

**CHRONICLE'S PHOTO REPORTER**  
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**PUBLICATION DESCRIPTION**

*CHRONICLE'S PHOTO REPORTER* is an imaging industry publication covering news, events, marketing trends, and new products of the photo-imaging industry.

**FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION**

*CHRONICLE'S PHOTO REPORTER* is published for retailers, minilabs, photofinishers, and other allied retailers selling photographic equipment, services, supplies, digital cameras, peripherals and software.

Qualified recipients include presidents, owners, partners, general managers, and other executive personnel. Recipients also include photographic merchandising managers and buyers, store managers, department managers, and other titled and non-titled personnel.

**AVERAGE MONTHLY CIRCULATION: JULY 1, 2009 – JUNE 30, 2010**

QUALIFIED CIRCULATION	Non-Paid Print	Non-Paid Digital*	Paid Print	Paid Digital	Print & Digital Unduplicated	Total Qualified
Individual Subscription	9,241	1,270	-	-	258	10,769
Association/Group/Directory Lists	6,159	1,040	-	-	356	7,555
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,400</b>	<b>2,310</b>	<b>-</b>	<b>-</b>	<b>614</b>	<b>18,324</b>
<b>TOTAL NON-QUALIFIED CIRCULATION</b>	<b>496</b>	<b>346</b>	<b>-</b>	<b>-</b>	<b>54</b>	<b>896</b>

**INTEGRATED AUDIENCE ENGAGEMENT**

SIC CODE	DIVISION-GROUP DESCRIPTION	Total Unique Audience	Total Reach	Photo Reporter	Newsletter 1	Newsletter 2	Tradeshaw 1	Photo Reporter Webinars	Web site Registrants
01-09	Agriculture, Forestry & Fishing	4,211	5,696	1,289	587	1,241	84	807	1,688
10-14	Mining	3,864	5,791	1,424	654	1,300	93	455	1,865
15-17	Construction	3,423	5,381	1,286	657	954	84	716	1,684
20-39	Manufacturing	6,012	7,348	1,839	941	1,236	120	803	2,409
40-49	Transportation, Communications, Utilities	5,741	7,020	1,763	1,167	1,234	115	432	2,309
50-51	Wholesale Trade	7,429	10,082	2,181	1,321	2,046	142	1,535	2,857
52-59	Retail Trade	5,043	6,648	1,377	1,789	963	90	626	1,803
60-67	Finance, Insurance & Real Estate	5,419	7,045	1,483	1,456	1,532	96	536	1,942
70-89	Services	4,305	6,758	1,571	1,385	938	102	704	2,058
91-97	Public Administration	3,124	5,310	1,368	982	654	89	425	1,792
	Not Classified	6,400	8,830	119	5,436	2,305	8	807	155
		<b>54,971</b>	<b>75,909</b>	<b>15,700</b>	<b>16,376</b>	<b>14,405</b>	<b>1,024</b>	<b>7,846</b>	<b>20,562</b>

Please see the following pages for Recipient Classification, Subscription Source, Recency of Renewal, Geographical Distribution, Business/Industry and Job Title Classification, Qualified Circulation by Issue, Additions and Removals by Issue, Integrated Audience Engagement, Explanation, Audit of Internal Records, and Affidavit.

\* Qualified recipients of the digital edition are notified via email when the digital version is available. Digital Qualified Individual Subscriptions have opted-in to receive the digital edition. Digital Qualified Association/Group/Directory lists meet the publisher's Definition of Recipient Qualification, but have not opted-in to receive the digital edition. Please see Explanation for additional details.

## RECIPIENT CLASSIFICATION

RECIPIENT	Non-Paid Print	Non-Paid Digital	Print & Digital Unduplicated	Total Qualified	Percent
Individual by Name and Title and/or Company	11,303	1,732	430	13,465	73.5%
Individual by Name Only	2,728	577	92	3,397	18.5%
Title Only	909	-	62	971	5.3%
Company Name Only	454	-	30	484	2.6%
<b>Total Qualified Circulation</b>	<b>15,394</b>	<b>2,309</b>	<b>614</b>	<b>18,317</b>	<b>100.0%</b>

## SUBSCRIPTION SOURCE AND REGENCY OF RENEWAL

RECIPIENT	Non-Paid Print	Non-Paid Digital	Print & Digital Unduplicated	Renewed, Requested, or Updated Within				Total	
				1 Year	2 Years	3 Years	3+ Years	Qualified	Percent
Direct Request from the Recipient	6,658	1,246	240	4,578	2,660	906	N/A	8,144	44.5%
Request from Recipient's Company	2,579	-	-	516	689	1,374	N/A	2,579	14.1%
Association/Group/Directory Lists	6,157	1,063	374	3,178	1,580	1,000	1,836	7,594	41.5%
<b>Total Qualified Circulation</b>	<b>15,394</b>	<b>2,309</b>	<b>614</b>	<b>8,272</b>	<b>4,929</b>	<b>3,280</b>	<b>1,836</b>	<b>18,317</b>	<b>100.0%</b>

## BUSINESS/INDUSTRY AND JOB TITLE CLASSIFICATION

SIC CODE	DIVISION-GROUP DESCRIPTION	Non-Paid Print	Non-Paid Digital	Print & Digital Unduplicated	Owner/ Corp.	Operations	Sales/ Marketing	Purchasing	All Other	Total Qualified	Percent
<b>52-59</b>	<b>Retail Trade</b>										
53	Drug Store / Discount Store	2,770	415	110	1,758	1,202	244	53	38	3,295	18.0%
53	Mass Merchandiser / Department Store	3,386	507	134	2,305	1,307	364	-	51	4,027	22.0%
54	Supermarket	260	37	7	171	79	44	-	10	304	1.7%
57	Electronic Store	170	25	6	112	28	45	8	8	201	1.1%
59	Specialty Camera Retailer	6,673	1,009	271	5,165	1,715	879	69	125	7,953	43.4%
<b>70-89</b>	<b>Services</b>										
73	Minilab / Photofinisher	1,385	205	57	1,007	456	149	22	13	1,647	9.0%
76	Camera Repair Service	184	26	6	177	29	9	-	1	216	1.2%
	Other	370	55	15	218	86	46	21	69	440	2.4%
	Not Classified	196	30	8	100	68	50	9	7	234	1.3%
<b>Total Qualified Circulation</b>		<b>15,394</b>	<b>2,309</b>	<b>614</b>	<b>11,013</b>	<b>4,970</b>	<b>1,830</b>	<b>182</b>	<b>322</b>	<b>18,317</b>	<b>100.0%</b>

Source: Standard Industrial Classification (SIC) Code, Division, and Group (bold text) – U.S. Department of Labor  
Description – *Chronicle's Photo Reporter*

Owner/Corporate Management (Owner/Corp.) includes chairmen, owners, partners, presidents, vice presidents, CEOs, CFOs, COOs, and executive directors. Operations Management (Operations) includes general managers, operations managers, and department managers. Sales/Marketing Management (Sales/Marketing) includes marketing, sales, and communication personnel. Purchasing Management (Purchasing) includes purchasing agents and managers. All Other includes administration, government, engineering, technical, human relations, and other titled and non-titled personnel.

## U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Non-Paid Print	Non-Paid Digital	Print & Digital Unduplicated	Total Qualified	Percent	REGION	Non-Paid Print	Non-Paid Digital	Print & Digital Unduplicated	Total Qualified	Percent
Maine	57	9	2	68	0.4%	Kentucky	164	25	7	196	1.1%
New Hampshire	86	14	7	107	0.6%	Tennessee	357	53	14	424	2.3%
Vermont	34	4	1	39	0.2%	Alabama	188	28	7	223	1.2%
Massachusetts	400	60	16	476	2.6%	Mississippi	89	14	7	110	0.6%
Rhode Island	73	12	3	88	0.5%	<b>E. S. Central</b>	<b>798</b>	<b>120</b>	<b>35</b>	<b>953</b>	<b>5.2%</b>
Connecticut	205	30	8	243	1.3%	Arkansas	99	14	4	117	0.6%
<b>New England</b>	<b>855</b>	<b>129</b>	<b>37</b>	<b>1,021</b>	<b>5.6%</b>	Louisiana	133	21	6	160	0.9%
New York	917	139	37	1,093	6.0%	Oklahoma	139	21	6	166	0.9%
New Jersey	553	83	22	658	3.6%	Texas	1,025	155	41	1,221	6.7%
Pennsylvania	726	109	29	864	4.7%	<b>W. S. Central</b>	<b>1,396</b>	<b>211</b>	<b>57</b>	<b>1,664</b>	<b>9.1%</b>
<b>Mid Atlantic</b>	<b>2,196</b>	<b>331</b>	<b>88</b>	<b>2,615</b>	<b>14.3%</b>	Montana	39	7	2	48	0.3%
Delaware	29	5	1	35	0.2%	Idaho	48	7	2	57	0.3%
Maryland	313	46	12	371	2.0%	Wyoming	19	2	-	21	0.1%
D.C.	66	9	2	77	0.4%	Colorado	217	32	9	258	1.4%
Virginia	292	44	12	348	1.9%	New Mexico	49	7	2	58	0.3%
West Virginia	64	9	2	75	0.4%	Arizona	181	28	7	216	1.2%
North Carolina	436	65	17	518	2.8%	Utah	94	14	4	112	0.6%
South Carolina	169	25	7	201	1.1%	Nevada	77	12	3	92	0.5%
Georgia	456	69	18	543	3.0%	<b>Mountain</b>	<b>724</b>	<b>109</b>	<b>29</b>	<b>862</b>	<b>4.7%</b>
Florida	898	134	36	1,068	5.8%	Alaska	23	2	-	25	0.1%
<b>S. Atlantic</b>	<b>2,723</b>	<b>406</b>	<b>107</b>	<b>3,236</b>	<b>17.7%</b>	Washington	259	39	10	308	1.7%
Ohio	650	97	26	773	4.2%	Oregon	198	30	8	236	1.3%
Indiana	320	48	13	381	2.1%	California	2,242	333	85	2,660	14.6%
Illinois	932	141	37	1110	6.1%	Hawaii	47	7	2	56	0.3%
Michigan	474	72	19	565	3.1%	<b>Pacific</b>	<b>2,769</b>	<b>411</b>	<b>105</b>	<b>3,285</b>	<b>18.0%</b>
Wisconsin	355	53	14	422	2.3%	U.S. Territories	6	-	-	6	-
<b>E. N. Central</b>	<b>2,731</b>	<b>411</b>	<b>109</b>	<b>3,251</b>	<b>17.7%</b>	<b>U.S. Total</b>	<b>15,394</b>	<b>2,309</b>	<b>614</b>	<b>18,317</b>	<b>100.0%</b>
Minnesota	379	58	15	452	2.5%	Canada	-	-	-	-	-
Iowa	189	28	7	224	1.2%	Foreign	-	-	-	-	-
Missouri	303	46	12	361	2.0%	<b>Foreign Total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
North Dakota	32	5	1	38	0.2%						
South Dakota	32	5	1	38	0.2%						
Nebraska	97	14	4	115	0.6%						
Kansas	164	25	7	196	1.1%						
<b>W. N. Central</b>	<b>1,196</b>	<b>181</b>	<b>47</b>	<b>1,424</b>	<b>7.8%</b>	<b>Total Qualified</b>	<b>15,394</b>	<b>2,309</b>	<b>614</b>	<b>18,317</b>	<b>100.0%</b>

## QUALIFIED CIRCULATION BY ISSUE

ISSUE	Non-Paid Print	Non-Paid Digital	Print & Digital Unduplicated	Total Qualified
July 2009	15,413	2,312	615	18,340
August 2009	15,426	2,314	615	18,355
September 2009	15,361	2,304	613	18,278
October 2009	15,348	2,302	612	18,262
November 2009	15,356	2,303	613	18,272
December 2009	15,419	2,313	615	18,347
January 2010	15,413	2,312	615	18,340
February 2010	15,388	2,308	614	18,310
March 2010	15,444	2,317	616	18,377
April 2010	15,409	2,311	615	18,335
May 2010	15,430	2,315	616	18,361
June 2010	15,394	2,309	614	18,317
<b>6 Month Average</b>	<b>15,387</b>	<b>2,308</b>	<b>614</b>	<b>18,309</b>
<b>12 Month Average</b>	<b>15,400</b>	<b>2,310</b>	<b>614</b>	<b>18,324</b>

## RECIPIENT LIST ADDITIONS AND REMOVALS BY ISSUE

ISSUE	Additions			Removals			Total Additions	Total Removals	Net
	Non-Paid Print	Non-Paid Digital	Print & Digital Unduplicated	Non-Paid Print	Non-Paid Digital	Print & Digital Unduplicated			
July 2009	3	4	5	1	3	5	12	9	3
August 2009	14	8	2	1	6	2	24	9	15
September 2009	3	21	-	68	31	2	24	101	(77)
October 2009	1	9	5	14	11	6	15	31	(16)
November 2009	14	7	9	6	6	8	30	20	10
December 2009	64	10	7	1	-	5	81	6	75
January 2010	-	17	1	6	18	1	18	25	(7)
February 2010	6	2	4	31	6	5	12	42	(30)
March 2010	59	16	10	3	7	8	85	18	67
April 2010	-	10	4	35	16	5	14	56	(42)
May 2010	22	4	3	1	-	2	29	3	26
June 2010	-	-	9	39	3	11	9	53	(44)
<b>6 Month Total</b>	<b>99</b>	<b>59</b>	<b>28</b>	<b>91</b>	<b>57</b>	<b>28</b>	<b>186</b>	<b>176</b>	<b>10</b>
<b>6 Month Average</b>	<b>17</b>	<b>10</b>	<b>5</b>	<b>15</b>	<b>10</b>	<b>5</b>	<b>32</b>	<b>30</b>	<b>2</b>
<b>12 Month Total</b>	<b>186</b>	<b>108</b>	<b>59</b>	<b>206</b>	<b>110</b>	<b>60</b>	<b>353</b>	<b>376</b>	<b>(23)</b>
<b>12 Month Average</b>	<b>14</b>	<b>9</b>	<b>5</b>	<b>16</b>	<b>9</b>	<b>5</b>	<b>28</b>	<b>30</b>	<b>(2)</b>

## Visitor Activity


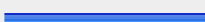

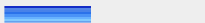

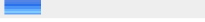

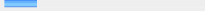
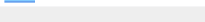

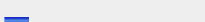

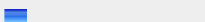

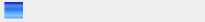

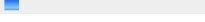

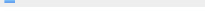


<b>Report:</b> Visitor Activity	
<b>Date Range:</b> 01/01/2010 - 03/31/2010	
Total Sessions	7,387,599.00
Total Pageviews	32,277,274.00
Average Sessions Per Day	82,084.43
Average Pageviews Per Day	358,636.38
Average Pageviews Per Session	4.37
Average Length of Session	00:10:35

### Definitions

**Session:** A series of clicks on your site by an individual visitor during a specific period of time. A Session is initiated when the visitor arrives at your site, and it ends when the browser is closed or there is a period of inactivity (30 minutes). Session quantities will vary to some degree based on what type of visitor tracking method is employed.

**Pageviews:** A request from a visitor's browser for a displayable Web page. Verified's configuration controls which file extensions are treated as Pageviews. In general, images and other embedded content, such as style sheets and javascript, are not considered to be Pageviews.

## Top 20 Requested Pages

<b>Report:</b> Requested Pages - The Stranger			
<b>Date Range:</b> 01/01/2010 - 03/31/2010			
<b>Pages (1-35) / 63,489</b>	<b>Pageviews</b>	<b>Percent</b>	
1. /seattle/Content	3,498,296	12.98%	
2. /cgi-bin/mt-comments.cgi	2,005,191	7.44%	
3. /seattle/SavageLove	1,515,671	5.62%	
4. /seattle/Home	1,278,347	4.74%	
5. /seattle/GetOut	647,498	2.40%	
6. /forums/showpost.php	637,214	2.36%	
7. /seattle/ViewAd	581,616	2.16%	
8. /forums/showthread.php	550,836	2.04%	
9. /seattle/Listings	455,908	1.69%	
10. /blog/savageblog.html	451,031	1.67%	
11. /seattle/ClassifiedsSidebar.html	440,624	1.63%	
12. /seattle/Includes/OnTheForums.html	419,160	1.55%	
13. /podcasts/savagelove/lastfive.html	416,115	1.54%	
14. /gyrobase/Results	348,961	1.29%	
15. /showthread.php	348,683	1.29%	
16. /seattle/Results	305,245	1.13%	
17. /gyrobase/tools/ajax/run-macro.html	256,187	0.95%	
18. /forums/newreply.php	233,816	0.87%	
19. /forums/search.php	199,687	0.74%	
20. /podcasts/sidebar.html	173,031	0.64%	
<b>View Total:</b>	14,763,117	55.00%	
<b>Total:</b>	26,958,943	100.00%	

