



THE CHRONICLE TODAY

CHRONICLE PUBLISHING2, INC.
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PUBLICATION DESCRIPTION:

The Chronicle Today is a free community paper delivered to homes in Marin every Wednesday. The paper provides important news and information for the residents of the area.

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

Table with 2 columns: Circulation Category and Wednesday Circulation. Rows include Free Circulation (Carrier, Target, Total Free), Paid Circulation (Mail, Total Paid), Total Qualified Circulation (6,097), Average Press Run (6,523), Press Run as of 03/31/2010 (6,522), and Qualified Circulation History (3 months ending March 2010: 6,105; 3 months ending December 2009: 6,098; 3 months ending September 2009: 6,102; 3 months ending June 2009: 6,088).

BASIC PRICE: \$.50 per copy/\$125.00 per year

ANNUAL AUDIT REPORT

The Chronicle Today

CIRCULATION DATA FOR ISSUE DATE: 03/31/2010 TOTAL QUALIFIED CIRCULATION: 6,101

DISTRIBUTION ANALYSIS BY COUNTY:	COUNTY NAME	DISTRIBUTION
	MARIN COUNTY	6,128
	MISCELLANEOUS	39
	TOTAL GROSS DISTRIBUTION	6,167
	LESS TARGET (BULK) RETURNS	(66)
	TOTAL QUALIFIED CIRCULATION	6,101

-----ESRI Business Information Systems-----				-----USPS-----				PERCENT OF TOTAL DISTRIBUTION	ESRI/USPS COVERAGE
ZIP CODE	COMMUNITY	COUNT	COUNTY INDEX*	U.S. INDEX*	DELIVERIES**	FREE + PAID = TOTAL			
94901	SAN RAFAEL	40,861 / 15,525			16,470 c	1,365	1,365	22.1%	9%/ 8%
	POPULATION/HOUSEHOLDS	2,60	108.3%	100.0%					
	AVERAGE HOUSEHOLD SIZE	\$75,676	83.4%	182.9%					
	MEDIAN HOUSEHOLD INCOME	69%-W	2%-B	6%-A	23%-O				
	RACE***	HO: 33%							
	HISPANIC ORIGIN***					Carrier	1,310		
						Target (Bulk)	55		
94903	SAN RAFAEL	28,747 / 11,761			12,989 c	1,085	1,085	17.6%	9%/ 8%
	POPULATION/HOUSEHOLDS	2,30	95.8%	88.5%					
	AVERAGE HOUSEHOLD SIZE	\$86,903	95.8%	210.1%					
	MEDIAN HOUSEHOLD INCOME	81%-W	2%-B	8%-A	9%-O				
	RACE***	HO: 10%							
	HISPANIC ORIGIN***					Carrier	1,020		
						Target (Bulk)	65		
94939	LARKSPUR	6,872 / 3,383			3,582 c	1,052	1,052	17.1%	31%/29%
	POPULATION/HOUSEHOLDS	2,00	83.3%	76.9%					
	AVERAGE HOUSEHOLD SIZE	\$93,951	103.6%	227.1%					
	MEDIAN HOUSEHOLD INCOME	90%-W	1%-B	4%-A	5%-O				
	RACE***	HO: 6%							
	HISPANIC ORIGIN***					Carrier	1,002		
						Target (Bulk)	50		
94941	MILL VALLEY	29,626 / 13,095			13,795 c	625	625	10.1%	5%/ 5%
	POPULATION/HOUSEHOLDS	2,20	91.7%	84.6%					
	AVERAGE HOUSEHOLD SIZE	\$117,260	129.3%	283.5%					
	MEDIAN HOUSEHOLD INCOME	87%-W	1%-B	6%-A	5%-O				
	RACE***	HO: 5%							
	HISPANIC ORIGIN***					Carrier	610		
						Target (Bulk)	15		
94904	GREENBRAE	12,099 / 5,454			5,722 c	605	605	9.8%	11%/11%
	POPULATION/HOUSEHOLDS	2,20	91.7%	84.6%					
	AVERAGE HOUSEHOLD SIZE	\$106,244	111.7%	256.8%					
	MEDIAN HOUSEHOLD INCOME	91%-W	1%-B	4%-A	4%-O				
	RACE***	HO: 4%							
	HISPANIC ORIGIN***					Carrier	555		
						Target (Bulk)	50		
94920	BELVEDERE TIBURON	12,165 / 5,315			5,832 c	556	556	9.0%	10%/10%
	POPULATION/HOUSEHOLDS	2,30	95.8%	88.5%					
	AVERAGE HOUSEHOLD SIZE	\$148,781	164.0%	359.7%					
	MEDIAN HOUSEHOLD INCOME	90%-W	1%-B	5%-A	4%-O				
	RACE***	HO: 5%							
	HISPANIC ORIGIN***					Carrier	546		
						Target (Bulk)	10		
94925	CORTE MADERA	9,350 / 3,842			4,083 c	475	475	7.7%	12%/12%
	POPULATION/HOUSEHOLDS	2,40	100.0%	92.3%					
	AVERAGE HOUSEHOLD SIZE	\$101,273	111.7%	244.8%					
	MEDIAN HOUSEHOLD INCOME	84%-W	1%-B	7%-A	7%-O				
	RACE***	HO: 7%							
	HISPANIC ORIGIN***					Carrier	465		
						Target (Bulk)	10		
94930	FAIRFAX	8,473 / 3,739			3,724 c	365	365	5.9%	10%/10%
	POPULATION/HOUSEHOLDS	2,30	95.8%	88.5%					
	AVERAGE HOUSEHOLD SIZE	\$76,935	84.8%	186.0%					
	MEDIAN HOUSEHOLD INCOME	89%-W	1%-B	3%-A	7%-O				
	RACE***	HO: 7%							
	HISPANIC ORIGIN***					Carrier	360		
						Target (Bulk)	5		

* 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 **The Chronicle Today** within their designated circulation areas.

75.4% of the survey respondents stated that they regularly receive **The Chronicle Today**, resulting in a 100.0% Distribution Effectiveness.*

82.6% of the respondents stating they regularly receive **The Chronicle Today**, indicated that they read or look through it.

76.3% of all respondents indicated that they read or look through **The Chronicle Today**.

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

The following questions were asked:

1. "Does your household regularly receive **The Chronicle Today**? It's a free newspaper delivered to your home on Wednesdays."
2. "Do you, or does someone in your household regularly read **The Chronicle Today**?"

Interviews were conducted by telephone March 6, 7 & 9, 2010. A sufficient number of interviews were completed to ensure a margin of error not to exceed $\pm 7.1\%$. Interviews were conducted in the late afternoon and early evening hours with adult members of the households. 201 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 **The Chronicle Today**.

*Distribution Effectiveness (100%) is calculated by dividing the percentage of households acknowledging regular receipt of the publication (75.4%) by the weighted coverage of households within the circulation area ZIP codes (73.2%), rounded to a maximum of 100%. Household counts are based on USPS delivery statistics for all ZIP codes within the publication's circulation area.

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