



“The World Cancer Report” **Global Cancer Rates Could Increase 50% by 2020**

MEDIA REPORT

	MEDIA	REACH
News Wire Services	Associated Press	Worldwide
	Reuters	Worldwide
	Reuters Alert	Worldwide
	Agence France Presse	Worldwide
	UN Wire Service	Worldwide
	UPI – United Press International	Worldwide
	Washington Post – LA Times News Service	Worldwide
	New York Times News Service	Worldwide
	Kyodo News Service	Worldwide
	Xinhua General News Service	China
	EFE	Spain
	DPA – Deutsche Presse Agentur	Germany
	Canadian Press	Canada
	CanWest News Service	Canada
	Canada News Wire	Canada
	Southam News Service	Canada
	PR Newswire	Canada/US
	Inter Press Service	Developing World
	Press Trust of India	India
	Telam	Argentina
	DyN	Argentina
	Noticias Argentinas	Argentina
	ANC	Argentina
	Infosic	Argentina
	Ejes de Comunicacion	Argentina
	IRS	Chile
	Recosur	Uruguay
International Television	BBC News – <i>World Edition</i>	Worldwide
	CTV – Canadian Television	Canada
	CBC - Canadian Broadcasting Corporation	Canada
	ABC – Australian Broadcasting	Australia

**International
Radio**

Voice of America
BBC Radio

Worldwide
Worldwide

**United States
Television**

NETWORKS

CNN - *Headline News*
ABC News – (235 stations)
CBS News – (207 stations)
MSNBC

National
National
National
National

LOCAL STATIONS

WOFL-TV CH 35 (FOX)
KVVU-TV CH 5 (FOX)
WJSU-TV CH 40 (ABC)
KWWL-TV CH 7 (NBC)
WATM-TV CH 23 (ABC)
WAWS-TV CH 30 (FOX)
KCPQ-TV CH 13 (FOX)
WGHP-TV CH 8 (FOX) - 2 times
KWQC-TV CH 6 (NBC)
KRIV-TV CH 26 (FOX)
WLUK-TV CH 11 (FOX)
WDAF-TV CH 4 (FOX)
KTBC-TV CH 7 (FOX)
WXXA-TV CH 23 (FOX)
WTEV-TV CH 47 (CBS)
WNCN-TV CH 17 (NBC)
KOIN-TV CH 6 (CBS) – 2 times
WNEP-TV CH 16 (ABC)
WFTX-TV CH 36 (FOX)
KRON-TV CH 4 (IND)
WBRE-TV CH 28 (NBC)
WAVY-TV CH 10 (NBC)
WHBQ-TV CH 13 (FOX)
KTUL-TV CH 8 (ABC)
WSET-TV CH 13 (ABC)
WMUR –TV CH 9
KSBW –TV CH 8 (NBC)
WXIA –TV CH 11 (NBC)
WNEP-TV CH 16
KCRA-TV CH 3

Orlando/Daytona Beach, FL
Las Vegas, NE
Birmingham/Anniston
Cedar Rapids/Waterloo
Johnstown/Altoona
Jacksonville/Brunswick
Seattle/Tacoma, WA
Greensboro/Winston-Salem
Davenport, Rock Island
Houston, TX
Green Bay/Appleton
Kansas City, MO
Austin, TX
Albany/Schenectady/Troy
Jacksonville/Brunswick
Raleigh/Durham
Portland, OR
Wilkes-Barre/Scranton
Fort Myers/Naples
San Francisco, CA
Wilkes-Barre/Scranton
Norfolk/ Newport News
Memphis, TN
Oklahoma
Roanoke, VA
New Hampshire
California
Atlanta, GA
Pennsylvania
California

MEDIA		REACH
United States Radio	WCCO	Minnesota
	KTUL	Oklahoma
	WSET	Virginia
	KHBS	Arkansas
	KERO	California
	WRAL	North Carolina
	KOIN	Oregon
United States Newspapers	The Wall Street Journal (National)	1,752,693
	USA Today (National)	1,671,539
	The Washington Post (Washington, DC)	783,656
	The Star Ledger (Newark, NJ)	607,006
	Newsday (Long Island, NY)	574,941
	San Francisco Chronicle (San Francisco, CA)	530,125
	Boston Globe (Boston, MA)	473,459
	Chicago Sun Times (Chicago, IL)	455,425
	New York Post (New York, NY)	438,158
	Arizona Republic (Phoenix, AZ)	433,296
	Minneapolis Star Tribune (Minneapolis, MN)	410,564
	The Philadelphia Inquirer (Philadelphia, PA)	399,339
	The Star-Ledger (Newark, NJ)	396,450
	The Miami Herald (Miami, FL)	349,114
	The Baltimore Sun (Baltimore, MD)	314,819
	Atlanta Journal Constitution (Atlanta, GA)	307,667
	The Arkansas Democrat- Gazette (Little Rock, AR)	291,453
	The Kansas City Star (Kansas City, MO)	281,945
	The Sun – Sentinel (Ft. Lauderdale, FL)	261,822
	Charlotte Observer (Charlotte, NC)	243,990
	San Antonio Express –News (San Antonio, TX)	240,227
	Seattle Times (Seattle, WA)	219,698
	The World-Herald (Omaha, NE)	193,727
	West County Times (Pinole, CA)	185,000
	The Riverside Press-Enterprise (Los Angeles, CA)	184,562
	Contra Costa Times (Walnut Creek, CA) <i>2 stories</i>	184,440
	The Las Vegas Review-Journal (Las Vegas, NV)	173,915
	The Fresno Bee (Fresno, CA)	164,815
	Knoxville News-Sentinel (Knoxville, TN)	159,387
	Wichita Eagle (Wichita, KS)	157,297
	The Tulsa World (Tulsa, OK)	146,323
	Beacon Journal (Akron, OH)	142,685
	Akron Beacon Journal (Akron, OH)	140,329
	The Grand Rapids Press (Grand Rapids, MI)	140,048
	Salt Lake Tribune (Salt Lake City, UT)	135,018

MEDIA**REACH**

United States	Woodland Hills Daily News-Valley Ed (Los Angeles, CA)	126,651
Newspapers	The Wilmington News Journal (Wilmington, DE)	121,264
-continued	East Valley Tribune (Mesa, AZ)	113,270
	Ventura County Star (Ventura, CA)	107,560
	Herald Tribune (Sarasota, FL)	107,168
	The Mobile Register (Mobile, AL)	107,000
	Arizona Daily Star (Tucson, AZ)	106,708
	Daytona News-Journal (Daytona, FL)	106,078
	Clarion-Ledger (Jackson, MS)	105,322
	Pittsburgh Tribune (Pittsburgh, PA)	102,616
	El Nuevo Herald (Miami, FL) <i>2 stories</i>	102,000
	Wisconsin State Journal (Madison, WI)	100,300
	New Haven Register (New Haven, CT)	100,108
	San Juan Star (San Juan, PR)	100,068
	The Patriot-News (Harrisburg, PA)	99,871
	Albany Times Union (Albany, NY)	99,051
	The Country Star (Ventura, CA)	98,803
	North County Times (Escondido, CA)	89,346
	The Press Democrat (Santa Rosa, CA)	88,847
	The Flint Journal (Flint, MI)	88,817
	The Hammond Times (Hammond, IN)	88,101
	Florida Today (Melbourne, FL)	86,116
	The Modesto Bee (Modesto, CA)	85,301
	The Courier-Post (Camden, NJ)	80,550
	The Press Herald (Portland, ME)	76,603
	Atlantic City Press (Atlantic City, NJ)	76,083
	The Journal Star (Lincoln, NE)	75,293
	The San Bernardino Sun (San Bernardino, CA)	72,395
	South Bend Tribune (South Bend, IN)	72,161
	The Californian (Bakersfield, CA)	70,123
	The Quad-City Times (Davenport, IA)	71,030
	The Macon Telegraph (Macon, GA)	67,124
	Inland Valley Daily Bulletin (Ontario, CA)	66,833
	Courier Times (Bristol, PA)	66,489
	The Macon Telegraph (Macon, GA)	66,138
	Cedar Rapids Gazette (Cedar Rapids, IA)	66,954
	The Wilmington Star (Wilmington, NC)	65,432
	Idaho Statesman (Boise, ID)	65,294
	Home News Tribune (East Brunswick, NJ)	64,958
	The Repository (Canton, OH)	64,932
	Bangor News (Bangor, ME)	64,799
	The Repository (Canton, OH)	63,744
	News-Leader (Springfield, MO)	63,433
	The Journal Gazette (Ft. Wayne, IN)	61,833

MEDIA**REACH**

United States**Newspapers****-continued**

Savannah News (Savannah, GA)	60,666
The Journal Gazette (Ft. Wayne, IN)	58,620
The Sun Herald (Gulfport, MS)	57,864
The Republican-American (Waterbury, CT)	56,399
Ann Arbor News (Ann Arbor, MI) <i>front page</i>	55,217
Eagle-Tribune (Lawrence, MA)	54,203
Herald News (Passaic, NJ)	53,881
Post-Crescent (Appleton, WI)	53,414
Belleville News-Democrat (Belleville, IL)	53,387
Tallahassee Democrat (Tallahassee, FL)	53,183
Cape Cod Times (Hyannis, MA)	53,119
Charleston Gazette (Charleston, WV)	52,727
Columbus Ledger-Enquirer (Columbus, GA)	52,500
Duluth News Tribune (Duluth, MN)	51,999
Gainesville Sun (Gainesville, FL)	51,829
Trentonian (Trenton, NJ)	50,980
The Times Leader (Wilkes-Barre, PA)	50,784
The Saginaw News (Saginaw, MI)	50,541
The Star Tribune (Minneapolis, MN)	50,192
The Daily Record (Parsippany, NJ)	50,058
The Herald News (Joliet, IL)	50,000
Biloxi Sun Herald (Biloxi, MS)	49,595
The Muskegon Chronicle (Muskegon, MI)	47,058
Free Lance-Star (Fredericksburg, VA)	44,512
Johnstown Tribune-Democrat (Johnstown, PA)	43,682
Tuscaloosa News (Tuscaloosa, AL)	39,321
Stuart News (Stuart, FL)	37,746
Times Daily (Florence, AL)	35,212
Grand Forks Herald (Grand Forks, ND)	34,786
Battle Creek Enquirer, Battle Creek, MI)	24,909
Centre Daily Times (State College, PA)	24,847
Wausau, Herald (Wausau, WI)	22,221
Clarksville Leaf-Chronicle (Clarksville, TN)	20,778
The Holland Sentinel (Holland, MI)	18,369
Aberdeen American News (Aberdeen, SD)	17,160
Brunswick News (Brunswick, GA)	15,683
The World (Coos Bay, OR)	14,709
The Bristol Press (Bristol, CT)	12,067
Alpena News (Alpena, MI)	11,481
Shamokin News (Shamokin, PA)	11,288
The Charlotte Post (Charlotte, NC)	11,241
The Henderson Gleaner (Henderson, KY)	10,398
Wilkes Barre Weekender (Pennsylvania)	N/A

MEDIA**REACH**

CANADA

The Toronto Star (Toronto, ON)	467,638
Toronto Sun (Toronto, ON) – 3 stories	239,818
The Edmonton Journal (Edmonton, AB) -2 stories	138,545
The Ottawa Citizen (Ottawa, ON)	137,146
Winnipeg Free Press (Winnipeg, ON)	126,281
Calgary Herald (Calgary, AB) - 2 stories	112,128
The Spectator (Hamilton-Burlington, ON)	105,912
London Free Press (London, ON)	100,395
The Record (Waterloo-Kitchener) – front page	83,670
The Windsor Star (Windsor, ON)	81,500
Times Colonist (Victoria, BC) – front page	75,872
The Calgary Sun (Calgary, AB)	71,665
The StarPhoenix (Saskatoon)	68,517
Leader Post (Regina, SK)	54,050
Medical Post (Toronto, ON)	40,355
The Standard (St. Catharines, ON)	33,084
The Kingston Whig-Standard (Kingston, ON)	27,473
Cape Breton Post (Cape Breton) – front page	27,231
The Guardian (Charlottetown)	22,055
The Review (Niagara Falls, ON)	17,788
Nanaimo Daily News (Nanaimo, BC)	8,594
The Trail Times (Trail, BC)	4,857
The Canoe News	N/A

GERMANY

Stuttgarter Nachrichten	535,814
Sachsische Zeitung	335,207
Ruhr-Nachrichten	182,862
Stader Tageblatt	158,816
Badisches Tagblatt	42,106
Harburger Anzeigen Nachrichten	30,400
Westfälische Rundschau - 2 stories	N/A

FRANCE

Ouest France	786,205
Le Nouvel Observateur - 2 stories	473,685
Le Progres	418,312
Le Monde - 2 stories	394,739
Sud Quest	351,813
Le Dauphine	269,071

MEDIA

REACH

Newspapers
-continued

Nice Matin	235,506
La Montagne	222,915
La Depeche	211,587
La Provence - 2 stories	193,692
L'Humanite hebdo - 2 stories	193,400
Le Republicain Lorrain - 2 stories	178,713
Liberation	171,861
France Soir - 3 stories	162,716
Midi Libre	162,628
L'Ardennais	133,362
L'Alsace - 2 stories	122,569
Paris Normandie	95,409
Journal de Saone et Loire	74,619
L'Independent	71,523
Var Matin	67,504
Nord Éclair	61,386
France Antilles	60,000
La Republique du Centre	58,507
Le Bien Public	56,937
L'Echo	55,765
Le Populaire Du Centre	51,980
Le Journal de L'Ain	47,546
La Charente Libre	40,476
Corse Matin	40,199
Yonne Republicaine	40,019
Le Berry Republicain	35,921
Le Quotidien de la Reunion	34,401
L'Echo Republicain	32,465
La Liberte de L'est	30,610
Le Moniteur des Pharmacies	29,015
Journal de la Haute Marne	27,527
Les Depeches – Le Progres	25,885
Le Harve Libre	20,822
Le Harve Presse	16,076
La Tribune le Progres	15,000
Nouvelle Republique des Pyrennes	14,985
Le Pays de Franche Comte	11,420
Vaucluse - 2 stories	10,416
Espace Social Europeen (Paris)	10,000
Paris Mantes-Poissy	9,700
Monaco Matin	5,900
La Montagne-Limoges	4,180

MEDIA

REACH

International JAPAN

Newspapers
-continued

Asahi Shimbun - 3 stories	8,321,138
Yomiuri Shimbun	6,154,431
Nihon Keizai Shimbun	1,780,563
Hokkaido Shimbun	1,227,615
Saneki Shimbun	1,170,826
Nishinippon Shimbun - 3 stories	848,479
Saneki Sports	815,215
Komei Shimbun	800,000
Nihon Keizai Shimbun	788,710
Chugoku Shimbun	728,845
Shizuoka Shimbun	724,679
Daily Tohoku	705,781
Mainichi Shimbun	672,687
Kobe Shimbun	540,592
Nikkan Sports	523,120
Kyoto Shimbun	505,577
Kahoku Shimpō	502,417
Niigata Nippo	496,777
Shinano Mainichi Shimbun	466,968
Sanyo Shimbun - 2 stories	454,920
Kumamoto Nichinichi	386,094
Hokkoku Shimbun	332,338
Fukushima Mimpo	307,199
Jomo Shimbun - 2 stories	295,084
To-O Nippo	262,740
Akita Sakigake Shimpō	261,395
Tokushima Shimbun	250,219
Oita Godo Shimbun	241,374
Miyazaki Nichinichi	235,105
Yamagata Shimbun	228,465
Shikoku Shimbun	210,497
Yamanashi Nichinichi	203,519
Fukushima Minyu	201,265
Okinawa Times	200,662
Fukui Shimbun	200,440
Ryukyu Shimpō	200,230
Ninhon Keizai Shimbun - 2 stories	199,385
Gifu Shimbon	171,937
Sanin Chuo Shimpō	170,715
Asahi Shimbun	167,126
Nihon Shokuryo Shimbun	143,060
Doshin Sports	142,451

MEDIA

REACH

International
Newspapers
-continued

JAPAN (cont'd)

Saga Shimbun	137,563
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Ise Shimbun	100,550
Tokachi Mainichi Shimbun	86,808
Yamaguchi Shimbun	82,500
Nikkan Kenmin Fukui	61,315
Tomakomai Mimpo	60,676
The Japan Times	59,784
Nihon Keizai Shimbun	59,004
The Daily Yomiuri	49,678
Nagano Nippo	47,676
Toyama Shimbun	42,988
Miyako Mainichi Shimbun	14,761
Seikyo Shimbun	5,000
Kita Nippon Shimbun	N/A
Shimbun Akahata	N/A
Sakigake Sports	N/A

UNITED KINGDOM

Daily Mail (London)	2,364,315
The Daily Telegraph (London)	1,043,848
The Times of London	726,340
Financial Times (London)	391,067
The Guardian (London)	396,366
Financial Times (London)	290,032
The Independent (London)	223,587
Cannock Express and Star	174,989
Manchester Evening News	173,179
Irish Independent	165,365
Sentinel	89,772
Northern Echo	67,589
Irish Examiner	63,620
Metro North East	53,989
Kettering Evening Telegraph	30,940
Evening Leader	30,251
Northhampton Chronicle and Echo	26,678
Scunthorpe Evening Telegraph	23,449
Guernsey Press and Star	16,303
The Glasgow Herald (Glasgow)	N/A

MEDIA

REACH

International
Newspapers
-continued

AUSTRALIA

Melbourne Herald Sun (Melbourne)	568,202
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The Age (Melbourne)	237,474
The Sydney Morning Herald (Sydney)	231,508

ARGENTINA

El Clarin	560,000
La Nacion - <i>front page</i>	185,000
La Voz del Interior	95,000
La Razon	62,000

BRAZIL

O Globo	350,000
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CHILE

El Mercurio	9,000
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ECUADOR

El Universo	174,000
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PERU

El Comercio	150,000
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CHINA

Shanghai Daily	50,000
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AFRICA

Sunday Times	N/A
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PHILIPPINES

Philippine Daily Inquirer	257,416
Manila Times	N/A

SPAIN

El Pais	80,000
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MEDIA

REACH

International
Newspapers
-continued

NEW ZEALAND

The New Zealand Herald	240,000
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URUGUAY

El Pais	100,000
La Republica	45,000

Magazines/ Weekly & Industry Publications

Lancet (UK)	85,000
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Online Coverage Yahoo News

UN News Centre
 Science Daily
 MENAFN.com
 Independent Online
 Health24
 EastDay.com
 Canada.com
 GraciasDoctor.com
 MedicinaTV.com
 Channel4News
 ITV Online
 New Scientist.com
 Health-News
 English.eastday.com
 Scoop.co.nz
 Stuff.co.nz
 ABC Online
 ScienceBlog.com
 DrKoop.com
 Reason Online
 CBSNEWS.com
 KnowNews.com
 Washington File
 TheStreet.com
 Newsday.com
 IPSnews.net
 TheWorldlink.com
 Fredericksburg.com
 Boston.com

Worldwide

Worldwide
 Europe
 Africa
 South Africa
 South Africa
 China
 Canada
 Spain
 Spain
 UK
 UK
 UK
 UK
 UK
 New Zealand
 New Zealand
 Australia
 US
 US
 US
 US
 US
 US
 NY
 NY
 Uruguay
 Oregon
 Fredericksburg, VA
 Boston, MA