

AnnArbor.com •
Bay City Times •
Flint Journal •

Grand Rapids Press •
Jackson Citizen Patriot •
Kalamazoo Gazette •

Muskegon Chronicle •
Saginaw News •
Michigan Direct Marketing Group •

MLive.com •
Digital Marketing •
Business Review •



ANN ARBOR.COM



Sunday circulation: 39,605
Daily circulation: 33,422

Adult population: 418,438

Women: 209,570 / 50.1%
Men: 208,868 / 49.9%

Education
Some college: 143,443 / 34.3%
College graduate: 71,583 / 17.1%
Post-graduate degree: 76,958 / 18.4%

AnnArbor.com
Newspaper reach 128,918 / 46.5%
MLive online reach 154,425 / 55.7%
AnnArbor.com total reach 191,298 / 69%

Media Audit (Nov. 09-Jan. 10)