

**Table 16.12-- AVERAGE PAID CIRCULATION OF DAILY AND SUNDAY
ENGLISH-LANGUAGE NEWSPAPERS: 2004-2005 TO 2007-2008**

[Averages for 12-month periods ended in March. Foreign-language daily newspapers, not included in this table, are the *Hawaii Hochi*, Japanese and English; *The Joong-Ang Daily News*, *Korea Times/Han Kook Ilbo* and *Korea Central Daily*, Korean; and *United Chinese Press*, Chinese]

Newspaper	2004-2005	2005-2006	2006-2007	2007-2008
Daily				
<i>The Honolulu Advertiser</i> 1/	143,271	143,740	142,651	140,040
<i>Honolulu Star-Bulletin</i> 2/	64,041	65,167	64,073	63,689
<i>Hawaii Tribune-Herald</i> (Hilo) 3/	(NA)	(NA)	(NA)	(NA)
<i>West Hawaii Today</i> (Kailua-Kona) 3/	(NA)	(NA)	(NA)	(NA)
<i>Maui News</i> (Wailuku) 4/	(NA)	(NA)	(NA)	(NA)
<i>Garden Island</i> (Lihue) 5/	8,879	(NA)	(NA)	(NA)
Sunday morning				
<i>The Honolulu Advertiser</i>	162,388	158,304	156,003	150,414
<i>Honolulu Star Bulletin</i>	61,688	62,443	60,158	60,160
<i>Hawaii Tribune-Herald</i> (Hilo)	(NA)	(NA)	(NA)	(NA)
<i>West Hawaii Today</i> (Kailua-Kona)	(NA)	(NA)	(NA)	(NA)
<i>Maui News</i> (Wailuku)	(NA)	(NA)	(NA)	(NA)
<i>Garden Island</i> (Lihue)	9,250	(NA)	(NA)	(NA)

NA Not available.

1/ Morning and afternoon, Monday through Saturday. The afternoon edition began on March 15, 2001.

2/ Afternoon, Monday through Saturday. New owner Oahu Publications began to publish on March 15, 2001. Morning, midday, and final editions, different areas, Monday through Saturday. The Sunday edition began on April 1, 2001.

3/ Morning, Monday through Sunday effective June 4, 2004.

4/ Afternoon, Monday through Friday. The *Maui News* became a morning paper on July 24, 2000. The Saturday edition began on March 10, 2001.

5/ Afternoon, Monday through Friday. As of September 2000, a Saturday morning edition. As of October 2001, morning, Monday through Saturday.

Source: Data provided by newspaper publishers to Hawaii State Department of Business, Economic Development & Tourism.