



Audit Bureau  
of Circulations

**Community  
Newspaper  
Publisher's  
Statement  
Subject to Audit**

**For six months ended March 31, 2011**

AUDITED EVERY OTHER YEAR

# Anytown Gazette

Anytown (Blue County), Illinois

www.anytowngazette.com

|                                                         | Sun           | Morning<br>(Mon.-Sat.) |
|---------------------------------------------------------|---------------|------------------------|
| <b>EXECUTIVE SUMMARY</b>                                | <b>21,000</b> | <b>19,600</b>          |
| Print Newspaper                                         | 20,800        | 19,150                 |
| Digital Editions                                        | 200           | 450                    |
| <b>Total</b>                                            | <b>21,000</b> | <b>19,600</b>          |
| <b>1A. TOTAL AVERAGE CIRCULATION</b>                    |               |                        |
| <b>Paid Circulation</b>                                 |               |                        |
| <b>Individually Paid Circulation</b>                    |               |                        |
| Home Delivery and Mail                                  |               |                        |
| Print                                                   | 16,675        | 14,700                 |
| Digital                                                 | 200           | 300                    |
| Single Copy Sales                                       | 2,700         | 2,575                  |
| <b>Total Average Individually Paid Circulation</b>      | <b>19,575</b> | <b>17,575</b>          |
| <b>Business/Traveler Paid Circulation</b>               |               |                        |
| Group Subscriptions (Designated Employees)              | 50            | 100                    |
| Hotel Distribution - Guest Refund                       | 200           | 300                    |
| Hotel Distribution - Room/Lobby Copies                  | 50            | 50                     |
| <b>Total Average Business/Traveler Paid Circulation</b> | <b>300</b>    | <b>450</b>             |
| <b>Total Average Paid Circulation</b>                   | <b>19,875</b> | <b>18,025</b>          |
| <b>Verified Circulation</b>                             |               |                        |
| <b>Home Delivery</b>                                    |               |                        |
| Requested                                               | 500           | 600                    |
| Targeted                                                | 500           | 400                    |
| <b>Total Average Home Delivery</b>                      | <b>1,000</b>  | <b>1,000</b>           |
| <b>Single Copy</b>                                      |               |                        |
| Educational Copies                                      |               |                        |
| Print                                                   | 0             | 150                    |
| Digital                                                 | 0             | 150                    |
| University Copies                                       | 0             | 50                     |
| Employee/Independent Contractor                         | 25            | 25                     |
| Retail/Business                                         | 100           | 200                    |
| <b>Total Average Single Copy</b>                        | <b>125</b>    | <b>575</b>             |
| <b>Total Average Verified Circulation</b>               | <b>1,125</b>  | <b>1,575</b>           |
| <b>TOTAL AVERAGE CIRCULATION</b>                        | <b>21,000</b> | <b>19,600</b>          |

## Audience-FA X

|                                       |                   |
|---------------------------------------|-------------------|
| <b>WEB SITE USAGE: Total Activity</b> | <b>March 2011</b> |
| Total Unique Users/Cookies            | 120,000           |
| Page Impressions/Views                | 327,000           |
| Source: XXX Source, See Explanatory   |                   |

## Publishing Plans

|                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                             |
|------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Anytown Gazette</p>  | <p>Frequency: Daily<br/>         Delivery Vehicle(s): Print, online, mobile<br/>         Home delivered print editions are distributed in broadsheet format.<br/>         Replica Digital subscriptions are sold for display of select newspaper content on personal computers, mobile devices and e-readers.<br/>         Web sites: anytowngazette.com, localnews.com</p> |
|------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|                           |                                                                                              |               |
|---------------------------|----------------------------------------------------------------------------------------------|---------------|
| <b>Non-Paid Newspaper</b> | <b>Audited Non-Paid Distribution - Anytown Shopper!</b><br>(See Separate Report for Details) | <b>12,655</b> |
|---------------------------|----------------------------------------------------------------------------------------------|---------------|

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**2. BASIC PRICES:**

|                          | By Home<br>Delivery<br>52 wks./1 yr. | Single<br>Copy | By Mail<br>52 wks./1 yr. |
|--------------------------|--------------------------------------|----------------|--------------------------|
| M & S .....              | \$75.00                              |                | \$205.00                 |
| M (Mon.-Sat.) only. .... | 48.00                                | 35¢            | 125.00                   |
| S only .....             | 27.00                                | \$1.00         | 80.00                    |

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**3. COUNTIES AND ZIP CODES RECEIVING 25 OR MORE COPIES: (See Audit Report)**

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**4. EXPLANATORY - OTHER:**

DIGITAL EDITIONS: (Provide description of replica or non-replica)

NON-PUBLISHING DAYS: No paper was issued on the following regular publishing days:

Sun: None.

Morning (Mon.-Sat.): None.

DAYS OMITTED FROM AVERAGES: The following issue(s) has been eliminated from the averages reported in Par. 1. The net paid circulation for the issue(s) is as follows:

December 26, 2010 (Sunday) 18,200

PARTICIPANT IN ABC'S PROGRAM(S)/SERVICE(S): This newspaper is a participant in ABC's ZIP/FSA Code Program.

LATEST AUDIT REPORT RELEASED: Issued for 24 months ended December 31, 2009.

PUBLISHER'S RETURN POLICY: Fully Returnable.

AVERAGE UNPAID DISTRIBUTION:

|                     | Arrears | Advertisers &<br>Agencies | Complimentary,<br>Sample, Service |
|---------------------|---------|---------------------------|-----------------------------------|
| Sun                 |         |                           | 25                                |
| Morning (Mon.-Sat.) |         |                           | 25                                |

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**5. AUDIENCE FAX - EXPLANATORY:**

**Web Site Usage Explanatory:**

**Scope of Verification:**

ABC did not determine the publisher's choice of data provider for these statistics nor should the inclusion of this data be construed as endorsement by ABC of the methodology or technologies used by the data provider. As appropriate, ABC audits will verify the applications and measurement techniques used by the data provider to establish the statistics and data presented on behalf of the publication.

**Web Site Usage Definitions:**

**Total Unique Users/Cookies:** This site uses the cookie-based method to measure unique users. If cookies are not accepted, then the IP address & user-agent in combination based method is used to measure unique users.

**Page Impressions/Views:** The combination of one or more files presented to a viewer as a single document as a result of a single request received by the server.

**John Doe, Advertising Director**  
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We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: New Town Company

01-0000-0

ANYTOWN GAZETTE, published by Phantom News • 123 Main Street • Anytown, IL 60000

JON DOE

BILL DOE

Circulation Director

Publisher & CEO

Date Signed: April 15, 2011

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