

CHRONICLE YELLOW PAGES

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PUBLICATION DESCRIPTION:

Chronicle Yellow Pages is a resource guide for residents of Marin County and Northern California, both visitors and locals alike. The guide features useful information about the businesses, events and people of this dynamic region.

VERIFICATION OF DISTRIBUTION, PRINTING AND INTERNAL RECORDS:

Verification of distribution is conducted by appropriate survey methodology(s). Free home delivery is verified by telephone interviews with households within the publication's delivery areas. Target (free rack) distribution is confirmed by field verification of the number of copies distributed and the number of copies remaining at the close of the distribution period. An audit of internal records is conducted by a professional circulation auditor in conformity with accepted circulation auditing procedures, prior to Verified's issuance of an initial audit report and annually thereafter. This audit of internal records includes a review of source printing, distribution and subscription records as well as supporting financial documents. Please see the following pages for additional details.

WEEKLY CIRCULATION: TWELVE MONTH AVERAGE

FREE CIRCULATION	CHRONICLE YELLOW PAGES
CARRIER	13,582
TARGET	1,169
TOTAL FREE	14,751
TOTAL QUALIFIED CIRCULATION	14,751
PRESS RUN	15,350

ANNUAL AUDIT REPORT

Chronicle Yellow Pages

CIRCULATION DATA FOR ISSUE DATE: 01/01/2010 TOTAL QUALIFIED CIRCULATION: 14,751

DISTRIBUTION ANALYSIS BY COUNTY:	COUNTY NAME	DISTRIBUTION
	MARIN COUNTY	14,685
	MISCELLANEOUS	66
	<u>TOTAL QUALIFIED CIRCULATION</u>	<u>14,751</u>

-----ESRI Business Information Systems-----				-----USPS-----				PERCENT	ESRI/USPS
ZIP	COMMUNITY	COUNTY	U.S.	DELIVERIES**	FREE + PAID =	TOTAL	OF TOTAL	COVERAGE	
CODE		INDEX*	INDEX*				DISTRIBUTION		
94903	SAN RAFAEL								
	POPULATION/HOUSEHOLDS	28,747 / 11,761		12,989 c	3,546	3,546	24.0%	30%/27%	
	AVERAGE HOUSEHOLD SIZE	2.30	95.8%						
	MEDIAN HOUSEHOLD INCOME	\$86,903	95.8%						
	RACE***	81%-W 2%-B 8%-A 9%-O				Carrier			
	HISPANIC ORIGIN***	HO: 10%				Target (Bulk)			
						3,211			
						335			
94901	SAN RAFAEL								
	POPULATION/HOUSEHOLDS	40,861 / 15,525		16,470 c	3,150	3,150	21.4%	20%/19%	
	AVERAGE HOUSEHOLD SIZE	2.60	108.3%						
	MEDIAN HOUSEHOLD INCOME	\$75,676	83.4%						
	RACE***	69%-W 2%-B 6%-A 23%-O				Carrier			
	HISPANIC ORIGIN***	HO: 33%				Target (Bulk)			
						2,863			
						287			
94925	CORTE MADERA								
	POPULATION/HOUSEHOLDS	9,350 / 3,842		4,083 c	2,958	2,958	20.1%	77%/72%	
	AVERAGE HOUSEHOLD SIZE	2.40	100.0%						
	MEDIAN HOUSEHOLD INCOME	\$101,273	111.7%						
	RACE***	84%-W 1%-B 7%-A 7%-O				Carrier			
	HISPANIC ORIGIN***	HO: 7%				Target (Bulk)			
						2,823			
						135			
94965	SAUSALITO								
	POPULATION/HOUSEHOLDS	10,693 / 5,768		6,498 c	1,636	1,636	11.1%	28%/25%	
	AVERAGE HOUSEHOLD SIZE	1.80	75.0%						
	MEDIAN HOUSEHOLD INCOME	\$104,934	115.7%						
	RACE***	76%-W 12%-B 6%-A 7%-O				Carrier			
	HISPANIC ORIGIN***	HO: 6%				Target (Bulk)			
						1,519			
						117			
94930	FAIRFAX								
	POPULATION/HOUSEHOLDS	8,473 / 3,739		3,724 c	991	991	6.7%	27%/27%	
	AVERAGE HOUSEHOLD SIZE	2.30	95.8%						
	MEDIAN HOUSEHOLD INCOME	\$76,935	84.8%						
	RACE***	89%-W 1%-B 3%-A 7%-O				Carrier			
	HISPANIC ORIGIN***	HO: 7%				Target (Bulk)			
						931			
						60			
94941	MILL VALLEY								
	POPULATION/HOUSEHOLDS	29,626 / 13,095		13,795 c	766	766	5.2%	6%/ 6%	
	AVERAGE HOUSEHOLD SIZE	2.20	91.7%						
	MEDIAN HOUSEHOLD INCOME	\$117,260	129.3%						
	RACE***	87%-W 1%-B 6%-A 5%-O				Carrier			
	HISPANIC ORIGIN***	HO: 5%				Target (Bulk)			
						712			
						54			
94920	BELVEDERE TIBURON								
	POPULATION/HOUSEHOLDS	12,165 / 5,315		5,832 c	742	742	5.0%	14%/13%	
	AVERAGE HOUSEHOLD SIZE	2.30	95.8%						
	MEDIAN HOUSEHOLD INCOME	\$148,781	164.0%						
	RACE***	90%-W 1%-B 5%-A 4%-O				Carrier			
	HISPANIC ORIGIN***	HO: 5%				Target (Bulk)			
						687			
						55			
ZIP CODES ACCOUNTING FOR LESS THAN 5% OF TOTAL DISTRIBUTION:									
94904	GREENBRAE	12,099 / 5,454		5,722 c	691	691	4.7%	13%/ 12%	
94939	LARKSPUR	6,872 / 3,383		3,582 c	205	205	1.4%	6%/ 6%	
MISCELLANEOUS						66			
<u>TOTAL GROSS DISTRIBUTION</u>						<u>14,751</u>			
						Carrier			
						Target (Bulk)			
						13,582			
						1,169			
<u>TOTAL QUALIFIED CIRCULATION</u>						<u>14,751</u>			

* The zip code percentage for the variable compared to the county or national percentage for the variable.
 ** C-Postal Home Deliveries, PO-Post Office Boxes (may include non-rented boxes), B-Postal Business Deliveries.
 *** Race: W = White, B = Black, A = Asian, O = Other, HO = Hispanic Origin (rounding error may occur).

Source for demographic data: ESRI Business Information Solutions, (2006) (1-800-795-7483).
 August 2010 USPS Zip update

CIRCULATION AREA MAP



Verification of Distribution

VERIFIED AUDIT CIRCULATION conducted a survey to provide a standardized, objective measure of receipt, distribution effectiveness, and readership of **Chronicle Yellow Pages** within its designated circulation areas.

96.3% of the survey respondents stated that they regularly receive **Chronicle Yellow Pages**.

Telephone interviews were conducted with a random, representative sample of households selected from ZIP codes within the designated circulation area of **Chronicle Yellow Pages**.

The following questions was asked:

1. "Did you recently receive **Chronicle Yellow Pages**?"

Interviews were conducted by telephone January 6-8, 2010. A sufficient number of interviews were completed to ensure a margin of error not to exceed $\pm 5.7\%$. Interviews were conducted in the late afternoon and early evening hours with adult members of the households. 315 interviews were validated for use in this analysis.

This survey was conducted at the ZIP code level. Receipt and readership may be higher within specific delivery areas of **Chronicle Yellow Pages**.

Audit of Records & Affidavit

Verified has conducted an audit of printing, distribution, and financial records, as well other data to substantiate circulation data submitted to Verified. This audit followed guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of this audit warrant the issuance of this audit report as a true and accurate statement of the qualified circulation of the client publication.

VERIFIED AUDIT CIRCULATION swears that to the best of its knowledge all statements contained in this report are true.
August 18, 2010