

THE CHRONICLE ENTERTAINMENT MAGAZINE

CHRONICLE PUBLISHING2, INC.
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PUBLICATION DESCRIPTION:

The Chronicle Entertainment Magazine is a monthly magazine for residents and visitors of Marin, CA. It covers restaurants, nightlife, music, theaters, movies and more. It is mailed to homes and is available for free pick up at business throughout Marin County.

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

MAIL	18,144
TARGET	4,832
TOTAL FREE	22,976

PAID CIRCULATION

MAIL	21
TOTAL PAID	21

TOTAL QUALIFIED CIRCULATION **22,997**

AVERAGE PRESS RUN **23,139**

PRESS RUN AS OF 03/01/2010 **23,100**

QUALIFIED CIRCULATION HISTORY

3 MONTHS ENDING MARCH, 2010	22,964
3 MONTHS ENDING DECEMBER, 2009	22,999
3 MONTHS ENDING SEPTEMBER, 2009	22,999
3 MONTHS ENDING JUNE, 2009	23,033

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

ANNUAL AUDIT REPORT

The Chronicle Entertainment Magazine (continued)

-----ESRI Business Information Systems-----					-----USPS-----			
<u>ZIP</u> <u>CODE</u>	<u>COMMUNITY</u>	<u>COUNT</u>	<u>COUNTY</u> <u>INDEX*</u>	<u>U.S.</u> <u>INDEX*</u>	<u>DELIVERIES**</u>	<u>FREE</u> + <u>PAID</u> = <u>TOTAL</u>	<u>PERCENT</u> <u>OF TOTAL</u> <u>DISTRIBUTION</u>	<u>ESRI/USPS</u> <u>COVERAGE</u>
MISCELLANEOUS							22	
<u>TOTAL GROSS DISTRIBUTION</u>							<u>22,972</u>	
							Mail	18,142
							Target (Bulk)	4,830
<u>TOTAL QUALIFIED CIRCULATION</u>							<u>22,972</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



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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 17, 2010