

DFW DMA COVERAGE RANK	US Reach	DFW Reach	DFW Coverage %	DFW Composition %	DFW Comp Index
US	207,538,800	4,661,750	100.0%	2.2%	(100)
wfaa.com	814,882	601,872	12.9%	73.9%	(3288)
star-telegram.com	913,433	479,918	10.3%	52.5%	(2339)
money.cnn.com	15,280,167	369,780	7.9%	2.4%	(108)
evite.com	9,688,657	338,134	7.3%	3.5%	(155)
cbs11tv.com	596,253	325,375	7.0%	54.6%	(2429)
abcnews.go.com	11,403,728	302,199	6.5%	2.7%	(118)
linkedin.com	10,307,266	298,911	6.4%	2.9%	(129)
typepad.com	10,461,903	253,178	5.4%	2.4%	(108)
movietickets.com	5,572,919	210,099	4.5%	3.8%	(168)
drudgereport.com	6,907,188	198,236	4.3%	2.9%	(128)
city-data.com	8,148,331	197,190	4.2%	2.4%	(108)
bizjournals.com	6,125,123	172,116	3.7%	2.8%	(125)
usmagazine.com	6,038,407	162,433	3.5%	2.7%	(120)
break.com	6,524,846	160,511	3.4%	2.5%	(110)
funbrain.com	4,863,796	159,046	3.4%	3.3%	(146)
pegasusnews.com	268,160	142,715	3.1%	53.2%	(2369)
biblegateway.com	3,646,527	121,794	2.6%	3.3%	(149)
businessweek.com	4,699,225	113,721	2.4%	2.4%	(108)
tinypic.com	4,297,355	104,426	2.2%	2.4%	(108)
primarygames.com	1,691,721	98,289	2.1%	5.8%	(259)
fool.com	3,993,998	95,457	2.1%	2.4%	(106)
woot.com	2,674,841	92,282	2.0%	3.5%	(154)
breitbart.com	3,294,409	91,585	2.0%	2.8%	(124)
chron.com	2,819,989	90,522	1.9%	3.2%	(143)
abcnews.com	3,108,698	81,137	1.7%	2.6%	(116)
dentonrc.com	115,088	79,215	1.7%	68.8%	(3064)
moviewatcher.com	1,717,250	78,822	1.7%	4.6%	(204)

Source: Quantcast Media Planner; Total People in Dallas-Ft. Worth DMA for Quantified Publishers only; data as of Jan 31, 2009, for ad supported domains/sub-domains reaching at least 10K US people in last 30 days