



# Anytown News

Anytown (Blue County), Illinois  
www.anytown.com

**Newspaper Publisher's Statement**  
For six months ended September 30, 2009  
Subject to Audit

Paragraph 1 data will remain unchanged.

	Sun	Morning						Evening Sat
		Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	
<b>1. TOTAL AVERAGE PAID CIRCULATION</b>	<b>36,571</b>	<b>31,514</b>	<b>29,619</b>	<b>32,309</b>	<b>32,119</b>	<b>30,809</b>	<b>31,019</b>	<b>31,059</b>
<i>Core Newspaper with replica electronic</i>	36,400	31,400	29,500	32,200	32,100	30,700	30,900	30,900
Core Newspaper	36,386	31,329	29,434	32,124	31,934	30,624	30,834	30,874
Electronic Editions (See Par. 6B) (when applicable)	125	125	125	125	125	125	125	125
Other Unique Editions (See Par. 6B) (when applicable)	60	60	60	60	60	60	60	60
<b>Total Average Paid Circulation</b>	<b>36,571</b>	<b>31,514</b>	<b>29,619</b>	<b>32,309</b>	<b>32,119</b>	<b>30,809</b>	<b>31,019</b>	<b>31,059</b>
<b>1A. AVERAGE PAID CIRCULATION - Core Newspaper</b>	<b>Paid for by Individual Recipients (&gt;50% of basic)</b>							
Home Delivery and Mail	23,020	19,815	19,020	20,010	18,520	19,010	20,020	20,510
Single-Copy Sales	11,500	9,000	7,500	9,500	10,000	9,500	8,500	8,300
<b>Subtotal</b>	<b>34,520</b>	<b>28,815</b>	<b>26,520</b>	<b>29,510</b>	<b>29,520</b>	<b>28,510</b>	<b>28,520</b>	<b>28,810</b>
<b>Paid for by Individual Recipients (&gt;25%, &lt;50% of basic)</b>								
Home Delivery and Mail	180	180	180	30	180	30	180	30
Single-Copy Sales	0	0	0	0	0	0	0	0
<b>Subtotal</b>	<b>180</b>	<b>180</b>	<b>180</b>	<b>30</b>	<b>180</b>	<b>30</b>	<b>180</b>	<b>30</b>
<b>Total Average Paid by Individual Recipient Circulation - Core Newspaper</b>	<b>34,700</b>	<b>28,995</b>	<b>26,500</b>	<b>29,540</b>	<b>29,700</b>	<b>28,540</b>	<b>28,700</b>	<b>28,840</b>
<b>Other Paid Circulation: (See Par. 6A)</b>								
Single-Copy Sales	115	115	115	115	115	115	115	115
Educational Programs	590	890	1,390	1,140	890	640	790	590
Employee/Independent Contractor	220	220	220	220	220	220	220	220
Third-Party Sales	361	359	359	359	359	359	359	359
Third-Party Sales - Payment made with barter (See Par. 6B)	400	750	650	750	650	750	650	750
<b>Subtotal</b>	<b>1,686</b>	<b>2,334</b>	<b>2,734</b>	<b>2,584</b>	<b>2,234</b>	<b>2,084</b>	<b>2,134</b>	<b>2,034</b>
Total Average Paid Circulation - Core Newspaper	36,386	32,329	29,434	32,124	31,934	30,624	30,834	30,874
Total Paid Circulation - Electronic Editions	125	125	125	125	125	125	125	125
Total Paid Circulation - Other Unique Editions	60	60	60	60	60	60	60	60
<b>TOTAL AVERAGE PAID CIRCULATION</b>	<b>36,571</b>	<b>31,514</b>	<b>29,619</b>	<b>32,309</b>	<b>32,119</b>	<b>30,809</b>	<b>31,019</b>	<b>31,059</b>
Other Audited Circulation (Optional)	0	0	0	0	0	0	0	0
Total Circulation (Optional)	0	0	0	0	0	0	0	0
Days Omitted from Averages (See Par. 6B)	3	None	1	None	None	None	None	None

Reporting print readership is optional for non-Scarborough-measured newspapers. Newspapers that elect to report print readership must report both readers and reach by NDM\*.

Reporting online readership is also optional for non-Scarborough-measured newspapers. Newspapers that elect to report online readership must report both readers and reach by NDM\*.

If a non-Scarborough-measured newspaper elects to report both print and online readership, it must also report a combined audience. The combined audience must be reported by both audience and reach.

Reporting Web site usage is also optional for non-Scarborough-measured newspapers. Newspapers that elect to report Web site usage must report total unique users or total unique cookies.

### Audience-FAX

#### PRINT READERSHIP:

In Market	Past 7 Days		
	Sun	Weekday	Past 7 Days
NDM*			
Readers	80,456	75,381	84,651
Reach	61.4%	46.3%	76.0%

#### ONLINE READERSHIP:

In Market	Past 7 Days		Past 30 Days
	NDM*		
Readers	32,792		40,597
Reach	24.9%		33.0%

#### NET COMBINED AUDIENCE:

In Market (unduplicated)	Past 7 Days		Past 30 Days
	NDM*		
Audience	108,840		117,800
Reach	79.7%		81.4%

#### WEB SITE USAGE:

Total Activity	May 2009
Total Unique Users or Total Unique Cookies	279,764
Page Impressions/Views	700,000

The Newspaper Designated Market (NDM) for readership is a geographic area selected by the newspaper. It must encompass at least 75 percent of total paid circulation.

Source: AOR (ABC-audited research source) 20xx

Non-Scarborough-measured newspapers may use any ABC-audited research source.

Newspapers may select any ABC-audited Web site activity source.

Source(s): Publisher log activity, Nielsen Online Netview or comScore for month of xxx (or other ABC Interactive-audited Web site activity sources)

Newspapers can optionally report page impressions/views.

**Non-Paid Newspaper**  
(See separate report for details.)

Audited Non-Paid Distribution: The Record Now! (published Sunday) 75,431  
Fort Lee Suburbanite (published Sunday) 14,430

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