

THE CHRONICLE

Chronicle Publishing2, Inc.
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PUBLICATION DESCRIPTION:

The Chronicle is a community newspaper published Monday through Friday afternoons, and Sunday mornings, by Chronicle Publishing2, Inc.. It is available at racks and delivered to homes in-and-around Marin County. Features include a news section, classifieds, sports, local events, and more.

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.

DAILY CIRCULATION: SIX MONTH AVERAGE

	THE CHRONICLE DAILY	THE CHRONICLE SUNDAY
PAID CIRCULATION		
CARRIER	10,232	10,825
MAIL	107	165
RACKS AND CONCESSIONS	530	779
TOTAL PAID	10,869	11,769
TOTAL QUALIFIED CIRCULATION	10,869	11,769
AVERAGE PRESS RUN	12,160	12,580
PRESS RUN AS OF 03/30/2010	10,780	12,580
QUALIFIED CIRCULATION HISTORY		
3 MONTHS ENDING MARCH, 2010	10,084	11,769
3 MONTHS ENDING DECEMBER, 2009	11,867	11,770

BASIC PRICE: \$0.50 per Single Copy

INITIAL AUDIT REPORT

The Chronicle - Daily

CIRCULATION DATA FOR ISSUE DATE: 03/30/2010 TOTAL QUALIFIED CIRCULATION: 10,083

DISTRIBUTION ANALYSIS BY COUNTY:	COUNTY NAME	DISTRIBUTION
	MARIN COUNTY	10,053
	MISCELLANEOUS	404
	TOTAL GROSS DISTRIBUTION	10,457
	LESS RACK/DEALER RETURNS	(374)
	TOTAL QUALIFIED CIRCULATION	10,083

-----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			
94925	CORTE MADERA				4,083 c	2,119	2,119	20.3%	55%/52%
	POPULATION/HOUSEHOLDS	9,350 / 3,842							
	AVERAGE HOUSEHOLD SIZE	2.40	100.0%	92.3%					
	MEDIAN HOUSEHOLD INCOME	\$101,273	111.7%	244.8%		Carrier	2,000		
	RACE***	84%-W	1%-B	7%-A	7%-O	Paid Rack/Dealer	119		
	HISPANIC ORIGIN***	HO: 7%							
94903	SAN RAFAEL				12,989 c	1,401	1,401	13.4%	12%/11%
	POPULATION/HOUSEHOLDS	28,747 / 11,761							
	AVERAGE HOUSEHOLD SIZE	2.30	95.8%	88.5%					
	MEDIAN HOUSEHOLD INCOME	\$86,903	95.8%	210.1%		Carrier	1,350		
	RACE***	81%-W	2%-B	8%-A	9%-O	Paid Rack/Dealer	51		
	HISPANIC ORIGIN***	HO: 10%							
94941	MILL VALLEY				13,795 c	1,345	1,345	12.9%	10%/10%
	POPULATION/HOUSEHOLDS	29,626 / 13,095							
	AVERAGE HOUSEHOLD SIZE	2.20	91.7%	84.6%					
	MEDIAN HOUSEHOLD INCOME	\$117,260	129.3%	283.5%		Carrier	1,200		
	RACE***	87%-W	1%-B	6%-A	5%-O	Paid Rack/Dealer	145		
	HISPANIC ORIGIN***	HO: 5%							
94905	SAN RAFAEL				Data Not Available	1,290	1,290	12.3%	---/---
	Demographic Data Not Available					Carrier	1,140		
						Paid Rack/Dealer	150		
94930	FAIRFAX				3,724 c	1,125	1,125	10.8%	30%/30%
	POPULATION/HOUSEHOLDS	8,473 / 3,739							
	AVERAGE HOUSEHOLD SIZE	2.30	95.8%	88.5%					
	MEDIAN HOUSEHOLD INCOME	\$76,935	84.8%	186.0%		Carrier	1,000		
	RACE***	89%-W	1%-B	3%-A	7%-O	Paid Rack/Dealer	125		
	HISPANIC ORIGIN***	HO: 7%							
94904	GREENBRAE				5,722 c	1,087	1,087	10.4%	20%/19%
	POPULATION/HOUSEHOLDS	12,099 / 5,454							
	AVERAGE HOUSEHOLD SIZE	2.20	91.7%	84.6%					
	MEDIAN HOUSEHOLD INCOME	\$106,244	117.1%	256.8%		Carrier	1,000		
	RACE***	91%-W	1%-B	4%-A	4%-O	Paid Rack/Dealer	87		
	HISPANIC ORIGIN***	HO: 4%							
94920	BELVEDERE TIBURON				5,832 c	1,080	1,080	10.3%	20%/19%
	POPULATION/HOUSEHOLDS	12,165 / 5,315							
	AVERAGE HOUSEHOLD SIZE	2.30	95.8%	88.5%					
	MEDIAN HOUSEHOLD INCOME	\$148,781	164.0%	359.7%		Carrier	1,000		
	RACE***	90%-W	1%-B	5%-A	4%-O	Paid Rack/Dealer	80		
	HISPANIC ORIGIN***	HO: 5%							
94901	SAN RAFAEL				16,470 c	606	606	5.8%	4%/ 4%
	POPULATION/HOUSEHOLDS	40,861 / 15,525							
	AVERAGE HOUSEHOLD SIZE	2.60	108.3%	100.0%					
	MEDIAN HOUSEHOLD INCOME	\$75,676	83.4%	182.9%		Carrier	500		
	RACE***	69%-W	2%-B	6%-A	23%-O	Paid Rack/Dealer	106		
	HISPANIC ORIGIN***	HO: 33%							

* 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

INITIAL AUDIT REPORT

The Chronicle - Daily (continued)

-----ESRI Business Information Systems-----				-----USPS-----				PERCENT	ESRI/USPS	
ZIP	COMMUNITY	COUNT	COUNTY	U.S.	DELIVERIES**	FREE	PAID =	TOTAL	DISTRIBUTION	COVERAGE
CODE			INDEX*	INDEX*						
	MISCELLANEOUS							404		
	<u>TOTAL GROSS DISTRIBUTION</u>							<u>10,457</u>		
							Carrier	9,190		
							Mail	164		
							Paid Rack/Dealer	863		
	LESS RACK/DEALER RETURNS							(374)		
	<u>TOTAL QUALIFIED CIRCULATION</u>							<u>10,083</u>		

The Chronicle - Sunday

CIRCULATION DATA FOR ISSUE DATE: 03/28/2010 TOTAL QUALIFIED CIRCULATION: 11,771

DISTRIBUTION ANALYSIS BY COUNTY:	COUNTY NAME	DISTRIBUTION
	DES MOINES COUNTY	1,420
	GREENE COUNTY	1,215
	HENRY COUNTY	1,618
	LEE COUNTY	2,755
	LINN COUNTY	1,210
	LOUISA COUNTY	1,530
	MAHASKA COUNTY	375
	MARION COUNTY	688
	WASHINGTON COUNTY	1,290
	MISCELLANEOUS	167
	<u>TOTAL GROSS DISTRIBUTION</u>	<u>12,268</u>
	LESS RACK/DEALER RETURNS	(497)
	<u>TOTAL QUALIFIED CIRCULATION</u>	<u>11,771</u>

-----ESRI Business Information Systems-----				-----USPS-----				PERCENT	ESRI/USPS	
ZIP	COMMUNITY	COUNT	COUNTY	U.S.	DELIVERIES**	FREE	PAID =	TOTAL	DISTRIBUTION	COVERAGE
CODE			INDEX*	INDEX*						
52353	WASHINGTON									
	POPULATION/HOUSEHOLDS	9,416 / 3,828			3,820 c		1,290	1,290	10.5%	34%/34%
	AVERAGE HOUSEHOLD SIZE	2.40	96.0%	92.3%						
	MEDIAN HOUSEHOLD INCOME	\$47,273	102.2%	114.3%			Carrier	1,200		
	RACE***	94%-W 1%-B 1%-A 5%-O					Paid Rack/Dealer	90		
	HISPANIC ORIGIN***	HO: 6%								
52624	DENMARK									
	POPULATION/HOUSEHOLDS	475 / 180			192 po+b		1,260	1,260	10.3%	100+%/100+%
	AVERAGE HOUSEHOLD SIZE	2.60	108.3%	100.0%						
	MEDIAN HOUSEHOLD INCOME	\$49,082	112.4%	118.6%			Carrier	1,180		
	RACE***	99%-W 0%-B 0%-A 1%-O					Paid Rack/Dealer	80		
	HISPANIC ORIGIN***	HO: 1%								
52625	DONNELSON									
	POPULATION/HOUSEHOLDS	2,484 / 968			1,170 c+po+b		1,253	1,253	10.2%	100+%/100+%
	AVERAGE HOUSEHOLD SIZE	2.50	104.2%	96.2%						
	MEDIAN HOUSEHOLD INCOME	\$47,460	108.7%	114.7%			Carrier	1,098		
	RACE***	98%-W 0%-B 0%-A 1%-O					Paid Rack/Dealer	155		
	HISPANIC ORIGIN***	HO: 1%								
50129	JEFFERSON									
	POPULATION/HOUSEHOLDS	5,538 / 2,280			2,377 c		1,215	1,215	9.9%	53%/51%
	AVERAGE HOUSEHOLD SIZE	2.30	95.8%	88.5%						
	MEDIAN HOUSEHOLD INCOME	\$43,286	106.3%	104.6%			Carrier	1,150		
	RACE***	98%-W 0%-B 1%-A 2%-O					Paid Rack/Dealer	65		
	HISPANIC ORIGIN***	HO: 2%								
52302	MARION									
	POPULATION/HOUSEHOLDS	32,915 / 13,090			15,395 c		1,210	1,210	9.9%	9%/ 8%
	AVERAGE HOUSEHOLD SIZE	2.50	104.2%	96.2%						
	MEDIAN HOUSEHOLD INCOME	\$62,470	110.1%	151.0%			Carrier	1,100		
	RACE***	96%-W 1%-B 2%-A 2%-O					Paid Rack/Dealer	110		
	HISPANIC ORIGIN***	HO: 1%								

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 August 2010 USPS Zip update

INITIAL AUDIT REPORT

The Chronicle - Sunday (continued)

-----ESRI Business Information Systems-----				-----USPS-----				PERCENT	ESRI/USPS
ZIP CODE	COMMUNITY	COUNT	COUNTY INDEX*	U.S. INDEX*	DELIVERIES**	FREE + PAID =	TOTAL	OF TOTAL DISTRIBUTION	COVERAGE
52601	BURLINGTON	29,407 / 12,337			12,934 c	1,105	1,105	9.0%	9%/ 9%
	POPULATION/HOUSEHOLDS	2.30	95.8%	88.5%					
	AVERAGE HOUSEHOLD SIZE	\$42,971	95.9%	103.9%		Carrier	1,000		
	MEDIAN HOUSEHOLD INCOME	91%-W	5%-B	1%-A	3%-O	Paid Rack/Dealer	105		
	RACE***	HO: 2%							
	HISPANIC ORIGIN***								
52640	MORNING SUN	1,374 / 528			576 c+po+b	1,070	1,070	8.7%	100+%/100+%
	POPULATION/HOUSEHOLDS	2.50	96.2%	96.2%					
	AVERAGE HOUSEHOLD SIZE	\$45,000	96.4%	108.8%		Carrier	1,000		
	MEDIAN HOUSEHOLD INCOME	97%-W	0%-B	1%-A	3%-O	Paid Rack/Dealer	70		
	RACE***	HO: 6%							
	HISPANIC ORIGIN***								
52654	WAYLAND	1,701 / 645			712 c+po+b	785	785	6.4%	100+%/100+%
	POPULATION/HOUSEHOLDS	2.60	108.3%	100.0%					
	AVERAGE HOUSEHOLD SIZE	\$43,040	92.4%	104.0%		Carrier	685		
	MEDIAN HOUSEHOLD INCOME	98%-W	0%-B	1%-A	2%-O	Paid Rack/Dealer	100		
	RACE***	HO: 1%							
	HISPANIC ORIGIN***								
50119	HARVEY	546 / 217			218 c+po+b	688	688	5.6%	100+%/100+%
	POPULATION/HOUSEHOLDS	2.50	100.0%	96.2%					
	AVERAGE HOUSEHOLD SIZE	\$41,963	82.3%	101.4%		Carrier	663		
	MEDIAN HOUSEHOLD INCOME	100%-W	0%-B	0%-A	0%-O	Paid Rack/Dealer	25		
	RACE***	HO: 0%							
	HISPANIC ORIGIN***								
ZIP CODES ACCOUNTING FOR LESS THAN 5% OF TOTAL DISTRIBUTION:									
52641	MOUNT PLEASANT	12,437 / 4,580			4,769 c	418	418	3.4%	9%/ 9%
52645	NEW LONDON	3,241 / 1,300			1,277 c	415	415	3.4%	32%/ 32%
52543	CEDAR	255 / 91			107 c+po+b	375	375	3.1%	100+%/100+%
52653	WAPELLO	4,416 / 1,673			1,369 c	360	360	2.9%	22%/ 26%
52655	WEST BURLINGTON	4,447 / 1,942			1,971 c	315	315	2.6%	16%/ 16%
52656	WEST POINT	2,489 / 1,009			935 c	242	242	2.0%	24%/ 26%
52737	COLUMBUS CITY	Data Not Available			136 c	100	100	0.8%	---/ 74%
MISCELLANEOUS							167		
<u>TOTAL GROSS DISTRIBUTION</u>							<u>12,268</u>		
							Carrier	10,825	
							Mail	167	
							Paid Rack/Dealer	1,276	
LESS RACK/DEALER RETURNS							(497)		
<u>TOTAL QUALIFIED CIRCULATION</u>							<u>11,771</u>		

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CIRCULATION AREA MAP



