

**Table 16.13-- AVERAGE PAID CIRCULATION OF DAILY AND SUNDAY
ENGLISH-LANGUAGE NEWSPAPERS: 1993-94 TO 1996-97**

[Averages for 12-month periods ended in March. Foreign-language daily newspapers, not included in this table, are the *Hawaii Hochi*, Japanese and English; and *United Chinese Press*, Chinese]

Newspaper	1993-94	1994-95	1995-96	1996-97
Daily:				
The Honolulu Advertiser 1/	104,461	105,793	105,984	104,960
Honolulu Star-Bulletin 2/	82,489	79,796	76,198	71,418
Hawaii Tribune-Herald (Hilo) 3/	19,688	19,773	19,362	19,079
West Hawaii Today (Kailua-Kona) 3/	12,281	11,832	11,560	11,334
Maui News (Wailuku) 4/	19,222	18,816	18,379	17,702
Garden Island (Lihue) 4/	7,679	7,874	7,860	7,551
Sunday morning:				
The Honolulu Advertiser 5/	195,577	195,166	193,318	190,475
Hawaii Tribune-Herald (Hilo)	23,088	23,049	23,005	22,894
West Hawaii Today (Kailua-Kona)	13,455	13,621	13,516	13,668
Maui News (Wailuku)	22,246	23,441	23,860	23,992
Garden Island (Lihue)	8,100	7,981	8,017	7,750

NA Not available.

1/ Mornings, Monday through Saturday.

2/ Afternoons, Monday through Saturday.

3/ Mornings, Monday through Friday.

4/ Afternoons, Monday through Friday.

5/ Data through February 27, 1993 are for the *Sunday Star-Bulletin and Advertiser*; beginning March 7, 1993, for the Sunday *Honolulu Advertiser*.

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