.



When it comes to *credibility*, most consumers choose newspapers for accuracy.



**Source:** NAA's- Business Analysis and Research Department.  
[www.naa.org/info/facts99/html](http://www.naa.org/info/facts99/html)

## ANNEXE D

Publication Name	Publisher Name	City, ST	Frequency	Largest Reported Circulation
<b>1. USA Today</b>	Gannett Company Inc.	Washington, DC	Fri M	2,665,815
<b>2. The Wall Street Journal</b>	Dow Jones & Co. Inc.	New York, NY	M(M-F)	2,106,774
<b>3. New York Times</b>	New York Times Company	New York, NY	Sun	1,680,583
4. Los Angeles Times	Tribune Publishing Company	Los Angeles, CA	Sun	1,292,274
<b>5. The Washington Post</b>	Washington Post Company	Washington, DC	Sun	1,007,487
6. Chicago Tribune	Tribune Publishing Company	Chicago, IL	Sun	963,927
7. New York Daily News	New York Daily News	New York, NY	Sun	786,952
8. Philadelphia Inquirer	Knight Ridder, Inc. The E.W. Scripps	Philadelphia, PA	Sun	750,780
[9.] Denver Post/Rocky Mountain News	Company/Media News Group, Inc.	Denver, CO	Sun	750,593
10. Houston Chronicle	Hearst Newspapers	Houston, TX	Sun	737,580

**Source :** Newspaper Assosiation of America. 2004 Facts about Newspapers A statistical Summary of the Newspaper Industry. [www.naa.org/info/facts04](http://www.naa.org/info/facts04)