WHO WE ARE
Our staff intuitively thinks like the market because, frankly, they are the market.
It is perhaps the ultimate example of local news building readership. The Alligator offers a unique perspective unlike any other publication in Gainesville. Our student writers, designers and student sales representatives are what make The Alligator what it is: an award-winning student-run newspaper at one of the largest and most dynamic college towns in the country.

RECOGNITION
The Alligator has always been on the cutting edge in both editorial and business matters. The newspaper’s writers and photographers have won many Hearst Awards, considered the Pulitzer Prize of college journalism. The American Newspaper Association designated The Alligator a Pacemaker newspaper, its highest award for college newspapers. The Society of Professional Journalists named The Alligator “The Best College Daily in the Region” several times within the recent decades. The Alligator has also received the SPJ’s prestigious National First Amendment Award.

WHO WE REACH
THE MARKET
The college market of Gainesville, FL consists of about 80,000 plus individuals involved with one of the two higher-education institutions. These readers of The Alligator spend over $600 million annually on goods and services. Gainesville has the highest percentage of people between the ages of 18-34 years of any major market in Florida. UF ranks #9 in Top Public Schools by US News & World Report. Gainesville was voted #5 of Top 10 College Towns by the American Institute of Economic Research.

DISTRIBUTION
The Alligator prints 18,000 newspapers daily.
• Distributed in more than
350 locations
• Fall and Spring circulations of
18,000, printed Monday, Wednesday
and Friday
• Summer circulations of 18,000,
printed Tuesdays and Thursdays