

Local Print Circulation

Salt Lake City, Salt Lake County, Designated Market Area

The Salt Lake Tribune and Deseret News of Salt Lake City have embarked on two distinct editorial paths. The Tribune emphasizes coverage of local news while the Deseret News since 2010 has looked to build a national audience based on coverage of certain values it believes attracts like-minded people of faith.

Then last year the Deseret News struck a deal in which it paid millions of dollars to the Tribune's owners, a New York hedge fund called Alden Global Capital, in return for ownership of their joint printing plant and control of the joint business operations. The deal also gave the News 48 percent of the profits the Tribune had previously received. (The revenue split is now 70 percent Deseret News, 30 percent Tribune.)

A group of former journalists and community members called Citizens for Two Voices/Utah Newspaper Project sued, arguing that the new agreement violated anti-trust laws and would sent the Tribune on a downward spiral that would lead to its demise.

If the Tribune does die, this study shows the dominant newspaper in the local market would be gone, with only the Deseret News left but with a depleted staff and a focus on building its national edition rather than on local events and issues. The Tribune has dominated local print circulation for years and the past five years is no exception.

We look at three areas: Salt Lake City, Salt Lake County and the five counties that make up the so-called Designated Market Area: Salt Lake, Summit, Wasatch, Tooele and southern Davis. The Designated Market Area is the core circulation and advertising area for both newspapers.

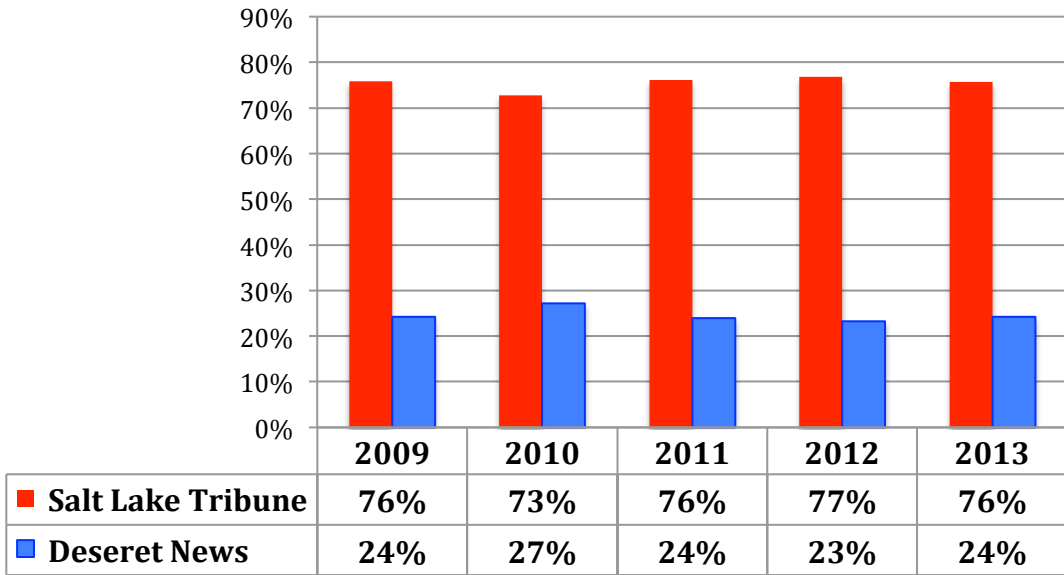
About the Numbers

The statistics in this study came from the Alliance for Audited Media, the nonprofit group of newspapers, advertisers and agencies that audit circulation numbers. The figures used here are for paid print subscriptions or sales and do not include electronic editions or a category called Verified that came into use in 2010.

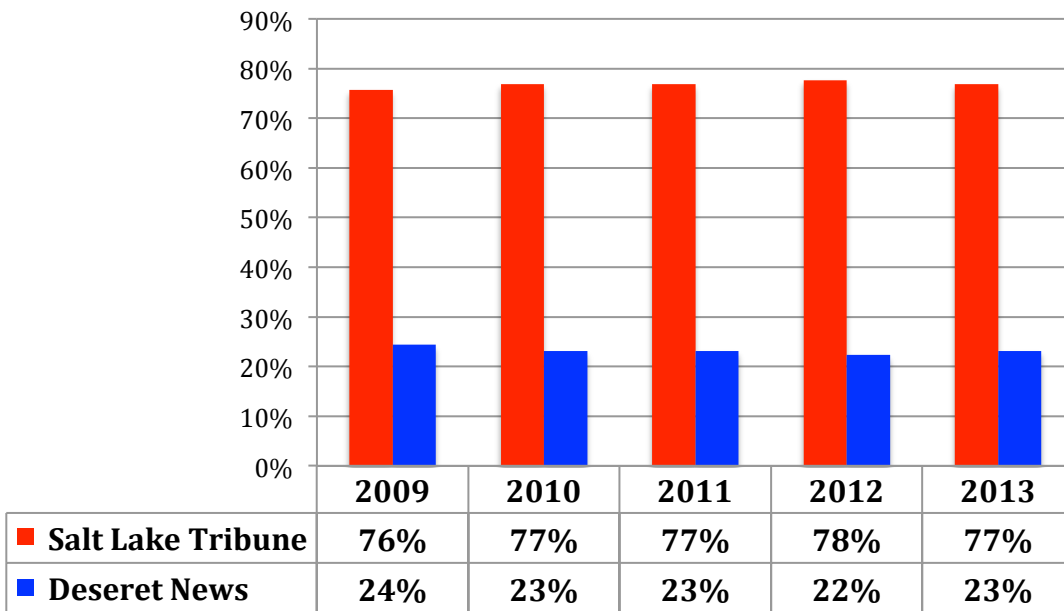
The numbers in Salt Lake City and Salt Lake County are based on a single day in May of each year. The Alliance uses those numbers to project Total Average Paid Circulation for each city and county. Because several years of data included electronic editions, while other years did not, we have chosen to use the raw, single-day numbers as a way of keeping the figures consistent across the years. The numbers for Salt Lake City were compiled from Zip Codes for the city plus Sugar House. Those Zip Codes are 84101, 84102, 84103, 84104, 84105, 84106, 84108, 84111, 84112, 84116 and 84150.

Salt Lake City by Percent

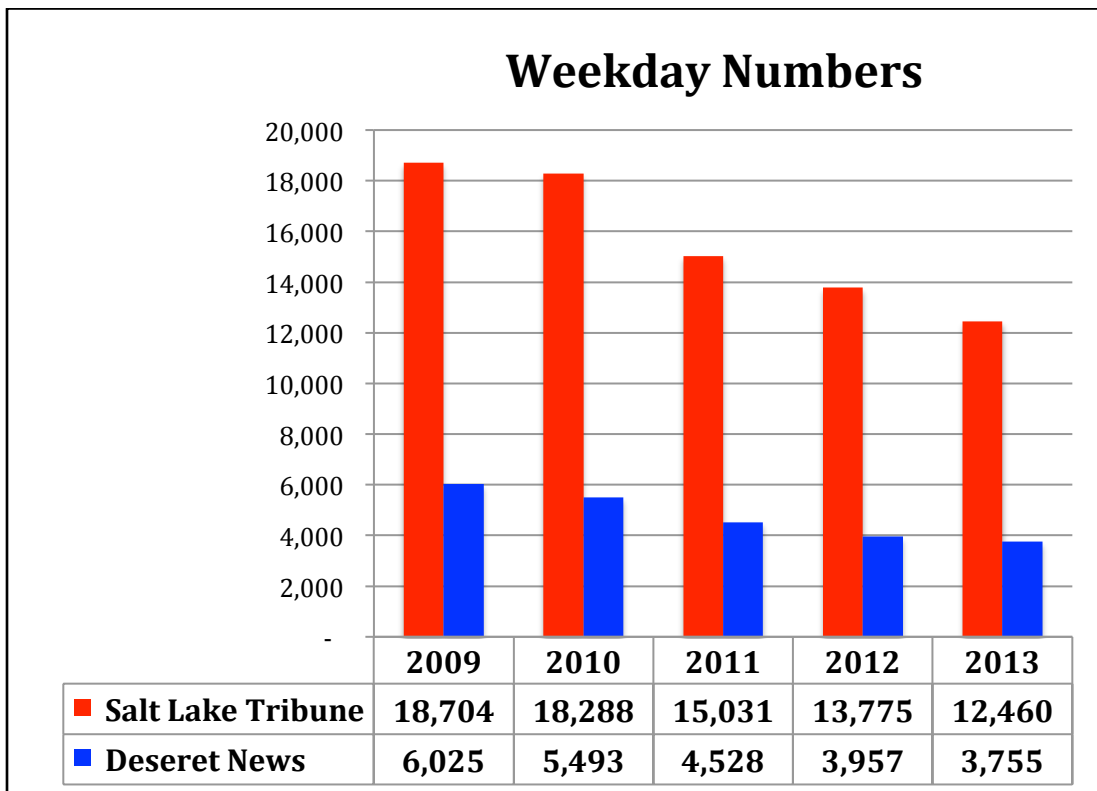
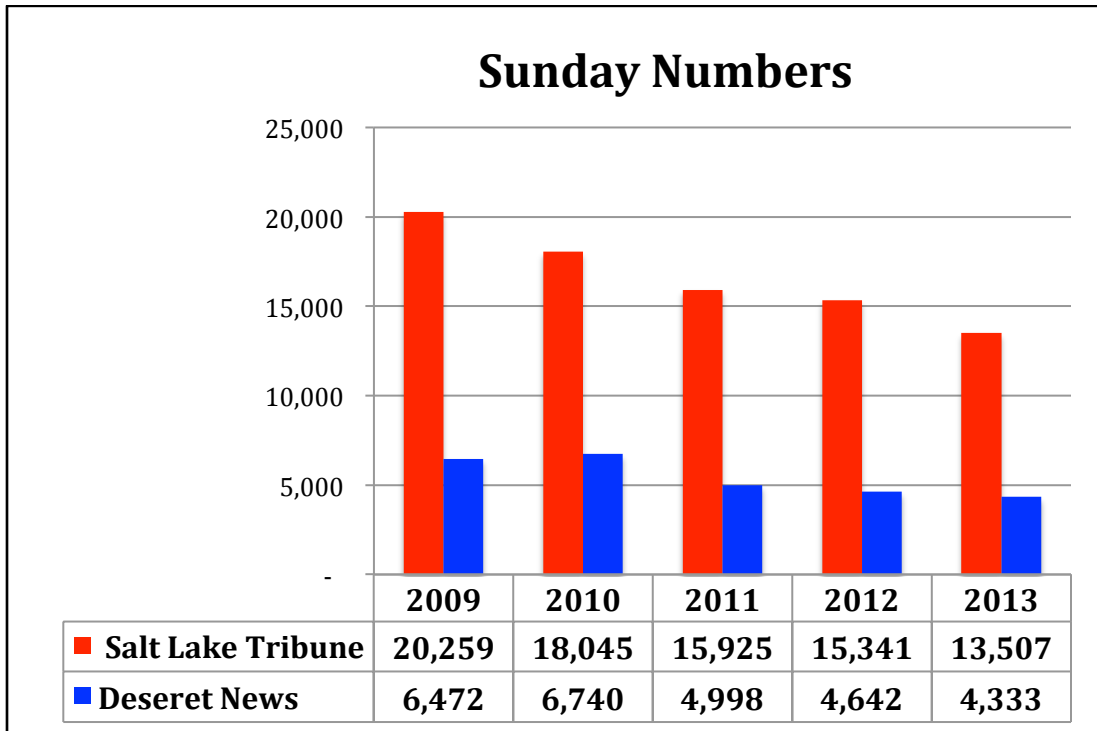
Sunday Percentages



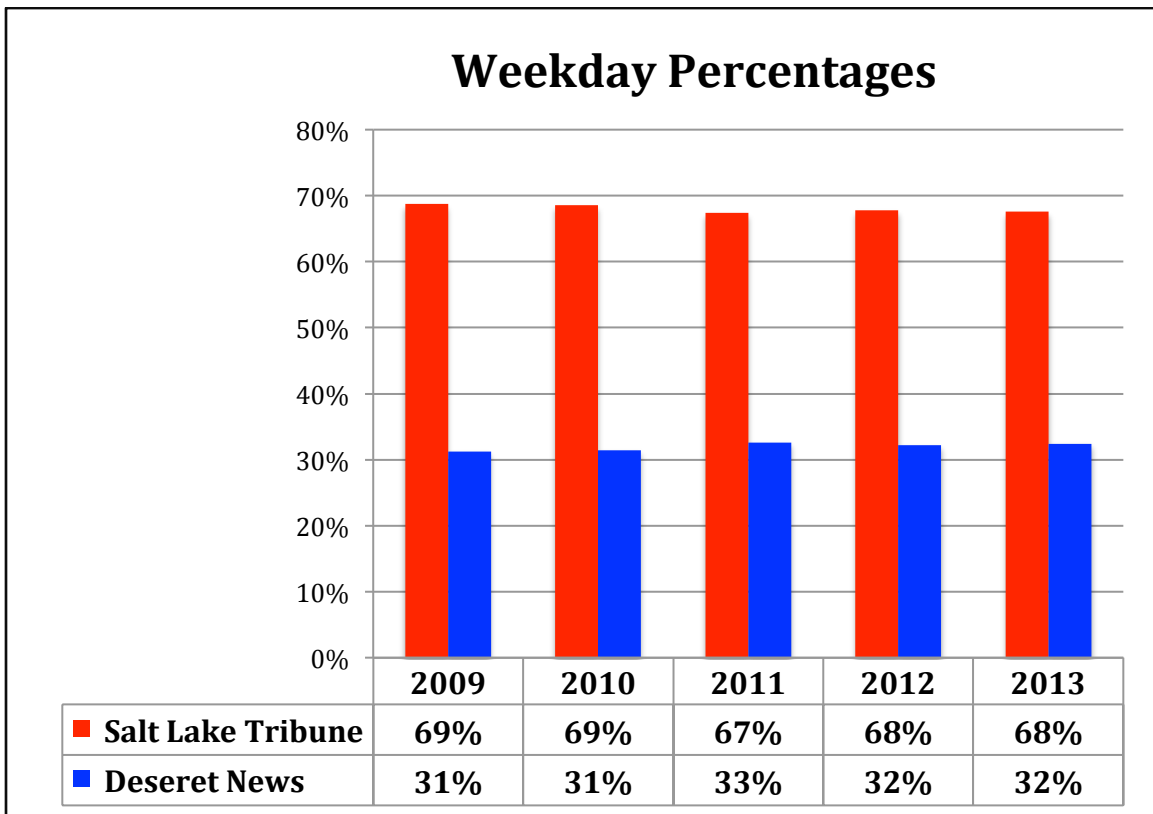
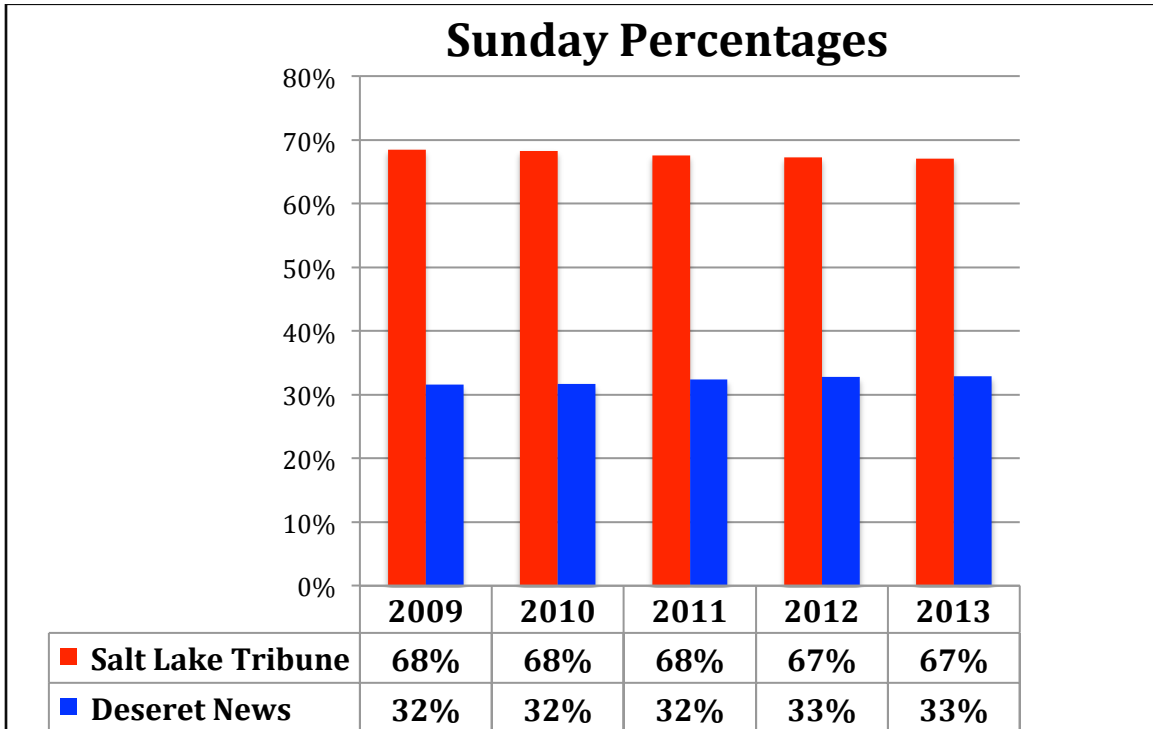
Weekday Percentages



Salt Lake City by the Numbers

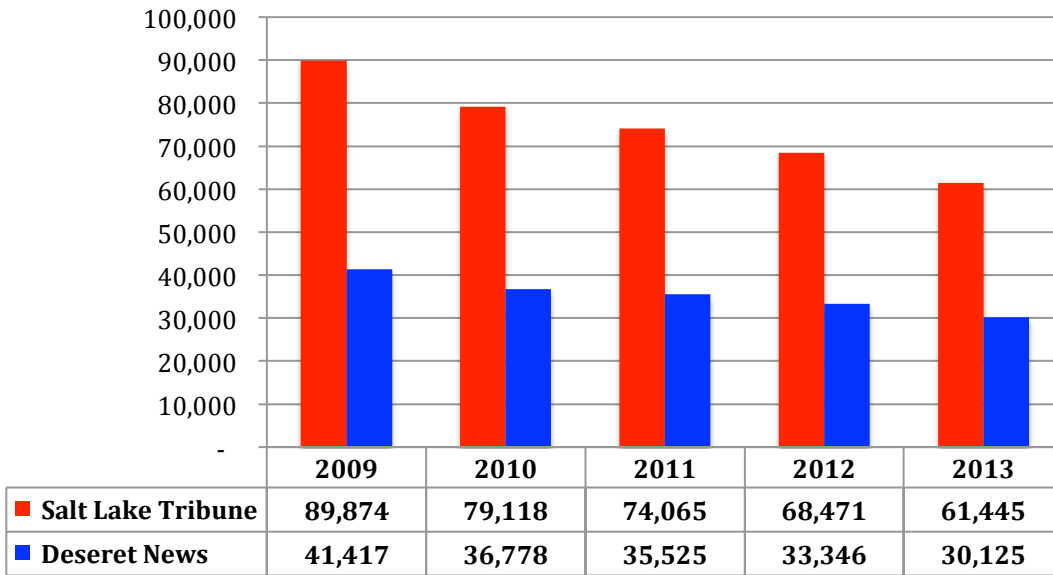


Salt Lake County by Percent

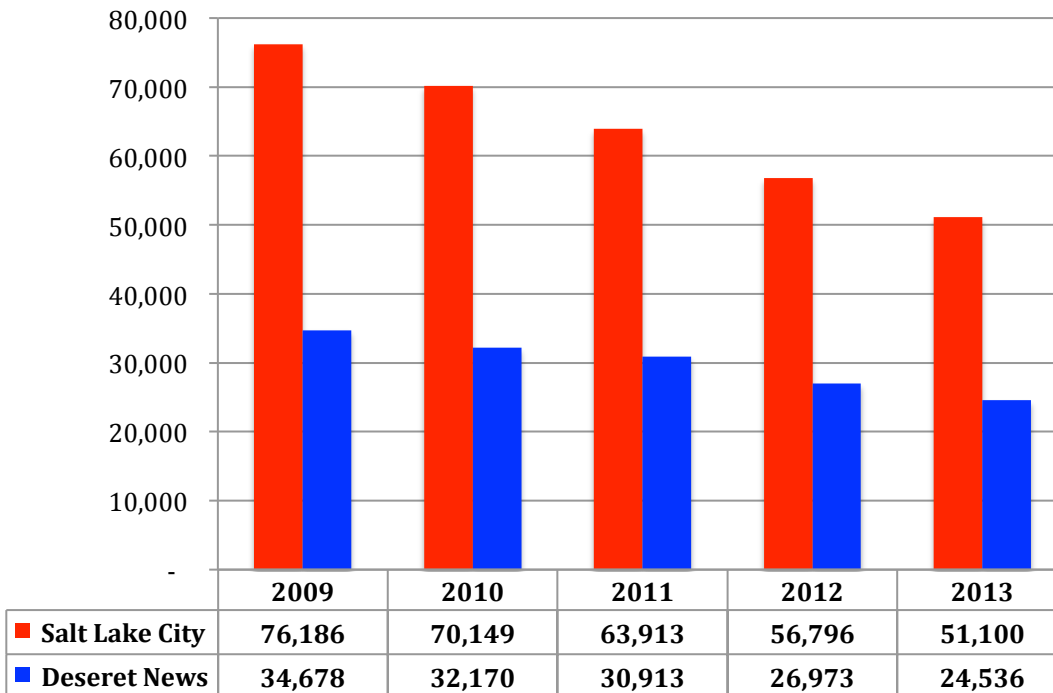


Salt Lake County by the Numbers

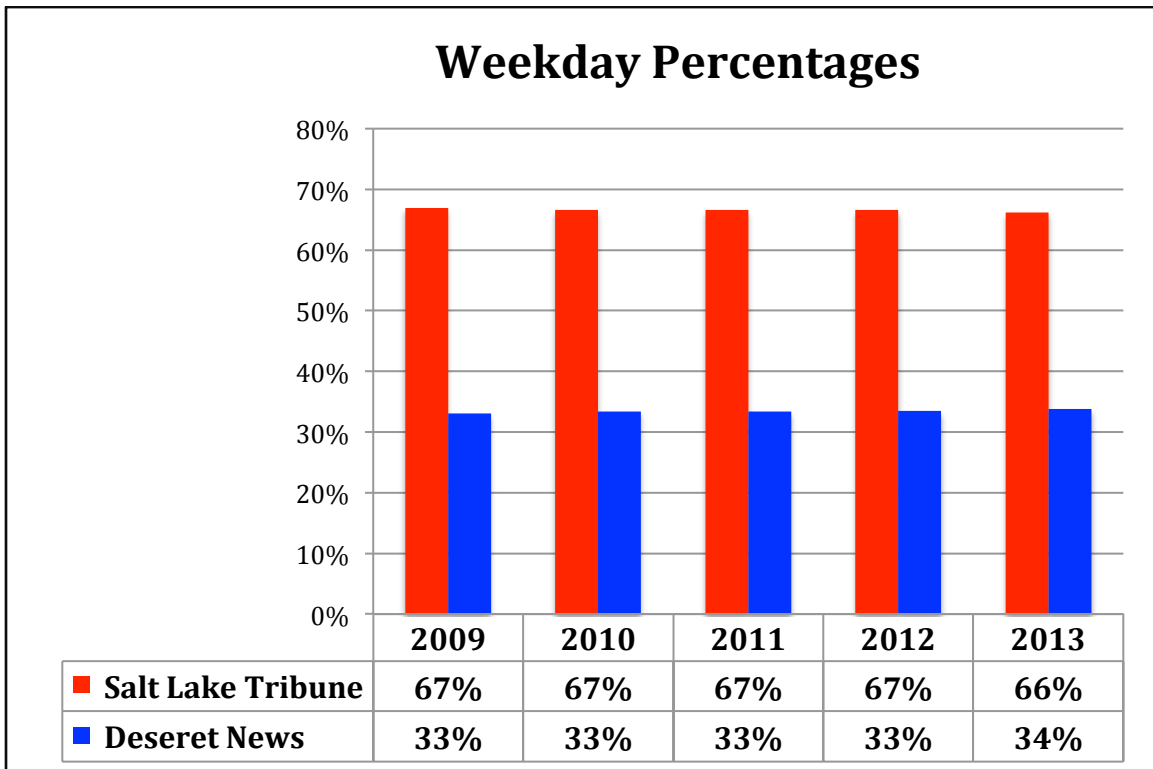
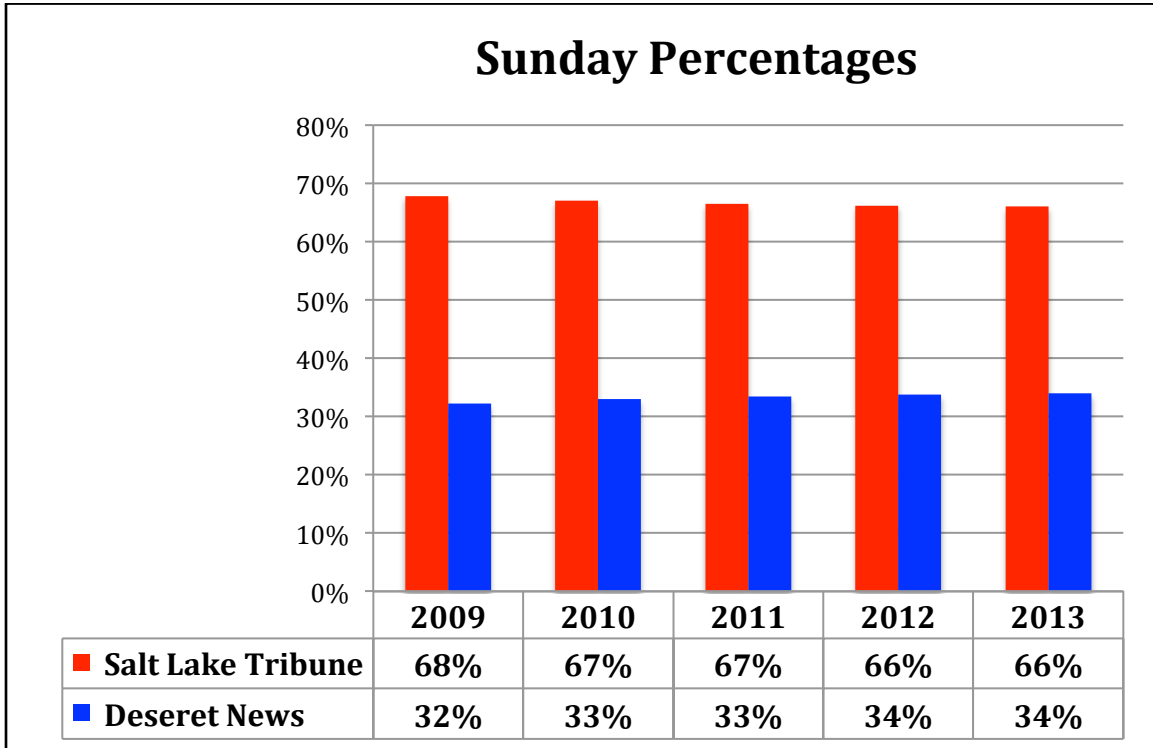
Sunday Numbers



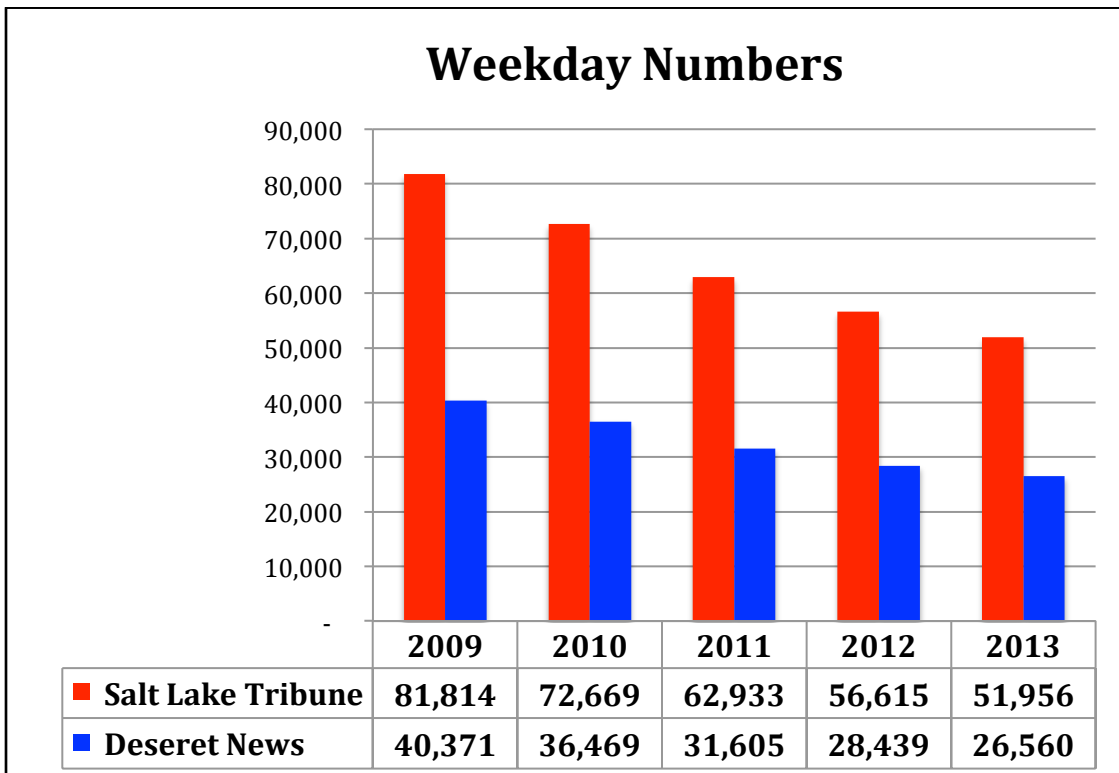
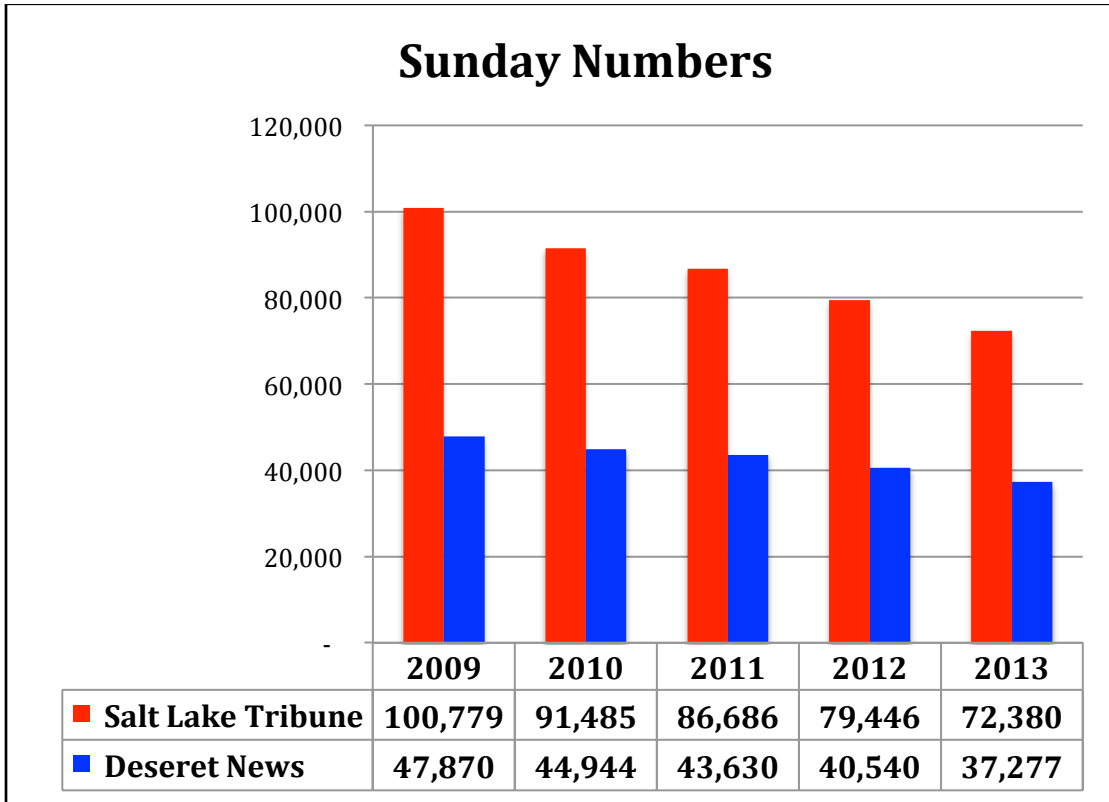
Weekday Numbers



Designated Market Area by Percent

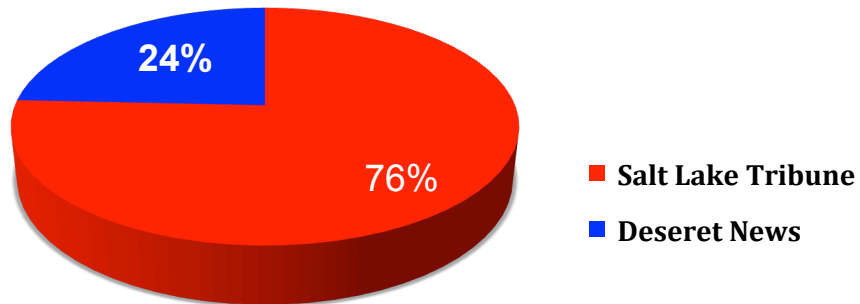


Designated Market Area by the Numbers

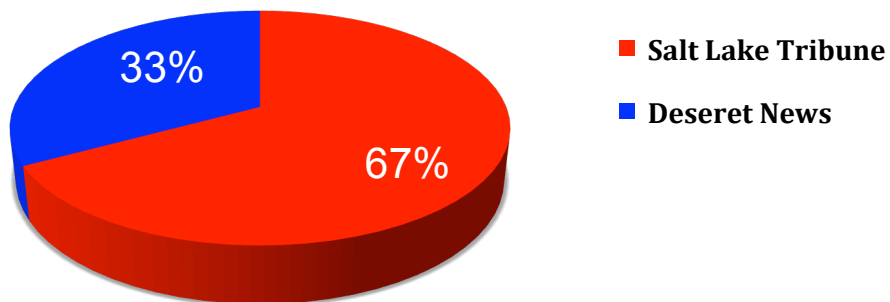


The Picture in 2013 Sunday

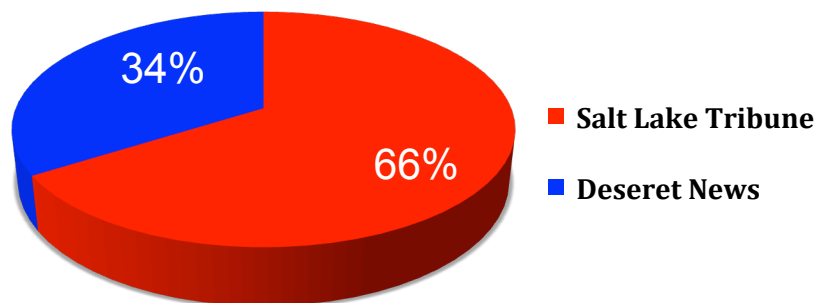
Salt Lake City Sunday



Salt Lake County Sunday



Designated Market Area Sunday



Weekday 2013

