



Pigs Fly!

FACT: NOT MYTH

When Philadelphia Media Holdings purchased Philadelphia's two major newspapers and #1 website, naysayers were heard saying that pigs would fly before circulation grew. But through investments in the products, marketing and hard work, circulation actually has grown and the myth pigs can fly was proven to be true.

FACT #1 – Inquirer Daily Circulation is Up!

According to the most recent ABC FAS-FAX report, released April 30, 2007, the daily Inquirer gained in circulation for the first time in 3 years, ranking it fourth in growth among the top 30 U.S. newspapers. The spring release of the 2007 Scarborough Study further supports this claim reflecting a 3% gain in daily readers.

FACT #2 – Daily News Home Delivery is Up!

Daily News home circulation is at its highest point since 2001 and continues to show strong increases each week. This trend along with investments in content and marketing puts the Daily News in a very good position for showing total circulation gains in the very near future. (Watch for updates!)

FACT #3 – Philly.com Page Views are Up!

Philly.com is showing hefty page view gains, year-over-year, in the neighborhood of 41%. Philly.com is tracking at 1.7 million visitors each month and is the perfect complement to a print schedule. With a new facelift and re-launch happening on Saturday, September 22, the value to advertisers is certainly only to increase.

At a time when other media audiences are declining, including TV and radio, The Inquirer, Daily News and philly.com have become even more important to an effective Philadelphia advertising plan. Our combined reach delivers an audience of nearly two million people each day.

Don't let the flying pigs pass your clients by. For more information, please contact our research department.

The Inquirer

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philly.com