



**No More H1N1 Vaccine!**  
The Underparenter Asks: Can I Even Be Bothered To Care?

**Horror Chick:** The Importance Of *Saw*.  
Drinking And Breast Cancer: **Put A Ribbon On It.**  
**Creed Sucks** And Don't Tell Me Different.

5 Tips to Lose Stomach Fat



7 Fat-Burning Foods



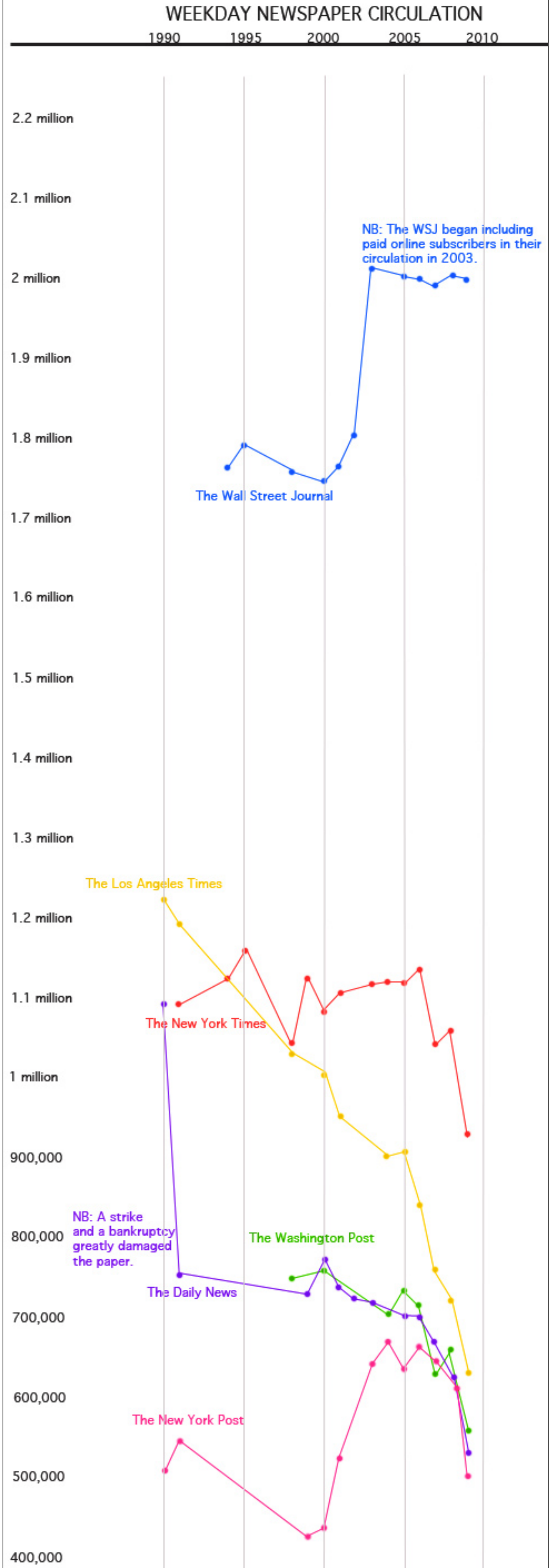
1 "Trick" to Prevent Junk Food Cravings



www.TruthAboutAbs.com  
Ads by Google

Monday, October 26, 2009

**A Graphic History of Newspaper Circulation Over the Last Two Decades**  
Every six months, the Audit Bureau of Circulations releases data about newspapers and how many people subscribe to them. And then everyone writes a story about how some newspapers declined some amount over the year previous. Well, that's no way to look at data! It's confusing—and it obscures larger trends. So we've taken chunks of data for the major newspapers, going back to 1990, and graphed it, so you can see what's actually happened to newspaper circulation. (We excluded *USA Today*, because we don't care about it. If you're in a hotel? You're reading it now. That's nice.)



Some surprising trends: the *New York Post* has the same circulation it had two decades ago! Also, the once-captivating battle of the New York City tabloids has become completely moot.

Some unsurprising trends: the *Los Angeles Times* is an absolute horrorshow. *Not shown*: the *Boston Globe* disappearing off the bottom of this chart, in a two decade decline from 521,000 in 1990 to 264,105 this year.

—Choire

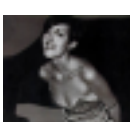
















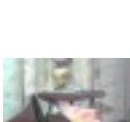





Published at 1:40 pm, Monday, Oct 26, 2009  
TAGS: [CHARTS](#) [CIRCULATION](#) [GRAPHS](#) [MEDIA](#) [NEWSPAPERS](#)

314

tweets

retweet

23 Responses

-  **HiredGoons** [#603]  
I can't help but notice The Post's climb roughly corresponding to 9/11 and the formative Bush Years.  
[10/26/09 REPLY](#)
-  **Choire** [#2]  
Also in concert with cover price slashing!  
[10/26/09 REPLY](#)
-  **HiredGoons** [#603]  
"Sell! Sell! Sell!"  
[10/26/09 REPLY](#)
-  **Peteukins** [#1916]  
It's like watching them go over a hurdle at the edge of a cliff, no?  
[10/26/09 REPLY](#)
-  **Baboleen** [#1430]  
Thelma and Louise Syndrome.  
[10/26/09 REPLY](#)
-  **keisertröll** [#1117]  
"I LOVE YOU SENSATIONALIST GOSSIP!!!"  
"I LOVE YOU CRYPTO-RACIST EDITORIAL CARTOONIST!!!"  
Cue credits.  
[10/26/09 REPLY](#)
-  **paxcinnatus** [#617]  
So, looks like things fell off the table around 2006. Yet, the internet has been around for a while now?  
Please interpret for someone out of their area of expertise!  
/For shame, I should know more.  
[10/26/09 REPLY](#)
-  **caillinate** [#416]  
Simplistically, 2005 = The Huffington Post.  
[10/26/09 REPLY](#)
-  **beingiseasy** [#1735]  
new media gained more of a market share  
[10/26/09 REPLY](#)
-  **Ron Obvious** [#351]  
Part of it is ideological in nature. When Karl Rove babbled aloud about an era of complete Republican dominance, a lot of newspapers went long on right-wing boosterism on both their editorial and news pages. By 2006, most of their readers were no longer buying the Kool-Aid and fled to on-line media like HuffPo. My hunch is that at some point, they'll tack back left again, but much too late to save themselves.  
[10/26/09 REPLY](#)
-  **Just a Lawyer** [#2037]  
Other potentially interesting dates:  
Google News Beta = 2002  
NY Times editorial admitting errors in their coverage of WMDs in the run up to Iraq war = 2004  
Judith Miller contempt controversy = 2005  
Google news leaves Beta = 2006  
[10/26/09 REPLY](#)
-  **tromano** [#980]  
What would be nice is if someone could juxtapose the growth of internet use worldwide with these Death of Media charts.  
[10/26/09 REPLY](#)
-  **HiredGoons** [#603]  
I, for one, would like to see a chart of something juxtaposed with everything else. I think then we'd get a clear picture of what-the-fuck is going on here.  
[10/26/09 REPLY](#)
-  **paxcinnatus** [#617]  
This is a good start.  
[10/26/09 REPLY](#)
-  **Dewey** [#2035]  
I like the comments 603 and 617. These 2 combined (plus the article itself), show that it is not ALL the fault of the internet that newspapers have declined. The decline of the newspapers is mostly the fault of the CONTENT of the newspapers as well the extremeness of the editorial slant that many MSM newspapers opted to indulge.  
[10/26/09 REPLY](#)
-  **beingiseasy** [#1735]  
I wouldn't say it's simply that content has declined, it's that advertisers who paid for the content (readers basically only pay for the paper, ink, and delivery) found that newspapers no longer had a corner on the market. I wrote on this subject <http://bit.ly/1Px7Kq>  
[10/26/09 REPLY](#)
-  **libmas** [#231]  
I just had an essay spiked by the WSJ. Seeing this chart, with the blue line way up above all the other lines, makes it sting just that much more. Thanks, Awl!  
[10/26/09 REPLY](#)
-  **KarenUhOh** [#19]  
They all appear to be chasing the same story.  
[10/26/09 REPLY](#)
-  **paxcinnatus** [#617]  
+DING  
[10/26/09 REPLY](#)
-  **HiredGoons** [#603]  
I know, right? She's unstoppable.  
[10/26/09 REPLY](#)
-  **draeton** [#2040]  
As used in a Clockwork Orange, "absolute horrorshow" would be a superlatively good thing.  
[10/26/09 REPLY](#)
-  **Singulus** [#2041]  
Does someone have access to the historic data, Circulation since the dawn of newspapers?  
[10/26/09 REPLY](#)
-  **sachxn** [#2042]  
in future after the release of few good e readers...some 2-3 years down the line the circulation may drop significantly further...  
**SD**  
[12:37 AM REPLY](#)

Newer Comments »

Leave a Reply

User:   
Password:

[Register](#) [Lost password?](#)

☐ Remember me

[Log In »](#)