

# THE NEW YORK OBSERVER

## CIRCULATION/MARKETING

### Circulation

<sup>1</sup> Total Circulation	58,250
Total Readership	185,600
Total Readers Per Copy	3.2

### <sup>2</sup>Circulation Distribution

New York City	60%
New York City and Tri-state Area	70%
Other Metro Markets	30%

*The New York Observer* is currently available at over 1,000 newsstands and coinbox locations within Manhattan as well as newsstand locations at railroad destinations in affluent areas in Westchester County, Connecticut, New Jersey and Long Island.

Source: <sup>1</sup>USPS Statement of Ownership, October 2007

<sup>2</sup>USPS Statement of Ownership, October 2006

