



The Regional  
**Chronicle**

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

The **Regional Chronicle** newspapers are published each Thursday in Northern, Southern, Eastern and Western Marin County. Each regional edition has news and information specifically targeted to the region they serve. Features include local news, sports, weather and a community calendar. The **Regional Chronicle** newspapers are delivered to homes and are available in racks and stores in the 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**

PAID CIRCULATION	NORTH	SOUTH	EAST	WEST	COMBINED
CARRIER	6,871	7,685	13,576	9,659	37,791
RACKS AND CONCESSIONS	239	117	305	230	891
TOTAL PAID	7,110	7,802	13,881	9,889	38,682
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7,110</b>	<b>7,802</b>	<b>13,881</b>	<b>9,889</b>	<b>38,682</b>
<b>AVERAGE PRESS RUN</b>	<b>7,749</b>	<b>8,267</b>	<b>14,792</b>	<b>10,672</b>	<b>41,480</b>
<b>PRESS RUN AS OF 06/26/2008</b>	<b>7,758</b>	<b>8,315</b>	<b>14,800</b>	<b>10,777</b>	<b>41,650</b>

**QUALIFIED CIRCULATION HISTORY**

3 MONTHS ENDING JUNE, 2008	7,110	7,844	13,911	10,256	39,121
3 MONTHS ENDING MARCH, 2008	7,119	7,852	13,874	10,249	39,094
3 MONTHS ENDING DECEMBER, 2007	7,115	7,869	13,817	9,900	38,701

BASIC PRICE: \$.50 single copy /\$125.00 basic annual subscription rate

# ANNUAL AUDIT REPORT

## The Northern Chronicle

CIRCULATION DATA FOR ISSUE DATE: 06/05/2008 TOTAL QUALIFIED CIRCULATION: 7,091

DISTRIBUTION ANALYSIS BY COUNTY:	COUNTY NAME	DISTRIBUTION
	MARIN COUNTY	6,927
	SONOMA COUNTY	693
	MISCELLANEOUS	35
	<b>TOTAL GROSS DISTRIBUTION</b>	<b>7,655</b>
	LESS RACK/DEALER RETURNS	(564)
	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7,091</b>

-----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
94949	NOVATO	15,506 / 6,397			7,405 c		4,126	4,126	53.9%
	POPULATION/HOUSEHOLDS	2.40	100.0%	92.3%			4,126		
	AVERAGE HOUSEHOLD SIZE	\$80,828	89.1%	195.4%			Carrier	3,750	
	MEDIAN HOUSEHOLD INCOME	79%-W	2%-B	5%-A	14%-O		Paid Rack/Dealer	376	
	RACE***	HO: 19%							
	HISPANIC ORIGIN***								
94945	NOVATO	17,049 / 6,569			6,936 c		2,801	2,801	36.6%
	POPULATION/HOUSEHOLDS	2.60	108.3%	100.0%			2,801		
	AVERAGE HOUSEHOLD SIZE	\$84,653	93.3%	204.6%			Carrier	2,602	
	MEDIAN HOUSEHOLD INCOME	81%-W	2%-B	6%-A	11%-O		Paid Rack/Dealer	199	
	RACE***	HO: 14%							
	HISPANIC ORIGIN***								
94951	PENNGROVE	4,132 / 1,616			1,280 c		440	440	5.7%
	POPULATION/HOUSEHOLDS	2.50	96.2%	96.2%			440		
	AVERAGE HOUSEHOLD SIZE	\$69,500	107.9%	168.0%			Carrier	287	
	MEDIAN HOUSEHOLD INCOME	88%-W	1%-B	4%-A	8%-O		Paid Rack/Dealer	153	
	RACE***	HO: 9%							
	HISPANIC ORIGIN***								
ZIP CODES ACCOUNTING FOR LESS THAN 5% OF TOTAL DISTRIBUTION:									
94928	ROHNERT PARK	41,935 / 15,135			16,339 c		253	253	3.3%
	MISCELLANEOUS							35	
	<b>TOTAL GROSS DISTRIBUTION</b>							<b>7,655</b>	
							Carrier	6,870	
							Paid Rack/Dealer	785	
	LESS RACK/DEALER RETURNS							(564)	
	<b>TOTAL QUALIFIED CIRCULATION</b>							<b>7,091</b>	

\* 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 2008 USPS Zip update

# ANNUAL AUDIT REPORT

## The Southern Chronicle

CIRCULATION DATA FOR ISSUE DATE: 06/12/2008 TOTAL QUALIFIED CIRCULATION: 7,844

DISTRIBUTION ANALYSIS BY COUNTY:	COUNTY NAME	DISTRIBUTION
	MARIN COUNTY	8,185
	MISCELLANEOUS	16
	<b>TOTAL GROSS DISTRIBUTION</b>	<b>8,201</b>
	LESS RACK/DEALER RETURNS	(357)
	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>7,844</b>

-----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
94965	SAUSALITO									
	POPULATION/HOUSEHOLDS	10,693 / 5,768			6,485 c		5,256	5,256	64.1%	91%/81%
	AVERAGE HOUSEHOLD SIZE	1.80	75.0%	69.2%						
	MEDIAN HOUSEHOLD INCOME	\$104,934	115.7%	253.7%			Carrier	4,951		
	RACE***	76%-W 12%-B 6%-A 7%-O					Paid Rack/Dealer	305		
	HISPANIC ORIGIN***	HO: 6%								
94920	BELVEDERE TIBURON									
	POPULATION/HOUSEHOLDS	12,165 / 5,315			5,862 c		2,929	2,929	35.7%	55%/50%
	AVERAGE HOUSEHOLD SIZE	2.30	95.8%	88.5%						
	MEDIAN HOUSEHOLD INCOME	\$148,781	164.0%	359.7%			Carrier	2,774		
	RACE***	90%-W 1%-B 5%-A 4%-O					Paid Rack/Dealer	155		
	HISPANIC ORIGIN***	HO: 5%								
	MISCELLANEOUS							16		
	<b>TOTAL GROSS DISTRIBUTION</b>							<b>8,201</b>		
							Carrier	7,741		
							Paid Rack/Dealer	460		
	LESS RACK/DEALER RETURNS							(357)		
	<b>TOTAL QUALIFIED CIRCULATION</b>							<b>7,844</b>		

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 August 2008 USPS Zip update

# ANNUAL AUDIT REPORT

## The Eastern Chronicle

CIRCULATION DATA FOR ISSUE DATE: 06/12/2008 TOTAL QUALIFIED CIRCULATION: 13,926

DISTRIBUTION ANALYSIS BY COUNTY:	COUNTY NAME	DISTRIBUTION
	MARIN COUNTY	14,647
	MISCELLANEOUS	13
	<b>TOTAL GROSS DISTRIBUTION</b>	<b>14,660</b>
	LESS RACK/DEALER RETURNS	(734)
	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,926</b>

-----ESRI Business Information Systems-----				-----USPS-----				PERCENT	
ZIP CODE	COMMUNITY	COUNT	COUNTY INDEX*	U.S. INDEX*	DELIVERIES**	FREE + PAID = TOTAL		OF TOTAL DISTRIBUTION	ESRI/USPS COVERAGE
94901	SAN RAFAEL								
	POPULATION/HOUSEHOLDS	40,861 / 15,525			16,444 c	5,900	5,900	40.2%	38%/36%
	AVERAGE HOUSEHOLD SIZE	2.60	108.3%	100.0%					
	MEDIAN HOUSEHOLD INCOME	\$75,676	83.4%	182.9%		Carrier	5,530		
	RACE***	69%-W	2%-B	6%-A	23%-O	Paid Rack/Dealer	370		
	HISPANIC ORIGIN***	HO: 33%							
94903	SAN RAFAEL								
	POPULATION/HOUSEHOLDS	28,747 / 11,761			12,848 c	5,270	5,270	35.9%	45%/41%
	AVERAGE HOUSEHOLD SIZE	2.30	95.8%	88.5%					
	MEDIAN HOUSEHOLD INCOME	\$86,903	95.8%	210.1%		Carrier	4,987		
	RACE***	81%-W	2%-B	8%-A	9%-O	Paid Rack/Dealer	283		
	HISPANIC ORIGIN***	HO: 10%							
94925	CORTE MADERA								
	POPULATION/HOUSEHOLDS	9,350 / 3,842			4,191 c	2,695	2,695	18.4%	70%/64%
	AVERAGE HOUSEHOLD SIZE	2.40	100.0%	92.3%					
	MEDIAN HOUSEHOLD INCOME	\$101,273	111.7%	244.8%		Carrier	2,500		
	RACE***	84%-W	1%-B	7%-A	7%-O	Paid Rack/Dealer	195		
	HISPANIC ORIGIN***	HO: 7%							
94939	LARKSPUR								
	POPULATION/HOUSEHOLDS	6,872 / 3,383			3,660 c	782	782	5.3%	23%/21%
	AVERAGE HOUSEHOLD SIZE	2.00	83.3%	76.9%					
	MEDIAN HOUSEHOLD INCOME	\$93,951	103.6%	227.1%		Carrier	592		
	RACE***	90%-W	1%-B	4%-A	5%-O	Paid Rack/Dealer	190		
	HISPANIC ORIGIN***	HO: 6%							
MISCELLANEOUS							13		
<b>TOTAL GROSS DISTRIBUTION</b>							<b>14,660</b>		
							Carrier	13,622	
							Paid Rack/Dealer	1,038	
LESS RACK/DEALER RETURNS							(734)		
<b>TOTAL QUALIFIED CIRCULATION</b>							<b>13,926</b>		

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 August 2008 USPS Zip update

# ANNUAL AUDIT REPORT

## The Western Chronicle

CIRCULATION DATA FOR ISSUE DATE: 06/26/2008 TOTAL QUALIFIED CIRCULATION: 10,241

DISTRIBUTION ANALYSIS BY COUNTY:	COUNTY NAME	DISTRIBUTION
	MARIN COUNTY	5,726
	SONOMA COUNTY	4,925
	MISCELLANEOUS	9
	<b>TOTAL GROSS DISTRIBUTION</b>	<b>10,660</b>
	LESS RACK/DEALER RETURNS	(419)
	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,241</b>

-----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
94931	COTATI								
	POPULATION/HOUSEHOLDS	8,889 / 3,581			5,084 c+po+b		4,925	4,925	46.2%
	AVERAGE HOUSEHOLD SIZE	2.50	96.2%	96.2%					100+%/97%
	MEDIAN HOUSEHOLD INCOME	\$60,691	94.2%	146.7%			Carrier	4,650	
	RACE***	79%-W	2%-B	4%-A	15%-O		Paid Rack/Dealer	275	
	HISPANIC ORIGIN***	HO: 17%							
94930	FAIRFAX								
	POPULATION/HOUSEHOLDS	8,473 / 3,739			3,874 c+b		4,060	4,060	38.1%
	AVERAGE HOUSEHOLD SIZE	2.30	95.8%	88.5%					100+%/100+
	MEDIAN HOUSEHOLD INCOME	\$76,935	84.8%	186.0%			Carrier	3,875	
	RACE***	89%-W	1%-B	3%-A	7%-O		Paid Rack/Dealer	185	
	HISPANIC ORIGIN***	HO: 7%							
94970	STINSON BEACH								
	POPULATION/HOUSEHOLDS	762 / 373			724 po+b		1,235	1,235	11.6%
	AVERAGE HOUSEHOLD SIZE	2.00	83.3%	76.9%					100+%/100+
	MEDIAN HOUSEHOLD INCOME	\$114,287	126.0%	276.3%			Carrier	1,110	
	RACE***	94%-W	1%-B	1%-A	4%-O		Paid Rack/Dealer	125	
	HISPANIC ORIGIN***	HO: 5%							
ZIP CODES ACCOUNTING FOR LESS THAN 5% OF TOTAL DISTRIBUTION:									
94973	WOODACRE	1,633 / 640			823 po		431	431	4.0%
	MISCELLANEOUS							9	
	<b>TOTAL GROSS DISTRIBUTION</b>							<b>10,660</b>	
							Carrier	10,000	
							Paid Rack/Dealer	660	
	LESS RACK/DEALER RETURNS							(419)	
	<b>TOTAL QUALIFIED CIRCULATION</b>							<b>10,241</b>	

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 August 2008 USPS Zip update

CIRCULATION AREA MAP



## ANNUAL AUDIT REPORT

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Verified conducts audits of printing, distribution, and financial records, as well other data to substantiate circulation data submitted to Verified. These audits follow 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 these audits warrant the issuance of audit reports as true and accurate statements 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.  
September 5, 2008