

CHRONICLE MEDIA GROUP

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PUBLICATION DESCRIPTION:

The **Chronicle Media Group** consists of La Voz de Marin, The Weekly Chronicle, The Marin Chronicle and the Chronicle Today. The **Chronicle Media Group** offers consolidated media coverage of Marin County, providing advertisers an opportunity to reach these discerning, affluent and diverse residents. Zip Code level reporting allows you to connect with your target audience.

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.

CIRCULATION: TWELVE MONTH AVERAGE

	LA VOZ DE MARIN	THE WEEKLY CHRONICLE	THE MARIN CHRONICLE	THE CHRONICLE TODAY	COMBINED
FREE CIRCULATION					
CARRIER			3,446	5,908	9,354
TARGET	589	31,822		173	32,584
TOTAL FREE	589	31,822	3,446	6,081	41,938
PAID CIRCULATION					
CARRIER			2,644		2,644
MAIL	9,488	26		20	9,534
RACKS AND CONCESSIONS			503		503
TOTAL PAID	9,488	26	3,147	20	12,681
TOTAL QUALIFIED CIRCULATION	10,077	31,848	6,593	6,101	54,619
AVERAGE PRESS RUN	10,516	35,050	8,045	6,517	60,128
PRESS RUN AS OF 09/30/2008	10,600	35,050	8,100	6,520	60,270

QUALIFIED CIRCULATION HISTORY

3 MONTHS ENDING SEPTEMBER, 2008	10,092	31,918	6,540	6,098	54,648
3 MONTHS ENDING JUNE, 2008	10,094	31,691	6,564	6,100	54,449
3 MONTHS ENDING MARCH, 2008	10,091	31,860	6,595	6,088	54,634
3 MONTHS ENDING DECEMBER, 2007	10,032	31,918	6,683	6,124	54,757

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

ANNUAL AUDIT REPORT

La Voz de Marin

CIRCULATION DATA FOR ISSUE DATE: 09/24/2008 TOTAL QUALIFIED CIRCULATION: 1,102

DISTRIBUTION ANALYSIS BY COUNTY:	COUNTY NAME	DISTRIBUTION
	MARIN COUNTY	8,440
	SONOMA COUNTY	1,662
	MISCELLANEOUS	(8,950)
	TOTAL GROSS DISTRIBUTION	1,152
	LESS TARGET (BULK) RETURNS	(50)
	TOTAL QUALIFIED CIRCULATION	1,102

-----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	9,350 / 3,842			4,153 c	100	2,510	2,610	226.6%	68%/63%
	POPULATION/HOUSEHOLDS	2.40	100.0%	92.3%						
	AVERAGE HOUSEHOLD SIZE	\$101,273	111.7%	244.8%						
	MEDIAN HOUSEHOLD INCOME							Mail		
	RACE***	84%-W	1%-B	7%-A	7%-O			Target (Bulk)		
	HISPANIC ORIGIN***	HO: 7%						100		
94901	SAN RAFAEL	40,861 / 15,525			16,530 c	125	1,120	1,245	108.1%	8%/ 8%
	POPULATION/HOUSEHOLDS	2.60	108.3%	100.0%						
	AVERAGE HOUSEHOLD SIZE	\$75,676	83.4%	182.9%				Mail		
	MEDIAN HOUSEHOLD INCOME							Target (Bulk)		
	RACE***	69%-W	2%-B	6%-A	23%-O			1,120		
	HISPANIC ORIGIN***	HO: 33%						125		
94928	ROHNERT PARK	41,935 / 15,135			16,336 c	90	1,002	1,092	94.8%	7%/ 7%
	POPULATION/HOUSEHOLDS	2.70	103.8%	103.8%						
	AVERAGE HOUSEHOLD SIZE	\$62,821	97.5%	151.9%				Mail		
	MEDIAN HOUSEHOLD INCOME							Target (Bulk)		
	RACE***	77%-W	2%-B	6%-A	15%-O			1,002		
	HISPANIC ORIGIN***	HO: 16%						90		
94949	NOVATO	15,506 / 6,397			7,723 c	80	987	1,067	92.6%	17%/14%
	POPULATION/HOUSEHOLDS	2.40	100.0%	92.3%						
	AVERAGE HOUSEHOLD SIZE	\$80,828	89.1%	195.4%				Mail		
	MEDIAN HOUSEHOLD INCOME							Target (Bulk)		
	RACE***	79%-W	2%-B	5%-A	14%-O			987		
	HISPANIC ORIGIN***	HO: 19%						80		
94903	SAN RAFAEL	28,747 / 11,761			13,030 c	70	953	1,023	88.8%	9%/ 8%
	POPULATION/HOUSEHOLDS	2.30	95.8%	88.5%						
	AVERAGE HOUSEHOLD SIZE	\$86,903	95.8%	210.1%				Mail		
	MEDIAN HOUSEHOLD INCOME							Target (Bulk)		
	RACE***	81%-W	2%-B	8%-A	9%-O			953		
	HISPANIC ORIGIN***	HO: 10%						70		
94965	SAUSALITO	10,693 / 5,768			6,543 c	100	898	998	86.6%	17%/15%
	POPULATION/HOUSEHOLDS	1.80	75.0%	69.2%						
	AVERAGE HOUSEHOLD SIZE	\$104,934	115.7%	253.7%				Mail		
	MEDIAN HOUSEHOLD INCOME							Target (Bulk)		
	RACE***	76%-W	12%-B	6%-A	7%-O			898		
	HISPANIC ORIGIN***	HO: 6%						100		
94939	LARKSPUR	6,872 / 3,383			3,651 c	25	654	679	58.9%	20%/19%
	POPULATION/HOUSEHOLDS	2.00	83.3%	76.9%						
	AVERAGE HOUSEHOLD SIZE	\$93,951	103.6%	227.1%				Mail		
	MEDIAN HOUSEHOLD INCOME							Target (Bulk)		
	RACE***	90%-W	1%-B	4%-A	5%-O			654		
	HISPANIC ORIGIN***	HO: 6%						25		
94951	PENNGROVE	4,132 / 1,616			1,312 c	15	555	570	49.5%	35%/43%
	POPULATION/HOUSEHOLDS	2.50	96.2%	96.2%						
	AVERAGE HOUSEHOLD SIZE	\$69,500	107.9%	168.0%				Mail		
	MEDIAN HOUSEHOLD INCOME							Target (Bulk)		
	RACE***	88%-W	1%-B	4%-A	8%-O			555		
	HISPANIC ORIGIN***	HO: 9%						15		
94904	GREENBRAE	12,099 / 5,454			5,722 c	10	300	310	26.9%	6%/ 5%
	POPULATION/HOUSEHOLDS	2.20	91.7%	84.6%						
	AVERAGE HOUSEHOLD SIZE	\$106,244	117.1%	256.8%				Mail		
	MEDIAN HOUSEHOLD INCOME							Target (Bulk)		
	RACE***	91%-W	1%-B	4%-A	4%-O			300		
	HISPANIC ORIGIN***	HO: 4%						10		

* 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.
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Source for demographic data: ESRI Business Information Solutions, (2006) (1-800-795-7483).
 October 2009 USPS Zip update

ANNUAL AUDIT REPORT

La Voz de Marin (continued)

-----ESRI Business Information Systems-----				-----USPS-----					PERCENT	
ZIP	COMMUNITY	COUNT	COUNTY	U.S.	DELIVERIES**	FREE	PAID	TOTAL	OF TOTAL	ESRI/USPS
CODE			INDEX*	INDEX*					DISTRIBUTION	COVERAGE
94970	STINSON BEACH									
	POPULATION/HOUSEHOLDS	762 / 373			569 po	15	240	255	22.1%	68%/45%
	AVERAGE HOUSEHOLD SIZE	2.00	83.3%	76.9%						
	MEDIAN HOUSEHOLD INCOME	\$114,287	126.0%	276.3%			Mail	240		
	RACE***	94%-W	1%-B	1%-A	4%-O		Target (Bulk)	15		
	HISPANIC ORIGIN***	HO: 5%								
94930	FAIRFAX									
	POPULATION/HOUSEHOLDS	8,473 / 3,739			3,736 c	20	233	253	22.0%	7%/ 7%
	AVERAGE HOUSEHOLD SIZE	2.30	95.8%	88.5%						
	MEDIAN HOUSEHOLD INCOME	\$76,935	84.8%	186.0%			Mail	233		
	RACE***	89%-W	1%-B	3%-A	7%-O		Target (Bulk)	20		
	HISPANIC ORIGIN***	HO: 7%								
	MISCELLANEOUS							(8,950)		
	<u>TOTAL GROSS DISTRIBUTION</u>							<u>1,152</u>		
							Mail	9,498		
							Target (Bulk)	650		
	LESS TARGET (BULK) RETURNS							(50)		
	<u>TOTAL QUALIFIED CIRCULATION</u>							<u>1,102</u>		

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 October 2009 USPS Zip update

ANNUAL AUDIT REPORT

The Marin Chronicle

CIRCULATION DATA FOR ISSUE DATE: 09/23/2008 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	1,171 966 205	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%	4,153 c	800 Carrier Paid Rack/Dealer	1,110 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%	5,537 c	700 Carrier Paid Rack/Dealer	1,037 950 87	14.6%	20%/19%
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%	13,520 c	500 Carrier Paid Rack/Dealer	910 825 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	725 650 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%	13,030 c	300 Carrier Paid Rack/Dealer	645 500 145	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%	3,736 c	300 Carrier Paid Rack/Dealer	603 520 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%	3,535 c	150 Carrier Paid Rack/Dealer	515 340 175	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%	3,651 c	200 Carrier Paid Rack/Dealer	395 300 95	5.6%	12%/11%

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 October 2009 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>							<u>(533)</u>	
<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.
 ** 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).

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 October 2009 USPS Zip update

ANNUAL AUDIT REPORT

The Chronicle Today

CIRCULATION DATA FOR ISSUE DATE: 09/17/2008 TOTAL QUALIFIED CIRCULATION: 6,112

DISTRIBUTION ANALYSIS BY COUNTY:	COUNTY NAME	DISTRIBUTION
	MARIN COUNTY	6,123
	MISCELLANEOUS	54
	TOTAL GROSS DISTRIBUTION	6,177
	LESS TARGET (BULK) RETURNS	(65)
	TOTAL QUALIFIED CIRCULATION	6,112

-----ESRI Business Information Systems-----				-----USPS-----				PERCENT	ESRI/USPS
ZIP	COMMUNITY	COUNT	COUNTY	U.S.	DELIVERIES**	FREE	+ PAID = TOTAL	OF TOTAL	COVERAGE
CODE			INDEX*	INDEX*				DISTRIBUTION	
94901	SAN RAFAEL	40,861 / 15,525			16,530 c	1,360	1,360	22.0%	9%/ 8%
	POPULATION/HOUSEHOLDS	2.60	108.3%	100.0%					
	AVERAGE HOUSEHOLD SIZE	\$75,676	83.4%	182.9%					
	MEDIAN HOUSEHOLD INCOME					Carrier	1,310		
	RACE***	69%-W	2%-B	6%-A	23%-O	Target (Bulk)	50		
	HISPANIC ORIGIN***	HO: 33%							
94903	SAN RAFAEL	28,747 / 11,761			13,030 c	1,085	1,085	17.6%	9%/ 8%
	POPULATION/HOUSEHOLDS	2.30	95.8%	88.5%					
	AVERAGE HOUSEHOLD SIZE	\$86,903	95.8%	210.1%					
	MEDIAN HOUSEHOLD INCOME					Carrier	1,020		
	RACE***	81%-W	2%-B	8%-A	9%-O	Target (Bulk)	65		
	HISPANIC ORIGIN***	HO: 10%							
94939	LARKSPUR	6,872 / 3,383			3,651 c	1,052	1,052	17.0%	31%/29%
	POPULATION/HOUSEHOLDS	2.00	83.3%	76.9%					
	AVERAGE HOUSEHOLD SIZE	\$93,951	103.6%	227.1%					
	MEDIAN HOUSEHOLD INCOME					Carrier	1,002		
	RACE***	90%-W	1%-B	4%-A	5%-O	Target (Bulk)	50		
	HISPANIC ORIGIN***	HO: 6%							
94941	MILL VALLEY	29,626 / 13,095			13,520 c	625	625	10.1%	5%/ 5%
	POPULATION/HOUSEHOLDS	2.20	91.7%	84.6%					
	AVERAGE HOUSEHOLD SIZE	\$117,260	129.3%	283.5%					
	MEDIAN HOUSEHOLD INCOME					Carrier	610		
	RACE***	87%-W	1%-B	6%-A	5%-O	Target (Bulk)	15		
	HISPANIC ORIGIN***	HO: 5%							
94904	GREENBRAE	12,099 / 5,454			5,722 c	605	605	9.8%	11%/11%
	POPULATION/HOUSEHOLDS	2.20	91.7%	84.6%					
	AVERAGE HOUSEHOLD SIZE	\$106,244	117.1%	256.8%					
	MEDIAN HOUSEHOLD INCOME					Carrier	555		
	RACE***	91%-W	1%-B	4%-A	4%-O	Target (Bulk)	50		
	HISPANIC ORIGIN***	HO: 4%							
94920	BELVEDERE TIBURON	12,165 / 5,315			5,537 c	556	556	9.0%	10%/10%
	POPULATION/HOUSEHOLDS	2.30	95.8%	88.5%					
	AVERAGE HOUSEHOLD SIZE	\$148,781	164.0%	359.7%					
	MEDIAN HOUSEHOLD INCOME					Carrier	546		
	RACE***	90%-W	1%-B	5%-A	4%-O	Target (Bulk)	10		
	HISPANIC ORIGIN***	HO: 5%							
94925	CORTE MADERA	9,350 / 3,842			4,153 c	475	475	7.7%	12%/11%
	POPULATION/HOUSEHOLDS	2.40	100.0%	92.3%					
	AVERAGE HOUSEHOLD SIZE	\$101,273	111.7%	244.8%					
	MEDIAN HOUSEHOLD INCOME					Carrier	465		
	RACE***	84%-W	1%-B	7%-A	7%-O	Target (Bulk)	10		
	HISPANIC ORIGIN***	HO: 7%							
94930	FAIRFAX	8,473 / 3,739			3,736 c	365	365	5.9%	10%/10%
	POPULATION/HOUSEHOLDS	2.30	95.8%	88.5%					
	AVERAGE HOUSEHOLD SIZE	\$76,935	84.8%	186.0%					
	MEDIAN HOUSEHOLD INCOME					Carrier	360		
	RACE***	89%-W	1%-B	3%-A	7%-O	Target (Bulk)	5		
	HISPANIC ORIGIN***	HO: 7%							

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ANNUAL AUDIT REPORT

The Chronicle Today (continued)

-----ESRI Business Information Systems-----				-----USPS-----						
<u>ZIP</u>	<u>COMMUNITY</u>	<u>COUNT</u>	<u>COUNTY</u>	<u>U.S.</u>	<u>DELIVERIES**</u>	<u>FREE</u>	<u>PAID</u>	<u>TOTAL</u>	<u>PERCENT</u>	<u>ESRI/USPS</u>
<u>CODE</u>			<u>INDEX*</u>	<u>INDEX*</u>					<u>OF TOTAL</u>	<u>COVERAGE</u>
									<u>DISTRIBUTION</u>	
								54		
								<u>6,177</u>		
							Carrier	5,900		
							Mail	22		
							Target (Bulk)	255		
								(65)		
								<u>6,112</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.
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ANNUAL AUDIT REPORT

THE WEEKLY CHRONICLE

BASED ON ISSUE DATE: 09/09/2008

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	6,784
San Rafael	94905	5,702
MISCELLANEOUS		141
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

