



Anytown Daily News

Newspaper Publisher's Statement
For six months ended March 31, 2011
Subject to Audit

City (County), State
 www.website.com

	Sun	Cmbd Avg (Mon.-Fri.)	(Optional) Cmbd Avg (Mon.-Tue.)	(Optional) Cmbd Avg (Wed.-Fri.)	Morning					
					Mon	Tue	Wed	Thu	Fri	Sat
1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION										
Anytown Daily News										
Anytown Daily News - Print (See Par. 1A)	307,046	238,950	230,302	244,715	230,735	229,869	237,450	249,658	247,038	267,899
Anytown Daily News - Electronic Replica (See Par. 1B)	1,400	1,900	1,900	1,900	1,900	1,900	1,900	1,900	1,900	1,400
Anytown Daily News - Electronic Non-Replica (See Par. 1C)	650	500	500	500	500	500	500	500	500	450
Total	309,096	241,350	232,702	247,115	233,135	232,269	239,850	252,058	249,438	269,749
Branded Editions										
Young Urban Commuters (YUC) - (See Par. 1D)	0	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	0
Nearby Town Daily News - (See Par. 1E)	0	78,720	98,525	65,517	0	197,050	0	196,550	0	0
Total Average Paid & Verified Circulation	309,096	420,070	431,227	412,632	333,135	529,319	339,850	548,608	349,438	269,749

Other Audited Circulation (Optional)

Total Circulation

Days Omitted from Averages

Audience-FAX

PRINT READERSHIP: In Market				ONLINE READERSHIP: In Market			NET COMBINED AUDIENCE: In Market (unduplicated)			WEB SITE USAGE: Total Activity	
	Sun	Weekday	Past 7 Days		Past 7 Days	Past 30 Days		Past 7 Days	Past 7 Days Print Past 30 Days Online	Jan 2011	Feb 2011
DMA				DMA			DMA			Total Unique Cookies	279,764
Readers®	91,428	81,736	97,300	Readers	35,800	45,108	Audience	125,114	130,114	Source(s): Omniture Site Catalyst, See Explanatory	
Reach	51.9%	37.8%	65.1%	Reach	20.4%	27.5%	Reach	68.4%	70.0%	Additional Source Reporting	
NDM*				NDM*			NDM*				6 Mos.
Readers #	80,456	75,381	84,651	Readers	32,792	40,597	Audience	108,840	117,800		Feb 2011
Reach	61.4%	46.3%	76.0%	Reach	24.9%	33.0%	Reach	79.7%	81.4%	Page Impressions/Views	947,000
@ Includes electronic editions.				Source: Scarborough, 2010, Release 2						Source(s): Nielsen Online Net View, or comScore, See Explanatory	
# Includes e-reader editions											

* See Explanatory

Publishing Plans

<p>Anytown Daily News</p>	Frequency: Daily Delivery Vehicle(s): Print, online, mobile Home delivered print editions are distributed in broadsheet format. Nonreplica Electronic subscriptions are sold for display of select newspaper content on personal computers, mobile devices and e-readers. Web sites: anytowndailynews.com, localnews.com
<p>YUC Young Urban Commuters</p>	Frequency: Monday through Friday Delivery Vehicle(s): Print, online, mobile Single Copy and Replica editions are free and distributed in tabloid format targeting young, urban professionals. Nonreplica Electronic subscriptions are sold for display of select newspaper content on personal computers, mobile devices and e-readers. Web site: yuc.com
<p>NEARBY TOWN DAILY NEWS</p>	Frequency: Tuesday, Thursday Delivery Vehicle(s): Print, online Home delivered print editions to targeted households. Free single-copy newsstand distribution in surrounding suburbs. Web site: nearby.com

	Sun	Cmbd Avg (Mon.-Fri.)	(Optional) Cmbd Avg (Mon.-Tue.)	(Optional) Cmbd Avg (Wed.-Fri.)	Morning					
					Mon	Tue	Wed	Thu	Fri	Sat
1A. ANYTOWN DAILY NEWS - PRINT										
Home Delivery and Mail	197,278	154,690	147,768	159,304	149,835	145,701	153,753	162,294	161,865	188,051
Joint Distribution	795									
Single-Copy Sales	64,600	42,015	40,697	42,894	40,440	40,953	41,554	45,065	42,062	34,956
Total Average Individually Paid Circulation	262,672	196,704	188,465	202,198	190,275	186,654	195,307	207,359	203,927	223,007
Paid Business/Traveler Circulation										
Group Subscriptions (Designated Employees)	100	100	100	100	100	100	100	100	100	100
Hotel Distribution - Guest Refund	34,009	22,768	22,260	23,107	22,228	22,292	22,607	22,721	23,992	36,252
Hotel Distribution - Room/Lobby Copies	100	100	100	100	100	100	100	100	100	100
Total Average Business/Traveler Paid Circulation	34,209	22,968	22,460	23,307	22,428	22,492	22,807	22,921	24,192	36,452
Total Average Paid Circulation - Print	296,882	219,672	210,925	225,504	212,703	209,146	218,114	230,280	228,119	259,459
VERIFIED CIRCULATION										
Home Delivery - Requested	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000
Home Delivery - Targeted	131	904	862	933	817	906	910	952	936	401
Total Average Home Delivery	5,131	5,904	5,862	5,933	5,817	5,906	5,910	5,952	5,936	5,401
Educational Copies	1,899	10,234	10,377	10,139	9,076	11,678	10,287	10,287	9,844	46
University Copies	100	100	100	100	100	100	100	100	100	
Employee/Independent Contractor	2,934	2,939	2,939	2,939	2,939	2,939	2,939	2,939	2,939	2,939
Retail/Business	100	100	100	100	100	100	100	100	100	100
Other Venues										
Total Average Single Copy	5,033	13,373	13,516	13,278	12,215	14,817	13,426	13,426	12,983	3,039
Total Average Verified Circulation - Print	10,164	19,278	19,378	19,211	18,032	20,723	19,336	19,378	18,919	8,440
TOTAL AVERAGE PAID & VERIFIED CIRCULATION - PRINT	307,046	238,950	230,302	244,715	230,735	229,869	237,450	249,658	247,038	267,899



	Sun	Cmbd Avg (Mon.-Fri.)	(Optional) Cmbd Avg (Mon.-Tue.)	(Optional) Cmbd Avg (Wed.-Fri.)	Morning					
					Mon	Tue	Wed	Thu	Fri	Sat
1B. ANYTOWN DAILY NEWS - ELECTRONIC REPLICA										
Paid Circulation										
Subscription	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Single Issue	200	200	200	200	200	200	200	200	200	200
Total Average Paid - Electronic Replica	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200
Verified Circulation: Opt-in										
Subscription	100	100	100	100	100	100	100	100	100	100
Single Issue	100	100	100	100	100	100	100	100	100	100
Education Copies		450	450	450	450	450	450	450	450	
University Copies		50	50	50	50	50	50	50	50	
Total Average Verified - Electronic Replica	200	700	700	700	700	700	700	700	700	200
Total Average Paid & Verified Circulation - Electronic Replica	1,400	1,900	1,900	1,900	1,900	1,900	1,900	1,900	1,900	1,400
TOTAL AVERAGE PAID & VERIFIED CIRCULATION: PRINT & ELECTRONIC REPLICA	308,446	240,850	232,202	246,615	232,635	231,769	239,350	251,558	248,938	269,299

1C. ANYTOWN DAILY NEWS - ELECTRONIC NONREPLICA										
Paid Circulation										
anytowndailynews.com	100	100	100	100	100	100	100	100	100	100
eReaders with Advertising	200	200	200	200	200	200	200	200	200	200
eReaders without Advertising	100	100	100	100	100	100	100	100	100	100
Mobile	250	100	100	100	100	100	100	100	100	50
Total Average Paid Circulation - Electronic Nonreplica	650	500	500	500	500	500	500	500	500	450
TOTAL AVERAGE PAID & VERIFIED CIRCULATION: PRINT & ELECTRONIC REPLICA AND NONREPLICA	309,096	241,350	232,702	247,115	233,135	232,269	239,850	252,058	249,438	269,749



Young
Urban
Commuters

Sun	Cmbd Avg (Mon.-Fri.)	(Optional) Cmbd Avg (Mon.-Tue.)	(Optional) Cmbd Avg (Wed.-Fri.)	Morning					
				Mon	Tue	Wed	Thu	Fri	Sat

1D. YOUNG URBAN COMMUTERS (YUC) - PRINT

Home Delivery and Mail
Joint Distribution
Single-Copy Sales

Total Average Individually Paid Circulation

Paid Business/Traveler Circulation

Group Subscriptions (Designated Employees)
Hotel Distribution - Guest Refund
Hotel Distribution - Room/Lobby Copies

Total Average Business/Traveler Paid Circulation

Total Average Paid Circulation - Print

VERIFIED CIRCULATION

Home Delivery - Requested
Home Delivery - Targeted

Total Average Home Delivery

Employee/Independent Contractor
Retail/Business

Other Venues

100,000 100,000 100,000 100,000 100,000 100,000 100,000 100,000

Total Average Single Copy

100,000 100,000 100,000 100,000 100,000 100,000 100,000 100,000

Total Average Verified Circulation - Print

100,000 100,000 100,000 100,000 100,000 100,000 100,000 100,000

TOTAL AVERAGE PAID & VERIFIED CIRCULATION - PRINT

100,000 100,000 100,000 100,000 100,000 100,000 100,000 100,000



**NEARBY TOWN
DAILY NEWS**

Sun	Cmbd Avg (Mon.-Fri.)	(Optional) Cmbd Avg (Mon.-Tue.)	(Optional) Cmbd Avg (Wed.-Fri.)	Morning					
				Mon	Tue	Wed	Thu	Fri	Sat

1E. NEARBY TOWN DAILY NEWS - PRINT

Home Delivery and Mail
Joint Distribution
Single-Copy Sales

8,000 10,000 6,667 20,000 20,000
700 1,000 500 2,000 1,500

Total Average Individually Paid Circulation

8,700 11,000 7,167 22,000 21,500

Paid Business/Traveler Circulation

Group Subscriptions (Designated Employees)
Hotel Distribution - Guest Refund
Hotel Distribution - Room/Lobby Copies

Total Average Business/Traveler Paid Circulation

Total Average Paid Circulation - Print

8,700 11,000 7,167 22,000 21,500

VERIFIED CIRCULATION

Home Delivery - Requested
Home Delivery - Targeted

60,000 75,000 50,000 150,000 150,000
10,000 12,500 8,333 25,000 25,000

Total Average Home Delivery

70,000 87,500 58,333 175,000 175,000

Educational Copies
University Copies
Employee/Independent Contractor
Retail/Business
Other Venues

20 25 17 50 50

Total Average Single Copy

20 25 17 50 50

Total Average Verified Circulation - Print

70,020 87,525 58,350 175,050 175,050

TOTAL AVERAGE PAID & VERIFIED CIRCULATION - PRINT

78,720 98,525 65,517 197,050 196,550