

News Media Statement

6 months ended March 31, 2021
Subject to Audit

San Jose (Santa Clara County), California
www.mercurynews.com

AUDIENCE SUMMARY

Readership	Print Readership: in Market				Online Readership: in Market			Net Combined Audience: in Market (Unduplicated)		
	Sun	Weekday	Saturday	Past 7 Days	Past 7 Days	Past 30 Days		Past 7 Days	Past 7 Days Print Past 30 Days Online	
DMA Readers	626,282	497,897		1,214,524	1,143,678	1,755,677	DMA Audience	1,922,179	2,401,786	
Reach	10.4%	8.3%		20.3%	19.1%	29.3%	Reach	32.1%	40.1%	
NDM Readers	581,939	454,431		1,037,498	925,786	1,362,431	NDM Audience	1,579,879	1,906,206	
Reach	14.6%	11.4%		26.0%	23.2%	34.1%	Reach	39.5%	47.7%	

Source: 2020 Release 2, Nielsen Scarborough Report. Copyright 2020, The Nielsen Company. All rights reserved.

CIRCULATION SUMMARY

	Sun	Avg Mon-Fri	Mon	Tue	Wed	Thu	Fri	Sat
TOTAL COMBINED AVERAGE CIRCULATION	314,881	233,640	187,852	194,808	194,909	210,445	380,201	198,229
The Mercury News								
Print	101,623	42,456	40,389	40,379	40,403	46,612	44,501	42,535
Digital Replica	18,102	18,147	18,115	18,154	18,202	18,121	18,143	15,657
Digital Nonreplica	33,562	33,921	34,079	34,008	33,877	33,883	33,759	33,642
Total Circulation Excluding Other Affiliated Publications	153,287	94,524	92,583	92,541	92,482	98,616	96,403	91,834
AFFILIATED PUBLICATIONS								
East Bay Times	112,965	64,392	61,493	61,566	61,539	69,499	67,861	65,461
Marin Independent Journal	23,886	18,494	17,797	17,931	18,071	19,443	19,226	18,156
Santa Cruz Sentinel	16,746	15,525	15,510	15,478	15,522	15,585	15,536	15,413
Reporter	4,017	2,882	247	3,511	3,509	3,537	3,609	3,558
Times-Herald	3,980	3,067	222	3,781	3,786	3,765	3,784	3,807
The Journal		207					1,034	
The Montclairion		4,720					23,601	
The Piedmonter		740					3,699	
The Berkeley Voice		1,302					6,508	
Alameda Journal		3,214					16,072	
Almaden Resident		804					4,019	
The Campbell Reporter		920					4,601	
Cupertino Courier		2,329					11,643	
Los Gatos Weekly Times		2,809					14,047	
Rose Garden Resident		299					1,492	
Saratoga News		1,851					9,255	
The Sunnyvale Sun		1,676					8,382	
Willow Glen Resident		1,489					7,447	
Cambrian Resident		489					2,446	
The Daily News		2,605					13,025	
Milpitas Post		3,336					16,678	
The Argus		873					4,364	
The Oakland Tribune		757					3,785	
The Daily Review		1,049					5,243	
Brentwood News		383					1,916	
Antioch News		290					1,452	
Oakley News		84					420	
Pittsburg News		96					480	
Lamorinda Sun		489					2,443	
The Record		477					2,387	
Concord Record		701					3,506	
Walnut Creek Journal		767					3,837	
Total Combined Average Circulation	314,881	233,640	187,852	194,808	194,909	210,445	380,201	198,229