

PRESS CONTACT

PHOTOCOPY
PRESERVATION

25 CITIES WITH LARGEST SENIOR POPULATIONS AND THEIR LOCAL TV STATIONS
(AFTER NEW YORK CITY AND LOS ANGELES)

City	ST	1990 Census	Percent of City 65+, based on 1990 #	Estimated # of Seniors	ABC Affiliate	NBC Affiliate	CBS Affiliate	FOX Affiliate
Chicago	IL	2,783,726	11.90	331,263	WCIU/ 312-705-2600	WMAQ/ 312-836-5555	WBBM/ 312-944-6000	WFLD/ 312-565-5532
Philadelphia	PA	1,585,577	15.20	241,008	WPVI/ 215-878-9700	WCAU/ 610-668-5510	KYW/ 215-238-4700	WTXF/ 215-925-2929
Houston	TX	1,630,553	8.30	135,336	KTRK/ 713-666-0713	KPRC/ 713-222-2222	KHOU/ 713-526-1111	KRIV/ 713-626-2610
Detroit	MI	1,027,974	12.20	125,413	WXYZ/ 248-827-7777	WDIV/ 313-222-0444	WWJ/ 313-259-6288	WJBK/ 248-557-2000
San Diego	CA	1,110,549	10.20	113,276	KGTV/ 619-237-1010	KNSD/ 619-279-3939	KFMB/ 619-571-8888	NONE
San Francisco	CA	723,959	14.60	105,698	KGO/ 415-954-7294	KRON/ 415-441-4444	KPIX/ 415-362-5550	NONE
Baltimore	MD	736,014	13.70	100,834	WMAR/ 410-377-2222	WBAL/ 410-467-3000	WJZ/ 410-466-0013	WBFF/ 410-467-4545
San Antonio	TX	935,933	10.50	98,273	KSAT/ 210-351-1200	KMOL/ 210-226-4444	KENS/ 210-366-5000	KABB/ 210-366-1129
Dallas	TX	1,006,877	9.70	97,667	WFAA/ 214-748-9631	KXAS/ 817-536-5555	KTVT/ 817-451-1111	KDFW/ 214-720-4444
Phoenix	AZ	983,403	9.70	95,390	KNXV/ 602-243-4151	KPNX/ 602-257-1212	KPHO/ 602-264-1000	KSAZ/ 602-257-1234
Indianapolis	IN	731,327	11.40	83,371	WRTV/ 317-635-9788	WTHR/ 317-636-1313	WISH/ 317-923-8888	WXIN/ 317-632-5900
Seattle	WA	516,259	15.20	78,471	KOMO/ 206-443-4000	KING/ 206-448-5555	KIRO/ 206-728-7777	NONE

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Milwaukee	WI	628,088	12.40	77,883	WISN/ 414-342-8812	WTMJ/ 414-332-9611	WDJT/ 414-777-5800	WITI/ 414-355-6666
Washington	DC	606,900	12.80	77,683	WJLA/ 202-364-7777	WRC/ 202-885-4000	WUSA/ 202-895-5999	WTTG/ 202-244-5151
Memphis	TN	610,337	12.20	74,461	WPTY/ 901-323-2430	WMC/ 901-726-0555	WREG/ 901-543-2333	WHBQ/ 901-320-1313
Cleveland	OH	502,539	14.00	70,355	WEWS/ 216-431-5555	WKYC/ 216-344-3333	NONE	WJW/ 216-431-8888
Jacksonville	FL	661,177	10.60	70,085	WJWB/ 904-641-1700	WTLV/ 904-354-1212	WJXT/ 904-399-4000	WAWS/ 904-642-3030
Pittsburgh	PA	366,852	17.90	65,667	WTAE/ 412-242-4300	WPXI/ 412-237-1100	KDKA/ 412-575-2200	WPGH/ 412-931-5300
Boston	MA	551,675	11.50	63,443	WCVB/ 781-449-0400	WHDH/ 617-725-0777	WBZ/ 617-787-7000	WFXT/ 781-467-2525
St. Louis	MO	383,733	16.60	63,700	KDNL/ 314-436-3030	KSDK/ 314-421-5055	KMOV/ 314-621-4444	KTVI/ 314-647-2222
Denver	CO	483,852	13.90	67,255	KMGH/ 303-832-7777	KUSA/ 303-871-9999	KCNC/ 303-861-4444	KDVR/ 303-595-3131
New Orleans	LA	489,595	13.00	63,647	WGNO/ 504-822-1920	WDSU/ 504-679-0600	WWL/ 504-529-4444	WVUE/ 504-486-6161
Portland	OR	445,458	14.60	65,037	KATU/ 503-231-4222	KGW/ 503-226-5000	KOIN/ 503-464-0600	KPDX/ 503-239-4949
Miami	FL	367,016	16.60	60,925	WPLG/ 305-576-1010	WTVJ/ 305-379-6666	WFOR/ 305-591-4444	WSVN/ 305-751-6692
Honolulu	HI	371,320	16.00	59,411	KITV/ 808-593-4444	KHNL/ 808-847-3246	KGMB/ 808-973-5462	KHON/ 808-591-2222

25 CITIES WITH LARGEST SENIOR POPULATIONS AND THEIR LOCAL NEWSPAPERS
(AFTER NEW YORK CITY AND LOS ANGELES)

City	ST	1990 Census	Percent of City 65+, based on 1990 #	Estimated # of Seniors	Newspaper	Editorial Ed.	Ed. Phone	Ed. Fax
Chicago	IL	2,783,726	11.90	331,263	Chicago Sun-Times	Huntley, Steve	312-321-2535	312-321-2120
					Chicago Tribune	Wycliff, N. Don	312-222-3431	312-222-2598
					Herald News			
					Morris Daily Herald	NONE	815-942-3221	815-942-0988
Philadelphia	PA	1,585,577	15.20	241,008	Philadelphia Daily News	Burgos, Frank	215-854-5927	215-854-5691
					Philadelphia Inquirer	Eisner, Jane	215-854-4530	215-854-5884
					Times-Herald, The	Gilmartin, David	610-272-2500 ext 215	610-272-0660
					Delaware County Daily Times	De Meglio, Linda	610-622-8817	610-622-8887
Houston	TX	1,630,553	8.30	135,336	Houston Chronicle	Michel, Frank	713-220-7077	713-220-3575
					Pasadena Citizen	NONE	713-477-0221	713-477-4172
					Detroit News	Bray, Thomas	313-222-2292	313-222-2335
Detroit	MI	1,027,974	12.20	125,413	Detroit News	Bray, Thomas	313-222-2292	313-222-2335
San Diego	CA	1,110,549	10.20	113,276	San Diego Union Tribune	Kittle, Robert	619-293-1746	619-293-1440
San Francisco	CA	723,959	14.60	105,698	San Francisco Chronicle		415-777-7018	415-543-7708
Baltimore	MD	736,014	13.70	100,834	Baltimore Sun	Thomas, Jacqueline	410-332-6783	410-332-6977
San Antonio	TX	935,933	10.50	98,273	San Antonio Express-News	Burkett, Lynnell	210-250-3475	210-250-3105
					Midland Reporter-Telegram, The	Modisett, Bill	915-682-5311 ext 3069	915-682-3793
					San Angelo Standard-Times	Cowan, Jack	915-659-8233	915-658-7341
					Del Rio News-Herald	NONE	830-775-1551	830-774-2610
					Laredo Morning Times	Arambula, Odie	956-728-2561	956-723-1227
Dallas	TX	1,006,877	9.70	97,667	Dallas Morning News	Pederson, Rena	214-977-8259	214-977-8319
Phoenix	AZ	983,403	9.70	95,390	Arizona Republic, The	Willey, Keven Ann	602-444-8499	602-444-8933
					Tribune Newspapers	Schuster, Bob	602-898-6507	602-898-6362
Indianapolis	IN	731,327	11.40	83,371	Indianapolis Star-News, The	Lyst, John	317-633-9172	317-633-1038
Seattle	WA	516,259	15.20	78,471	Seattle Post-Intelligencer	Byrd, Joann	206-448-8387	206-448-8166
					Seattle Times	Cameron, Mindy	206-464-2773	206-382-6760
					Eastside Journal	Groshart, Craig	425-453-4233	425-635-0603
Milwaukee	WI	628,088	12.40	77,883	Milwaukee Journal Sentinel	Roesslein, Kenneth	414-224-2142	414-224-5175
Washington	DC	606,900	12.80	77,683	Washington Post	Greenfield, Meg	202-334-7473	202-334-5269
Memphis	TN	610,337	12.20	74,461	Commercial Appeal, The	Kushna, David	901-529-5898	901-529-2522
					Union City Daily Messenger	NONE	901-885-0744	901-885-0782
Cleveland	OH	502,539	14.00	70,355	Plain Dealer, The	Larkin, Brent	216-999-4145	216-999-6209
Jacksonville	FL	661,177	10.60	70,085	Florida Times Union	Brown, Lloyd	904-359-4306	904-359-4478
					St. Augustine Record, The	Sutton, James D.	904-829-6562 ext 251	904-829-6664
					Daily Commercial, The	Pastor, John	352-365-8250	352-365-1951
					Star-Banner	Griffiths, Patricia	352-867-4101	352-867-4018
Pittsburgh	PA	366,852	17.90	65,667	Pittsburgh Post-Gazette	McGough, Michael P.	412-263-1343	412-263-2014
					Daily News, The	Burgos, Frank	215-854-5927	215-854-5691

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(AFTER NEW YORK CITY AND LOS ANGELES)

Boston	MA	551,675	11.50	63,443	Boston Globe	Greenway, H.D.S.	617-929-3222	617-929-2098
					Boston Herald	Cohen, Rachelle	617-426-3000 ext 6492	617-451-3506
					Christian Science Monitor, The	Germani, Clara	617-450-2372	617-450-7575
					Enterprise, The	Finkelstein, Gary	508-427-4057	508-586-6506
					Taunton Daily Gazette	NONE	508-880-9000	508-824-3487
St. Louis	MO	383,733	16.60	63,700	St. Louis Post-Dispatch	Bertelson, Christine	314-340-8387	314-340-3139
Denver	CO	483,852	13.90	67,255	Denver Post, The	Ewgen, Bob	303-820-1221	303-820-1369
					Rocky Mountain News	Carroll, Vincent	303-892-5477	303-892-2841
					Detroit Free Press	Dzwonkowski, Ron	313-222-6635	313-222-6774
New Orleans	LA	489,595	13.00	63,647	Times-Picayune, The	Forsyth, Malcolm	504-826-3432	504-826-3007
Portland	OR	445,458	14.60	65,037	Oregonian, The	Caldwell, Robert J.	503-221-8197	503-227-5306
Miami	FL	367,016	16.60	60,925	Miami Herald	Hampton, Jim	305-376-3520	305-376-8950
Honolulu	HI	371,320	16.00	59,411	Honolulu Advertiser	Burris, Jerry	808-525-8095	808-525-8037
					Honolulu Star Bulletin	Chang, Diane	808-525-8607	808-523-8509

FAMILY/ HOME MAGAZINES	CONTACT	PHONE	ISSUE	CIRCULATION
Architectural Digest	Paige Rense, Editor in Chief	213/965-3700	Livability	
Better Homes and Garden	Jean Lem Mon Editor in Chief	515/284-3044	Halloween	7.6 million
Country Living	Rachel Newman, Editor in Chief	212/649-3511	Carthage interview	1.3 million
Martha Stewart Living	Stephen Drucker, Editor in Chief	212/827-8000	At home with the Gores	2.3 million

MAGAZINES - ISSUE FOCUS	CONTACT	PHONE	ISSUE	CIRCULATION
Family Circle	Susan Ungaro, Editor in Chief	212/499-1986		
Good Housekeeping	Ellen Levine, Editor in Chief	212/649-2477	Cancer	5 million
McCall's	Sally Koslow, Editor in Chief	212/499-1723		4.2 million
Readers Digest	William Beaman, Managing Editor	914/244-5763	Fred Barnes profile and <i>New Republic</i> essay	
Essence	Susan Taylor, Editor in Chief	212/642-0644		
Health	Barbara Paulson, Editor in Chief	415/248-2700	Cancer	1 million
Modern Maturity	Carol Simons, Managing Editor	434-6880	Medicare	22 million
Baby Talk	Ellen Fair, Managing Editor	212/522-8989	Grandparents	1 million
Child	Pamela Abrams	212/499-2002	Grandparents	925,000

MAGAZINES – MONEY/ FINANCE	CONTACT	PHONE	ISSUE	CIRCULATION
Fortune	Norm Pearlstine, Editor in Chief	212/522-4440	New economy	933,177
Money	Norm Pearlstine, Editor in Chief	212/522-4440	Top 10 tax cuts	2 million
Wired	Katrina Heron, Editor in Chief	415/276-5000	High Tech agenda	425,000

MAGAZINES – LIFESTYLE/ RECREATION	CONTACT	PHONE	ISSUE	CIRCULATION
Outside	Adam Horowitz, Managing Editor	505/989-7100	Environment	500,000
Sports Illustrated	Lanny Davis' son ???		Favorite sport??	
InStyle	Norm Pearlstine, Editor in Chief	212/522-4440	Tour of NAVOBS	1.1 million
Bon Appetit	William Garry, Editor in Chief	213/965-3600		1 million

USA Weekend	Dan Olmsted, Senior Editor	703/276-6445		21.2 million
Parade	Larry Smith, Managing Editor	212/450-7181	Vietnam	37 million
People	Megan Morehouse	202/861-4025	1. Summer reading 2. influential teachers 3. feature story on ????	