

THE MARIN CHRONICLE

CHRONICLE PUBLISHING2, INC.
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PUBLICATION DESCRIPTION:

The Marin Chronicle is a community newspaper delivered to homes in Marin County. Distributed every Tuesday, features include local news, sports, entertainment, events and classifieds.

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

	MARIN CHRONICLE
FREE CIRCULATION	
CARRIER	3,447
TOTAL FREE	3,447
PAID CIRCULATION	
CARRIER	2,643
RACKS AND CONCESSIONS	503
TOTAL PAID	3,146
TOTAL QUALIFIED CIRCULATION	6,593
AVERAGE PRESS RUN	8,044
PRESS RUN AS OF 03/30/2010	8,100
QUALIFIED CIRCULATION HISTORY	
3 MONTHS ENDING MARCH, 2010	6,537
3 MONTHS ENDING DECEMBER, 2009	6,564
3 MONTHS ENDING SEPTEMBER, 2009	6,595
3 MONTHS ENDING JUNE, 2009	6,683

ANNUAL AUDIT REPORT

The Marin Chronicle

CIRCULATION DATA FOR ISSUE DATE: 03/30/2010 TOTAL QUALIFIED CIRCULATION: 6,578

DISTRIBUTION ANALYSIS BY COUNTY:	COUNTY NAME	DISTRIBUTION
	MARIN COUNTY	6,596
	SONOMA COUNTY	515
	TOTAL GROSS DISTRIBUTION	7,111
	LESS RACK/DEALER RETURNS	(533)
	TOTAL QUALIFIED CIRCULATION	6,578

-----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	
94905	SAN RAFAEL Demographic Data Not Available				Data Not Available	300 Carrier Paid Rack/Dealer	871 966 205	16.5%	---/---
94925	CORTE MADERA POPULATION/HOUSEHOLDS AVERAGE HOUSEHOLD SIZE MEDIAN HOUSEHOLD INCOME RACE*** HISPANIC ORIGIN***	9,350 / 3,842 2.40 \$101,273 84%-W HO: 7%	100.0% 111.7% 1%-B 7%-A 7%-O	92.3% 244.8%	4,083 c	800 Carrier Paid Rack/Dealer	310 1,015 95	15.6%	29%/27%
94920	BELVEDERE TIBURON POPULATION/HOUSEHOLDS AVERAGE HOUSEHOLD SIZE MEDIAN HOUSEHOLD INCOME RACE*** HISPANIC ORIGIN***	12,165 / 5,315 2.30 \$148,781 90%-W HO: 5%	95.8% 164.0% 1%-B 5%-A 4%-O	88.5% 359.7%	5,832 c	700 Carrier Paid Rack/Dealer	337 950 87	14.6%	20%/18%
94941	MILL VALLEY POPULATION/HOUSEHOLDS AVERAGE HOUSEHOLD SIZE MEDIAN HOUSEHOLD INCOME RACE*** HISPANIC ORIGIN***	29,626 / 13,095 2.20 \$117,260 87%-W HO: 5%	91.7% 129.3% 1%-B 6%-A 5%-O	84.6% 283.5%	13,795 c	500 Carrier Paid Rack/Dealer	410 825 85	12.8%	7%/7%
94904	GREENBRAE POPULATION/HOUSEHOLDS AVERAGE HOUSEHOLD SIZE MEDIAN HOUSEHOLD INCOME RACE*** HISPANIC ORIGIN***	12,099 / 5,454 2.20 \$106,244 91%-W HO: 4%	91.7% 117.1% 1%-B 4%-A 4%-O	84.6% 256.8%	5,722 c	150 Carrier Paid Rack/Dealer	575 650 75	10.2%	13%/13%
94903	SAN RAFAEL POPULATION/HOUSEHOLDS AVERAGE HOUSEHOLD SIZE MEDIAN HOUSEHOLD INCOME RACE*** HISPANIC ORIGIN***	28,747 / 11,761 2.30 \$86,903 81%-W HO: 10%	95.8% 95.8% 2%-B 8%-A 9%-O	88.5% 210.1%	12,989 c	300 Carrier Paid Rack/Dealer	345 500 145	9.1%	5%/5%
94930	FAIRFAX POPULATION/HOUSEHOLDS AVERAGE HOUSEHOLD SIZE MEDIAN HOUSEHOLD INCOME RACE*** HISPANIC ORIGIN***	8,473 / 3,739 2.30 \$76,935 89%-W HO: 7%	95.8% 84.8% 1%-B 3%-A 7%-O	88.5% 186.0%	3,724 c	300 Carrier Paid Rack/Dealer	303 520 83	8.5%	16%/16%
94931	COTATI POPULATION/HOUSEHOLDS AVERAGE HOUSEHOLD SIZE MEDIAN HOUSEHOLD INCOME RACE*** HISPANIC ORIGIN***	8,889 / 3,581 2.50 \$60,691 79%-W HO: 17%	96.2% 94.2% 2%-B 4%-A 15%-O	96.2% 146.7%	3,500 c	150 Carrier Paid Rack/Dealer	365 340 175	7.2%	14%/15%
94939	LARKSPUR POPULATION/HOUSEHOLDS AVERAGE HOUSEHOLD SIZE MEDIAN HOUSEHOLD INCOME RACE*** HISPANIC ORIGIN***	6,872 / 3,383 2.00 \$93,951 90%-W HO: 6%	83.3% 103.6% 1%-B 4%-A 5%-O	76.9% 227.1%	3,582 c	200 Carrier Paid Rack/Dealer	195 300 95	5.6%	12%/11%

* 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

ANNUAL AUDIT REPORT

The Marin Chronicle (continued)

-----ESRI Business Information Systems-----				-----USPS-----				
ZIP CODE	COMMUNITY	COUNT	COUNTY INDEX*	U.S. INDEX*	DELIVERIES**	FREE + PAID = TOTAL	PERCENT OF TOTAL DISTRIBUTION	ESRI/USPS COVERAGE
<u>TOTAL GROSS DISTRIBUTION</u>							<u>7,111</u>	
						Carrier	6,066	
						Paid Rack/Dealer	1,045	
<u>LESS RACK/DEALER RETURNS</u>							(533)	
<u>TOTAL QUALIFIED CIRCULATION</u>							<u>6,578</u>	

* The zip code percentage for the variable compared to the county or national percentage for the variable.
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CIRCULATION AREA MAP



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