

**THE WEEKLY CHRONICLE**

**CHRONICLE PUBLISHING2, INC.**  
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**PUBLICATION DESCRIPTION:**

*The Weekly Chronicle* is a free weekly newspaper published for the local area. Features include arts & entertainment, restaurant reviews, horoscope, classifieds and more. *The Weekly Chronicle* is available for free pick up at street boxes, racks and in businesses throughout the local 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**

	<b>WEEKLY CHRONICLE TUESDAY</b>
<b>FREE CIRCULATION</b>	
TARGET	31,820
TOTAL FREE	31,820
<b>PAID CIRCULATION</b>	
MAIL	26
TOTAL PAID	26
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>31,846</b>
<b>AVERAGE PRESS RUN</b>	<b>35,050</b>
<b>PRESS RUN AS OF 03/30/2010</b>	<b>35,050</b>
<b>QUALIFIED CIRCULATION HISTORY</b>	
3 MONTHS ENDING MARCH, 2010	31,918
3 MONTHS ENDING DECEMBER, 2009	31,691
3 MONTHS ENDING SEPTEMBER, 2009	31,860
3 MONTHS ENDING JUNE, 2009	31,918

## ANNUAL AUDIT REPORT

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### THE WEEKLY CHRONICLE

BASED ON ISSUE DATE: 03/30/2010

TOTAL QUALIFIED CIRCULATION: 31,918

#### GROSS DISTRIBUTION

<u>COMMUNITY</u>	<u>ZIP CODE</u>	<u>DISTRIBUTION</u>
Belvedere Tiburon	94920	2,444
Corte Madera	94925	3,000
Cotati	94931	2,888
Fairfax	94930	3,000
Greenbrae	94904	2,000
Larkspur	94939	3,400
Mill Valley	94941	5,222
San Rafael	94903	6,779
San Rafael	94905	5,700
MISCELLANEOUS		148
GROSS DISTRIBUTION		34,581
NON-QUALIFIED RETURNS FROM RACK DISTRIBUTION		(2,663)
TOTAL QUALIFIED CIRCULATION		31,918
MISCELLANEOUS NON-QUALIFIED DISTRIBUTION		469
(Includes non-qualified mail, office use, advertising, sales, and extra copies)		
TOTAL PRINTED		35,050

CIRCULATION AREA MAP



### Verification of Distribution

*The Weekly Chronicle* is regularly made available at designated locations for reader pickup. Publishers are required to maintain detailed distribution records for every issue documenting the number of papers delivered and returns for every distribution point. Quarterly updates of the route lists are maintained by VERIFIED as a reference. "Accuracy of Claimed Distribution" is determined by a comparison of these records with the results of VERIFIED's field verification of distribution. The field verification consists of monitoring of the number of papers delivered and number of papers remaining from the prior issue (returns), for a randomly selected sample of distribution locations.

*The Weekly Chronicle* has met or exceeded VERIFIED's standard of 90% "Accuracy of Claimed Circulation," as documented below:

**SURVEY DATE(S):**

03/10/09  
06/27/09  
10/22/09  
02/05/10

VERIFIED AUDIT CIRCULATION'S Field Verification Summary Reports contain detailed information concerning verification procedures and results.

### 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