

The Durham News is the largest newspaper in North Carolina's fourth largest city.



Distribution Area: Durham County (ZIP codes - 27701, 27703, 27704, 27705, 27707, 27712, 27713)

- Population: 259,301 – up 21% since 2000
- Projected to grow an additional 9% in the next five years
- Firmly established knowledge-based, high- technology economic base.

Circulation: 68,400 – Wednesday; 72,200 – Sunday

Demographic Profile of Adults in the Distribution Area:

Median age	40.5
Median HH income	\$58,499
Median value, owned home	\$178,630
Own home	64%
Children under 18 at home	41%

Editor: Mark Schultz

Ad Director: Doug Rogers

Reaching the critical mass in Durham County:

- Daily distribution of 68,400 vs. 16,485 for the Durham Herald-Sun
- Sunday distribution of 72,200 vs. 18,650 for the Durham Herald-Sun

Miscellaneous: Sunday edition replaced Saturday edition in March, 2010

Sources: Claritas Inc., 2010; Scarborough Research; Durham Herald-Sun ABC Audit Report

The N&O Community Newspapers

2010

