

DFW DMA COMPOSITION RANK	US Reach	DFW Reach	DFW Coverage %	DFW Composition %	DFW Comp Index
US	207,538,800	4,661,750	100.0%	2.2%	(100)
dallas.mrmovietimes.com	42,269	34,073	0.7%	80.6%	(3589)
weather.cbs11tv.com	50,649	39,815	0.9%	78.6%	(3500)
weather.wfaa.com	18,668	14,468	0.3%	77.5%	(3450)
wfaa.com	814,882	601,872	12.9%	73.9%	(3288)
kscs.com	23,032	16,912	0.4%	73.4%	(3269)
weather.dallasnews.com	34,251	24,822	0.5%	72.5%	(3226)
dentonrc.com	115,088	79,215	1.7%	68.8%	(3064)
heraldbanner.com	18,128	12,169	0.3%	67.1%	(2989)
hcnews.com	11,444	7,610	0.2%	66.5%	(2961)
utdmercury.com	11,763	7,785	0.2%	66.2%	(2946)
kdge.com	35,285	22,829	0.5%	64.7%	(2880)
dallas.oodle.com	63,274	40,559	0.9%	64.1%	(2854)
weatherforddemocrat.com	22,876	14,195	0.3%	62.1%	(2762)
mineralwellsindex.com	11,173	6,846	0.2%	61.3%	(2728)
startelegram.typepad.com	84,965	51,344	1.1%	60.4%	(2690)
cleburnetimesreview.com	19,154	11,558	0.3%	60.3%	(2686)
telemundodallas.com	14,341	8,638	0.2%	60.2%	(2681)
fwbusinesspress.com	47,712	27,616	0.6%	57.9%	(2577)
corsicanadailysun.com	23,065	13,048	0.3%	56.6%	(2519)
gainesvilleregister.com	12,955	7,269	0.2%	56.1%	(2498)
cbs11tv.com	596,253	325,375	7.0%	54.6%	(2429)
pegasusnews.com	268,160	142,715	3.1%	53.2%	(2369)
star-telegram.com	913,433	479,918	10.3%	52.5%	(2339)
dallas.going.com	14,654	7,478	0.2%	51.0%	(2272)
1061kissfm.com	73,014	35,645	0.8%	48.8%	(2173)
dallasnews.com	3,187,848	1,461,947	31.4%	45.9%	(2042)
dallas.bizjournals.com	106,102	46,547	1.0%	43.9%	(1953)

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