



PLEASE CALL 248.643.9910

State	County Name	Primary City of Circulation	Primary Zip Code of Circulation	ANR Pub #	Newspaper Name	Highest Paid Circulation (Mon-Sat)	Highest Free Circulation (Mon-Sat)	Sunday Circulation
WI	CLARK	ABBOTSFORD	54405	490040	CENTRAL WISCONSIN SHOPPER	0	19,250	0
WI	CLARK	ABBOTSFORD	54405	490043	TRIBUNE-PHONOGRAPH	2,600	0	0
WI	ADAMS	ADAMS	53910	490065	ADAMS SHOPPERS WEEKLY	0	2,091	0
WI	ADAMS	ADAMS	53910	490064	ADAMS-FRIENDSHIP TIMES-REPORTER	9,825	0	0
WI	BUFFALO	ALMA	54622	490127	BUFFALO COUNTY JOURNAL	1,200	0	0
WI	POLK	AMERY	54001	490148	AMERY FREE PRESS	5,000	0	0
WI	POLK	AMERY	54001	492550	TRI-COUNTY NORTH	0	19,618	0
WI	LANGLADE	ANTIGO	54409	490212	ANTIGO DAILY JOURNAL	5,900	0	0
WI	LANGLADE	ANTIGO	54409	490215	ANTIGO SHOPPERS GUIDE	0	14,311	0
WI	OUTAGAMIE	APPLETON	54912	382886	APPLETON BARGAIN BULLETIN	0	61,800	0
WI	WINNEBAGO	APPLETON	54911	490180	APPLETON POST CRESCENT	53,330	0	62,142
WI	TREMPEALEAU	ARCADIA	54612	490295	ARCADIA NEWS-LEADER	2,600	0	0
WI	TREMPEALEAU	ARCADIA	54612	490296	ARCADIA TRI-COUNTY TAB	0	15,234	0
WI	LAFAYETTE	ARGYLE	53504	490778	PECATONICA VALLEY LEADER	1,513	0	0
WI	ASHLAND	ASHLAND	54806	490340	ASHLAND DAILY PRESS	6,400	0	0
WI	EAU CLAIRE	AUGUSTA	54722	490400	AUGUSTA AREA TIMES	1,000	0	0
WI	SAINT CROIX	BALDWIN	54002	490421	BALDWIN BULLETIN	2,575	0	0
WI	POLK	BALSAM LAKE	54810	490442	LEDGER PUBLICATIONS	5,000	0	0
WI	SAUK	BARABOO	53913	490463	BARABOO NEWS REPUBLIC	4,215	0	0
WI	SAUK	BARABOO	53913	494886	SHOPPER STOPPER - SAUK	0	0	19,243
WI	BARRON	BARRON	54812	490485	BARRON COUNTY SHOPPER	0	7,550	0
WI	BARRON	BARRON	54812	490484	BARRON NEWS SHIELD	4,250	0	0
WI	MILWAUKEE	BAYSIDE	53217	495159	NORTHSHORE CN NOW	0	24,553	0
WI	DODGE	BEAVER DAM	53916	490540	BEAVER DAM DAILY CITIZEN	11,446	0	0
WI	ROCK	Beloit	53511	490579	BELOIT DAILY NEWS	21,356	0	0
WI	ROCK	BELOIT	53511	490590	STATELINE NEWS	0	37,312	46,214
WI	GREEN LAKE	BERLIN	54923	490673	BERLIN JOURNAL	3,350	0	0
WI	DANE	BLACK EARTH	53515	490694	NEWS-SICKLE-ARROW	2,021	0	0
WI	JACKSON	BLACK RIVER FALLS	54615	490715	BANNER JOURNAL	4,800	0	0
WI	JACKSON	BLACK RIVER FALLS	54615	494705	JACKSON COUNTY CHRONICLE	1,851	0	0
WI	JACKSON	BLACK RIVER FALLS	54615	490716	SHOPPER	0	18,377	0
WI	TREMPEALEAU	BLAIR	54616	490757	BLAIR PRESS	1,400	0	0
WI	CHIPPEWA	BLOOMER	54724	490799	BLOOMER ADVANCE	3,066	0	0
WI	GRANT	BOSCOBEL	53805	490820	BOSCOBEL DIAL	4,800	0	0
WI	CALUMET	BRILLION	54110	490862	BRILLION NEWS	2,000	0	0
WI	GREEN	BRODHEAD	53520	490883	INDEPENDENT REGISTER	9,525	0	0
WI	RACINE	BURLINGTON	53105	491030	BURLINGTON STANDARD PRESS	4,800	0	0
WI	RACINE	BURLINGTON	53105	491807	DELAVAN ENTERPRISE	4,000	0	0
WI	RACINE	BURLINGTON	53105	491975	EAST TROY NEWS	1,625	0	0
WI	RACINE	BURLINGTON	53105	492143	ELKHORN INDEPENDENT	2,776	0	0
WI	RACINE	BURLINGTON	53105	491020	WISCONSIN HI-LITER	0	37,000	21,500
WI	MILWAUKEE	BUTLER	53007	495160	NORTHWEST CN NOW	0	13,059	0
WI	CHIPPEWA	CADOTT	54727	491051	CADOTT SENTINEL	1,400	0	0
WI	DANE	CAMBRIDGE	53523	491072	CAMBRIDGE NEWS	2,745	0	0
WI	FOND DU LAC	CAMPBELLSPORT	53010	491093	CAMPBELLSPORT NEWS	1,900	0	0
WI	MONROE	CASHTON	54619	491114	CASHTON RECORD	1,400	0	0
WI	DUNN	CEDAR FALLS	54751	494852	DUNN COUNTY NEWS	3,868	0	4,121
WI	OZAUKEE	CEDARBURG	53012	491200	OZAUKEE COUNTY GUIDE	0	28,666	0
WI	OZAUKEE	CEDARBURG	53012	491177	OZAUKEE NEWS GRAPHIC	7,401	0	0



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WI	OZAUKEE	CEDARBURG	53012	491178	OZAUKEE SUNDAY POST	0	0	26,379
WI	BARRON	CHETEK	54728	491219	CHETEK ALERT	3,500	0	0
WI	CALUMET	CHILTON	53014	491261	CHILTON TIMES-JOURNAL	5,282	0	0
WI	CHIPPEWA	CHIPPEWA FALLS	54729	491282	BIG BUCK SAVER-CHIPPEWA	0	35,385	0
WI	CHIPPEWA	CHIPPEWA FALLS	54729	491280	CHIPPEWA HERALD	6,411	0	6,574
WI	ROCK	CLINTON	53525	491366	CLINTON TOPPER	1,650	0	0
WI	WAUPACA	CLINTONVILLE	54929	491429	WAUPACA COUNTY POST EAST	6,200	0	0
WI	BUFFALO	COCHRANE	54622	491451	COCHRANE VALLEY SHOPPER	0	3,500	0
WI	BUFFALO	COCHRANE	54622	491450	Cochrane-Fountain City Recorder	1,852	0	0
WI	DUNN	COLFAX	54730	491471	COLFAX MESSENGER	1,400	0	0
WI	COLUMBIA	COLUMBUS	53925	491513	COLUMBUS JOURNAL	1,984	0	0
WI	COLUMBIA	COLUMBUS	53925	491514	SHOPPING REMINDER	0	4,767	0
WI	CHIPPEWA	CORNELL	54732	491555	CORNELL-LAKE HOLCOMBE COURIER	1,800	50	0
WI	FOREST	CRANDON	54520	491576	FOREST REPUBLICAN	3,518	0	0
WI	GRANT	CUBA CITY	53807	492317	CUBA CITY ROUND-UP	0	6,500	0
WI	GRANT	CUBA CITY	53807	491597	TRI-COUNTY PRESS	2,500	0	0
WI	BARRON	CUMBERLAND	491660	491660	CUMBERLAND ADVOCATE	2,550	100	0
WI	LAFAYETTE	DARLINGTON	53530	491681	DARLINGTON REPUBLICAN JOURNAL	3,200	0	0
WI	DANE	DE FOREST	53532	491723	DEFOREST TIMES	2,500	0	0
WI	DANE	DEERFIELD	53531	491786	DEERFIELD INDEPENDENT	2,745	41	0
WI	WALWORTH	DEHAVAN	53115	491809	WALWORTH COUNTY ADVERTISER	0	40,269	0
WI	WALWORTH	DEHAVAN	53115	491810	WALWORTH COUNTY SUNDAY	0	0	40,273
WI	WALWORTH	DEHAVAN	53115	491811	WALWORTH COUNTY WEEKENDER	0	12,000	0
WI	IOWA	DODGEVILLE	53533	491892	DODGEVILLE AD-VISOR	0	14,769	0
WI	IOWA	DODGEVILLE	53533	491891	DODGEVILLE CHRONICLE	5,209	0	0
WI	WAUKESHA	DOUSMAN	53118	495609	KETTLE MORAINE INDEX	1,800	0	0
WI	DUNN	DOWNSVILLE	54735	494854	BIG BUCK DUNN COUNTY REMINDER	0	23,172	0
WI	DUNN	DOWNSVILLE	54735	494853	DUNN COUNTY ADVERTISER	0	0	16,062
WI	PEPIN	DURAND	54736	491933	DURAND COURIER-WEDGE	4,300	0	0
WI	PEPIN	DURAND	54736	491934	DURAND STAR SHOPPER	0	12,200	0
WI	VILAS	EAGLE RIVER	54521	491956	NORTHWOODS TRADER	0	20,000	0
WI	VILAS	EAGLE RIVER	54521	491954	VILAS COUNTY NEWS-REVIEW	12,000	0	0
WI	EAU CLAIRE	EAU CLAIRE	54703	492025	BIG BUCK SAVER-EAU CLAIRE	0	37,037	0
WI	EAU CLAIRE	EAU CLAIRE	54702	492020	COUNTRY TODAY	21,800	0	0
WI	EAU CLAIRE	EAU CLAIRE	54701	492015	EAU CLAIRE LEADER-TELEGRAM	25,030	0	32,622
WI	MARATHON	EDGAR	54426	492059	RECORD-REVIEW	2,900	0	0
WI	ROCK	EDGERTON	53534	492080	EDGERTON REPORTER	2,800	0	0
WI	PIERCE	ELLSWORTH	54021	496750	ELLSWORTH SHOPPER	0	0	7,572
WI	PIERCE	ELLSWORTH	54011	492164	PIERCE COUNTY HERALD	4,019	0	0
WI	ROCK	EVANSVILLE	53536	492269	EVANSVILLE REVIEW	5,300	0	0
WI	GRANT	FENNIMORE	53809	492311	FENNIMORE TIMES	1,718	0	0
WI	MARINETTE	FLORENCE	54121	495860	BORDERLINE	830	0	0
WI	FLORENCE	FLORENCE	54121	492353	FLORENCE MINING NEWS	1,808	0	0
WI	FOND DU LAC	FOND DU LAC	54937	492400	FOND DU LAC ACTION ADVERTISER	0	34,486	34,486
WI	FOND DU LAC	FOND DU LAC	54937	492410	FOND DU LAC REPORTER	14,816	0	17,121
WI	JEFFERSON	FORT ATKINSON	53538	492456	DAILY JEFFERSON COUNTY UNION	8,500	0	0
WI	JEFFERSON	FORT ATKINSON	53538	493340	Jefferson County Advertiser - South Edition	0	22,522	0
WI	DODGE	FOX LAKE	54923	492479	FOX LAKE REPRESENTATIVE	350	0	0
WI	POLK	FREDERIC	54837	492543	INDIANHEAD ADVERTISER	0	19,280	0



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WI	POLK	FREDERIC	54837	492542	INTER-COUNTY LEADER	8,000	0	0
WI	WASHBURN	FREDERIC	54837	497435	WASHBURN COUNTY REGISTER	1,914	0	0
WI	TREMPEALEAU	GALESVILLE	54630	492605	GALESVILLE REPUBLICAN	1,900	0	0
WI	CRAWFORD	GAYS MILLS	54631	492626	CRAWFORD COUNTY INDEPENDENT	2,000	0	0
WI	SAINT CROIX	GLENWOOD CITY	54013	492668	TRIBUNE PRESS REPORTER	2,600	0	0
WI	ASHLAND	GLIDDEN	54527	492689	GLIDDEN ENTERPRISE	1,419	62	0
WI	BURNETT	GRANTSBURG	54840	492710	BURNETT COUNTY SENTINEL	3,800	0	0
WI	BROWN	GREEN BAY	54301	491744	DE PERE JOURNAL	2,500	0	0
WI	BROWN	GREEN BAY	54301	492781	GREEN BAY PRESS-GAZETTE	59,468	0	73,578
WI	GREEN LAKE	GREEN LAKE	54923	492857	GREEN LAKE COUNTY REPORTER	1,085	0	0
WI	SAINT CROIX	HAMMOND	54015	493040	CENTRAL ST. CROIX NEWS	1,100	0	0
WI	WASHINGTON	HARTFORD	53027	499247	HARTFORD BOOSTER	0	20,100	0
WI	WASHINGTON	HARTFORD	53027	493046	HARTFORD TIMES-PRESS	0	3,728	0
WI	WASHINGTON	HARTFORD	53027	499246	SUNDAY BOOSTER	0	0	22,150
WI	WAUKESHA	HARTLAND	53029	493069	LAKE COUNTRY LIVING	0	28,114	0
WI	WAUKESHA	HARTLAND	53029	493067	LAKE COUNTRY REPORTER	6,890	0	0
WI	SAWYER	HAYWARD	54843	493089	FOUR SEASONS	0	10,000	0
WI	SAWYER	HAYWARD	54843	493088	SAWYER COUNTY RECORD	7,000	0	0
WI	VERNON	HILLSBORO	54634	493130	HILLSBORO SENTRY-ENTERPRISE	1,500	0	0
WI	SAINT CROIX	HUDSON	54016	493174	HUDSON HOT SHEET SHOPPER	0	0	21,374
WI	SAINT CROIX	HUDSON	54016	493172	HUDSON STAR-OBSERVER	6,693	0	0
WI	IRON	HURLEY	54534	493193	IRON COUNTY MINER	2,350	40	0
WI	ROCK	JANESVILLE	53547	493297	JANESVILLE GAZETTE	19,988	0	23,741
WI	DODGE	JUNEAU	53039	493361	DODGE COUNTY INDEPENDENT NEWS	661	0	0
WI	OUTAGAMIE	KAUKAUNA	54130	493386	DARBOY/SHERWOOD AROUND TOWN	0	4,950	0
WI	OUTAGAMIE	KAUKAUNA	54130	493385	KAUKAUNA TIMES-VILLAGER	5,500	0	0
WI	OUTAGAMIE	KAUKAUNA	54130	493387	WRIGHTSTOWN AREA SPIRIT	0	5,400	0
WI	KENOSHA	KENOSHA	53140	493400	KENOSHA BULLETIN***	0	17,063	0
WI	KENOSHA	KENOSHA	53140	493459	KENOSHA NEWS***	25,108	0	26,438
WI	WASHINGTON	KEWASKUM	53040	493508	KEWASKUM STATESMAN	3,400	0	0
WI	KEWAUNEE	KEWAUNEE	54216	493531	KEWAUNEE COUNTY STAR-NEWS	0	10,298	0
WI	MANITOWOC	KIEL	53042	493550	KIEL TRI-COUNTY NEWS	4,631	0	0
WI	LA CROSSE	LA CROSSE	54615	493160	HOUSTON COUNTY NEWS	2,046	0	0
WI	LA CROSSE	LA CROSSE	54602	493636	LA CROSSE TRIBUNE	38,223	0	40,626
WI	RUSK	LADYSMITH	54848	493781	LADYSMITH NEWS	5,523	0	0
WI	RUSK	LADYSMITH	54848	493784	RUSK COUNTY SHOPPER	0	9,375	0
WI	WALWORTH	LAKE GENEVA	53147	493823	LAKE GENEVA REGIONAL NEWS	5,000	0	0
WI	JEFFERSON	LAKE MILLS	53551	493844	LAKE MILLS LEADER	2,850	0	0
WI	GRANT	LANCASTER	53813	493865	Grant County Herald Independent	3,800	0	0
WI	GRANT	LANCASTER	53813	493871	LANCASTER REMINDER	0	17,716	0
WI	COLUMBIA	LODI	53555	493886	LODI ENTERPRISE	2,490	0	0
WI	CLARK	LOYAL	54446	493907	TRIBUNE-RECORD-GLEANER	2,900	0	0
WI	ADAMS	MADISON	53708	494305	AGRI VIEW	39,915	0	0
WI	DANE	MADISON	53708	494131	CAP TIMES	0	76,000	0
WI	DANE	MADISON	53703	494300	ISTHMUS	0	58,500	0
WI	DANE	MADISON	53713	494200	WISCONSIN STATE JOURNAL	102,158	0	135,674
WI	MANITOWOC	MANITOWOC	54220	494335	LAKESHORE CHRONICLE	0	30,974	30,969
WI	MANITOWOC	MANITOWOC	54220	494340	MANITOWOC HERALD TIMES REPORTER	13,783	0	14,592
WI	MARINETTE	MARINETTE	54143	494430	MARINETTE EAGLE-HERALD	10,511	0	0



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WI	WAUPACA	MARION	54950	494432	MARION ADVERTISER	2,500	0	0
WI	GREEN LAKE	MARKESAN	53946	490675	MARKESAN REGIONAL REPORTER	1,550	0	0
WI	WOOD	MARSHFIELD	54449	494485	MARSHFIELD NEWS HERALD	10,842	0	21,044
WI	JUNEAU	MAUSTON	53948	494537	JUNEAU COUNTY STAR-TIMES	2,736	0	0
WI	JUNEAU	MAUSTON	53948	494142	WISCONSIN REMINDER	0	14,242	0
WI	DODGE	MAYVILLE	53050	494559	DODGE COUNTY PIONIER	5,310	0	0
WI	DANE	MC FARLAND	53716	494579	McFARLAND THISTLE	1,750	0	0
WI	TAYLOR	MEDFORD	54451	494622	MEDFORD SHOPPER	0	10,600	0
WI	TAYLOR	MEDFORD	54451	494621	MEDFORD STAR NEWS	6,500	0	0
WI	ASHLAND	MELLEN	54546	494684	MELLEN WEEKLY RECORD	1,220	12	0
WI	WAUKESHA	MENOMONEE FALLS	53051	495095	EXPRESS NEWS - ZONE 1	0	30,500	0
WI	LINCOLN	MERRILL	54452	494878	MERRILL FOTO NEWS	0	16,400	0
WI	DANE	MIDDLETON	53562	494915	MIDDLETON TIMES TRIBUNE	2,918	65	0
WI	ROCK	MILTON	53563	494936	MILTON COURIER	3,450	0	0
WI	MILWAUKEE	MILWAUKEE	53222	495097	EXPRESS NEWS - ZONE 3	0	27,500	0
WI	MILWAUKEE	MILWAUKEE	53202	495138	MILWAUKEE DAILY REPORTER	2,500	0	2,500
WI	MILWAUKEE	MILWAUKEE	53203	495150	MILWAUKEE JOURNAL - SENTINEL	228,543	0	368,686
WI	MILWAUKEE	MILWAUKEE	53207	495146	MILWAUKEE POST	26,492	0	0
WI	MILWAUKEE	MILWAUKEE	53212	495125	MILWAUKEE TIMES	0	15,000	0
WI	MILWAUKEE	MILWAUKEE	53202	495142	WISCONSIN LAW JOURNAL	800	0	0
WI	IOWA	MINERAL POINT	53565	495356	MINERAL POINT DEMOCRAT TRIBUNE	1,047	0	0
WI	ONEIDA	MINOCQUA	54548	495377	LAKELAND TIMES	10,500	0	0
WI	ONEIDA	MINOCQUA	54548	495378	SATURDAY SUPER SHOPPER	0	27,000	0
WI	BUFFALO	MONDOVI	54755	495398	MONDOVI HERALD-NEWS	3,540	0	0
WI	DANE	MONONA	53575	495440	HERALD INDEPENDENT	1,942	0	0
WI	GREEN	MONROE	53566	495460	MONROE SHOPPING NEWS	0	16,098	0
WI	GREEN	MONROE	53566	495452	MONROE TIMES	4,277	21,884	0
WI	MARQUETTE	MONTELLO	53949	495482	MARQUETTE COUNTY TRIBUNE	4,450	0	0
WI	MARATHON	MOSINEE	54455	495524	MOSINEE TIMES	2,475	0	0
WI	MARATHON	MOSINEE	54455	495527	OUR TOWN	0	33,600	0
WI	DANE	MOUNT HOREB	53572	495545	Mount Horeb Mail & Town & Country Shopper	2,000	10,000	0
WI	WAUKESHA	MUKWONAGO	53149	495608	MUKWONAGO CHIEF	5,000	0	0
WI	GRANT	MUSCODA	53573	495650	MUSCODA PROGRESSIVE	2,025	5	0
WI	MILWAUKEE	MUSKEGO	53150	495161	SOUTHWEST CN NOW	0	11,288	0
WI	WINNEBAGO	NEENAH	54956	495705	Neenah/Menasha News-Record	0	24,623	0
WI	CLARK	NEILLSVILLE	54456	495713	CLARK COUNTY PRESS	3,800	0	0
WI	GREEN	NEW GLARUS	53574	495755	POST-MESSENGER RECORDER	1,608	57	0
WI	LA CROSSE	NEW LONDON	54961	493700	Buyer's Ex-Press - Tri-State Region	0	20,000	0
WI	SAINT CROIX	NEW RICHMOND	54017	495839	NEW RICHMOND NEWS	4,744	0	0
WI	SAINT CROIX	NEW RICHMOND	54017	492551	TRI-COUNTY SOUTH	0	17,952	0
WI	MILWAUKEE	OAK CREEK	53154	495157	SOUTH CN NOW	0	14,532	0
WI	WAUKESHA	OCONOMOWOC	53066	495964	LAKE AREA SUNDAY POST	0	0	16,328
WI	WAUKESHA	OCONOMOWOC	53066	495965	OCONOMOWOC ENTERPRISE	4,800	0	0
WI	WAUKESHA	OCONOMOWOC	53066	495967	OCONOMOWOC FOCUS	2,500	0	0
WI	OCONTO	OCONTO	54153	496008	OCONTO BEACON / LAKES/FOREST COUNTY BEACON	0	0	15,000
WI	OCONTO	OCONTO	54153	496007	OCONTO COUNTY REPORTER	5,500	50	0
WI	OCONTO	OCONTO FALLS	54154	496028	OCONTO COUNTY TIMES-HERALD	4,400	0	0
WI	WINNEBAGO	OMRO	54923	496049	OMRO HERALD	1,200	0	0
WI	LA CROSSE	ONALASKA	54650	496065	ONALASKA-HOLMEN COURIER LIFE	3,738	0	0



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WI	VERNON	ONTARIO	54651	496075	ONTARIO COUNTY LINE	2,100	0	0
WI	DANE	OREGON	53575	496112	OREGON OBSERVER	2,367	0	0
WI	POLK	OSCEOLA	54020	496154	OSCEOLA SUN	2,200	0	0
WI	WINNEBAGO	OSHKOSH	54904	496190	OSHKOSH BUYER'S GUIDE	0	32,700	0
WI	WINNEBAGO	OSHKOSH	54901	496212	OSHKOSH NORTHWESTERN	20,109	0	23,909
WI	TREMPEALEAU	OSSEO	54758	496259	OSSEO TRI-COUNTY NEWS	1,275	0	0
WI	JEFFERSON	PALMYRA	53156	496301	PALMYRA/EAGLE ENTERPRISE	700	0	0
WI	PRICE	PARK FALLS	54552	496343	PARK FALLS HERALD	3,348	0	0
WI	MARINETTE	PESHTIGO	54157	496406	PESHTIGO TIMES	9,000	0	0
WI	MARINETTE	PESHTIGO	54157	496407	PESHTIGO TIMES SAVER	0	38,015	0
WI	WAUKESHA	PEWAUKEE	53072	496415	LIVING LAKE COUNTRY SUNDAY	0	0	28,480
WI	PRICE	PHILLIPS	54555	496427	PHILLIPS BEE	4,850	0	0
WI	PRICE	PHILLIPS	54555	496428	PHILLIPS EXTRA SHOPPER	0	11,200	0
WI	WOOD	PITTSVILLE	54466	496448	PITTSVILLE RECORD	2,500	0	0
WI	GRANT	PLATTEVILLE	53818	496469	PLATTEVILLE JOURNAL	4,300	0	0
WI	GRANT	PLATTEVILLE	53818	496474	PLATTEVILLE SHOPPING NEWS	36,872	0	0
WI	SHEBOYGAN	PLYMOUTH	53073	496553	PLYMOUTH REVIEW	5,984	0	0
WI	OZAUKEE	PORT WASHINGTON	53074	496595	OZAUKEE PRESS	9,000	0	0
WI	COLUMBIA	PORTAGE	53901	496575	PORTAGE DAILY REGISTER	4,806	0	0
WI	COLUMBIA	POYNETTE	53955	496721	POYNETTE PRESS	1,500	8	0
WI	DANE	POYNETTE	53955	498864	WAUNAKEE SHOPPER	0	21,003	0
WI	CRAWFORD	PRAIRIE DU CHIEN	53821	496742	Prairie Du Chien Courier-Press / Shopper	4,000	12,000	0
WI	CRAWFORD	PRAIRIE DU CHIEN	53821	496743	Prairie Du Chien Courier-Press Shopper	0	12,000	0
WI	PIERCE	PRESCOTT	54021	496763	PRESCOTT JOURNAL	4,500	214	0
WI	GREEN LAKE	PRINCETON	54923	496784	PRINCETON TIMES-REPUBLIC	1,225	0	0
WI	RACINE	RACINE	53403	496943	RACINE JOURNAL TIMES	28,574	0	30,392
WI	RACINE	RACINE	53403	496800	RACINE PENNSYVAVER	0	40,000	0
WI	SHEBOYGAN	RANDOM LAKE	53075	496994	SOUNDER	2,202	0	0
WI	SAUK	REEDSBURG	53959	497016	ADVANTAGE ADVERTISER	0	14,967	0
WI	SAUK	REEDSBURG	53959	497017	REEDSBURG INDEPENDENT	3,899	0	0
WI	SAUK	REEDSBURG	53959	497015	REEDSBURG TIMES-PRESS	716	0	0
WI	ONEIDA	RHINELANDER	54501	497070	HODAG BUYER'S GUIDE	0	18,028	0
WI	ONEIDA	RHINELANDER	54501	497050	NORTH STAR JOURNAL	0	0	15,189
WI	ONEIDA	RHINELANDER	54501	497030	RHINELANDER DAILY NEWS	4,252	0	4,892
WI	BARRON	RICE LAKE	54868	497099	RICE LAKE CHRONOTYPE	8,781	0	0
WI	BARRON	RICE LAKE	54868	497098	RICE LAKE EARLY BIRD	0	0	31,469
WI	BARRON	RICE LAKE	54868	492545	WILD RIVERS SOUTH	0	20,569	0
WI	RICHLAND	RICHLAND CENTER	53581	497125	RICHLAND CENTER SHOPPING NEWS	0	13,078	0
WI	RICHLAND	RICHLAND CENTER	53581	497120	RICHLAND OBSERVER	3,700	0	0
WI	FOND DU LAC	RIPON	54971	497142	RIPON COMMONWEALTH-EXPRESS	0	17,171	0
WI	FOND DU LAC	RIPON	54971	497141	RIPON COMMONWEALTH-PRESS	3,243	0	0
WI	PIERCE	RIVER FALLS	54022	492165	RIVER FALLS BUYER'S GUIDE	0	0	13,086
WI	PIERCE	RIVER FALLS	54022	497183	RIVER FALLS JOURNAL	4,008	0	0
WI	SAINT CROIX	RIVER FALLS	54022	497190	RIVER FALLS SHOPPER	0	0	9,293
WI	SAUK	SAUK CITY	53583	497247	SATELLITE SHOPPER	0	16,283	0
WI	SAUK	SAUK CITY	53583	497246	SAUK PRAIRIE STAR	1,753	0	0
WI	OUTAGAMIE	SEYMOUR	54165	497267	Advertiser Community News & Times-Press	0	9,100	0
WI	WALWORTH	SHARON	53585	495823	SHARON REPORTER	615	0	0
WI	SHAWANO	SHAWANO	54166	497300	SHAWANO LEADER	6,505	0	22,103



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State	County Name	Primary City of Circulation	Primary Zip Code of Circulation	ANR Pub #	Newspaper Name	Highest Paid Circulation (Mon-Sat)	Highest Free Circulation (Mon-Sat)	Sunday Circulation
WI	SHAWANO	SHAWANO	54166	497310	SHAWANO SHOPPER	0	21,800	0
WI	SHEBOYGAN	SHEBOYGAN	53081	497340	SHEBOYGAN PRESS	20,195	0	22,808
WI	SHEBOYGAN	SHEBOYGAN	53082	497000	SHORELINE CHRONICLE	0	52,000	0
WI	SHEBOYGAN	SHEBOYGAN FALLS	53085	497393	SHEBOYGAN FALLS NEWS	1,921	8	0
WI	KENOSHA	SILVER LAKE	53170	498341	WESTOSHA REPORT	0	1,625	0
WI	MONROE	SPARTA	54656	497666	MONROE COUNTY DEMOCRAT	3,515	0	0
WI	MONROE	SPARTA	54656	497645	SPARTA HERALD	3,515	0	0
WI	WASHBURN	SPOONER	54801	497709	EVERGREEN SHOPPING GUIDE	0	18,070	0
WI	WASHBURN	SPOONER	54801	497708	SPOONER ADVOCATE	4,608	0	0
WI	SAUK	SPRING GREEN	53588	497729	HOME NEWS	2,600	0	0
WI	PIERCE	SPRING VALLEY	54767	497750	SPRING VALLEY SUN/ELMWOOD ARGUS	950	0	0
WI	MILWAUKEE	ST. FRANCIS	53235	495155	SOUTH SHORE CN NOW	0	8,904	0
WI	CHIPPewa	STANLEY	54768	497792	STANLEY REPUBLICAN	2,422	0	0
WI	PORTAGE	STEVENS POINT	54481	497828	STEVENS POINT JOURNAL	11,546	0	11,546
WI	DANE	STOUGHTON	53589	494885	Shopper Stopper - Southern Dane	0	15,379	0
WI	DANE	STOUGHTON	53589	497897	STOUGHTON COURIER-HUB	3,241	0	0
WI	DOOR	STURGEON BAY	54235	498002	DOOR COUNTY ADVOCATE	10,000	0	0
WI	DANE	SUN PRAIRIE	53590	498025	Shopper Stopper - Northern Dane	0	27,931	0
WI	DANE	SUN PRAIRIE	53590	498023	SUN PRAIRIE STAR	5,290	0	0
WI	DOUGLAS	SUPERIOR	54880	498092	MANNEY'S SHOPPER - SUPERIOR	0	21,906	0
WI	DOUGLAS	SUPERIOR	54880	498094	SUPERIOR DAILY TELEGRAM	7,300	0	0
WI	WAUKESHA	SUSSEX	53089	498120	SUSSEX SUN	2,576	0	0
WI	CLARK	THORP	54771	498128	THORP COURIER	2,265	0	0
WI	MONROE	TOMAH	54660	498233	TOMAH JOURNAL	4,091	0	0
WI	MONROE	TOMAH	54660	498212	TOMAH MONITOR HERALD	4,483	0	0
WI	LINCOLN	TOMAHAWK	54487	498296	TOMAHAWK LEADER	3,830	0	0
WI	BARRON	TURTLE LAKE	54889	498323	TURTLE LAKE TIMES	1,250	0	0
WI	RACINE	UNION GROVE	53182	498363	WESTINE REPORT	1,350	0	0
WI	MANITOWOC	VALDERS	54245	498380	VALDERS JOURNAL	2,375	0	0
WI	DANE	VERONA	53593	497892	GREAT DANE SHOPPING NEWS	0	30,400	0
WI	DANE	VERONA	53593	498403	Shopper Stopper - Western Dane	0	24,566	0
WI	DANE	VERONA	53593	498401	VERONA PRESS	2,197	0	0
WI	VERNON	VIOLA	54664	498420	EPITAPH NEWS	1,315	3	0
WI	VERNON	VIROQUA	54665	498445	FOXXY SHOPPER	0	46,400	0
WI	VERNON	VIROQUA	54665	498443	VERNON COUNTY BROADCASTER	4,554	0	0
WI	WALWORTH	WALWORTH	53184	498464	WALWORTH/FONTANA TIMES	1,175	0	0
WI	BAYFIELD	WASHBURN	54891	491040	BAYFIELD COUNTY JOURNAL	2,126	0	0
WI	RACINE	WATERFORD	53185	498548	WATERFORD POST	2,250	0	0
WI	JEFFERSON	WATERLOO	53594	498569	WATERLOO COURIER	2,263	0	0
WI	JEFFERSON	WATERTOWN	53094	498595	Jefferson County Advertiser - North Edition	0	9,086	0
WI	JEFFERSON	WATERTOWN	53094	498598	WATERTOWN DAILY TIMES	8,600	0	0
WI	WAUKESHA	WAUKESHA	53187	498702	WAUKESHA FREEMAN	12,442	0	0
WI	WAUKESHA	WAUKESHA	53186	498707	WAUKESHA NOW	0	9,000	0
WI	DANE	WAUNAKEE	53597	498863	WAUNAKEE TRIBUNE	3,675	0	0
WI	WAUPACA	WAUPACA	54981	498906	WAUPACA BUYER'S GUIDE	0	16,770	0
WI	WAUPACA	WAUPACA	54981	498905	Waupaca County Post West Edition	9,500	0	0
WI	WAUPACA	WAUPACA	54981	498909	WISCONSIN STATE FARMER	27,000	500	0
WI	MARATHON	WAUSAU	54403	498935	WAUSAU BUYER'S GUIDE	0	32,500	0
WI	MARATHON	WAUSAU	54401	498940	WAUSAU DAILY HERALD	21,288	0	50,223



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WI	WAUSHARA	WAUTOMA	54982	498951	CENTRAL WISCONSIN RESORTER	0	16,700	0
WI	WAUSHARA	WAUTOMA	54982	498950	WAUSHARA ARGUS	6,200	60	0
WI	MILWAUKEE	WAUWATOSA	53210	495156	WEST CN NOW	0	17,377	0
WI	MILWAUKEE	WEST ALLIS	53219	495096	EXPRESS NEWS - ZONE 2	0	13,000	0
WI	MILWAUKEE	WEST ALLIS	53214	495158	MIDWEST CN NOW	0	22,451	0
WI	MILWAUKEE	WEST ALLIS	53214	495162	SHOP NOW - SOUTH ZONE	0	143,611	0
WI	MILWAUKEE	WEST BEND	53095	495098	EXPRESS NEWS - ZONE 4	0	25,150	0
WI	WASHINGTON	WEST BEND	53095	499245	WEST BEND BOOSTER	0	28,750	0
WI	WASHINGTON	WEST BEND	53095	499242	WEST BEND DAILY NEWS	9,641	0	0
WI	LA CROSSE	WEST SALEM	54669	499304	COULEE NEWS	2,021	0	0
WI	VERNON	WESTBY	54667	499346	WESTBY TIMES	1,817	0	0
WI	TREMPEALEAU	WHITEHALL	54773	499430	WHITEHALL TIMES	2,828	0	0
WI	WALWORTH	WHITEWATER	53191	499472	WHITEWATER REGISTER	1,510	0	0
WI	WINNEBAGO	WINNECONNE	54986	499493	WINNECONNE NEWS	2,071	22	0
WI	SAWYER	WINTER	54896	499505	SAWYER COUNTY GAZETTE	1,950	0	0
WI	COLUMBIA	WISCONSIN DELLS	53965	499535	WISCONSIN DELLS EVENTS	2,193	0	0
WI	WOOD	WISCONSIN RAPIDS	54494	499565	WISCONSIN RAPIDS DAILY TRIBUNE	10,300	0	0
WI	CLARK	WITHEE	54498	499651	O - W ENTERPRISE	1,150	0	0
WI	SHAWANO	WITTENBERG	54499	499619	WITTENBERG ENTERPRISE-NEWS	1,200	0	0
WI	SAINT CROIX	WOODVILLE	54028	499661	WOODVILLE LEADER	700	0	0

