



**ANNUAL AUDIT REPORT**  
JULY 1, 20€J – JUNE 30, 20F€

**CHRONICLE BUSINESS JOURNAL**  
Established 1993  
Issues Per Year: 52  
Issues This Report: 52

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

*CHRONICLE BUSINESS JOURNAL* is a weekly publication providing news and information about the people, events and issues that shape business in Marin County and its surrounding areas.

**FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION**

*CHRONICLE BUSINESS JOURNAL* serves firms and organizations engaged in construction, manufacturing, transportation, communications, utilities, wholesale and retail trade, banking and finance, insurance, real estate, services, and government.

Qualified recipients include owners and corporate management, operations management, sales, marketing, and communications management, purchasing management, and other titled and non-titled personnel.

**AVERAGE WEEKLY CIRCULATION: JULY 1, 200- – JUNE 30, 20%\$**

<b>QUALIFIED CIRCULATION</b>	<b>Non-Paid</b>	<b>Paid</b>	<b>Total</b>
Individual Subscription	109	6,200	6,309
Association/Group/Directory Lists	2,040	-	2,040
Rotated	-	-	-
Bulk Distribution	-	25	25
Single Copy Sales	-	232	232
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,149</b>	<b>6,457</b>	<b>8,606</b>

<b>NON-QUALIFIED CIRCULATION</b>	<b>Non-Paid</b>	<b>Paid</b>	<b>Total</b>
Advertiser/Agency	19	-	19
Sales/File/Office/Return/Other	1,402	-	1,402
Trade Show/Convention/Special Event	34	-	34
<b>TOTAL NON-QUALIFIED CIRCULATION</b>	<b>1,455</b>	<b>-</b>	<b>1,455</b>

<b>TOTAL PRINTED</b>	<b>3,604</b>	<b>6,457</b>	<b>10,061</b>
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Please see the following pages for Recipient Classification, Subscription Source, Recency of Renewal, Geographical Distribution, Business/Industry and Job Title Classification, Qualified Circulation by Issue, Average Qualified Circulation History, Additions and Removals by Issue, Subscription Rates, Explanation, Audit of Internal Records, and Affidavit.

## RECIPIENT CLASSIFICATION

RECIPIENT	Non-Paid	Paid	Total	Percent
Individual by Name and Title and/or Company	1,078	4,872	5,950	70.2%
Individual by Name Only	545	883	1,428	16.8%
Title Only	513	62	575	6.8%
Company Name Only	6	271	277	3.3%
Bulk Distribution	-	25	25	0.3%
Single Copy Sales	-	222	222	2.6%
<b>Total Qualified Circulation</b>	<b>2,142</b>	<b>6,335</b>	<b>8,477</b>	<b>100.0%</b>
Non-Qualified Circulation	1,523	-	1,523	
<b>TOTAL PRINTED</b>			<b>10,000</b>	

## SUBSCRIPTION SOURCE AND RECENCY OF RENEWAL

RECIPIENT	Non-Paid	Paid	Renewed, Requested, or Updated Within				Total	Percent
			1 Year	2 Years	3 Years	3+ Years		
Direct Request from the Recipient	54	6,010	4,467	1,212	385	N/A	6,064	71.5%
Request from Recipient's Company	-	78	68	10	-	N/A	78	0.9%
Association/Group/Directory Lists	2,088	-	1,044	956	-	88	2,088	24.6%
Bulk Distribution	-	25	N/A	N/A	N/A	N/A	25	0.3%
Single Copy Sales	-	222	N/A	N/A	N/A	N/A	222	2.6%
<b>Total Qualified Circulation</b>	<b>2,142</b>	<b>6,335</b>	<b>5,579</b>	<b>2,178</b>	<b>385</b>	<b>88</b>	<b>8,477</b>	<b>100.0%</b>
Non-Qualified Circulation	1,523	-					1,523	
<b>TOTAL PRINTED</b>							<b>10,000</b>	

## REGIONAL/COUNTY GEOGRAPHICAL DISTRIBUTION

REGION/COUNTY	Three Digit ZIP Code	Non-Paid	Paid	Total	Percent
Marin, Sonoma	949	882	3,414	4,296	50.7%
Lake, Mendocino, Sonoma	954	781	1,290	2,071	24.4%
Alameda, Contra Costa, Napa, Solano	945	458	957	1,415	16.7%
Other In California		9	354	363	4.3%
Outside California		12	98	110	1.3%
Single Copy Sales		-	222	222	2.6%
<b>Total Qualified Circulation</b>		<b>2,142</b>	<b>6,335</b>	<b>8,477</b>	<b>100.0%</b>
Total Non-Qualified Circulation		1,523	-	1,523	
<b>TOTAL PRINTED</b>				<b>10,000</b>	

U.S. GEOGRAPHICAL DISTRIBUTION

REGION	Non-Paid	Paid	Total	Percent	REGION	Non-Paid	Paid	Total	Percent
Maine	-	-	-	-	Kentucky	-	-	-	-
New Hampshire	-	-	-	-	Tennessee	-	-	-	-
Vermont	-	-	-	-	Alabama	-	-	-	-
Massachusetts	-	-	-	-	Mississippi	-	-	-	-
Rhode Island	1	-	1	-	<b>E. S. Central</b>	-	-	-	-
Connecticut	-	-	-	-	Arkansas	-	-	-	-
<b>New England</b>	<b>1</b>	<b>-</b>	<b>1</b>	<b>-</b>	Louisiana	-	-	-	-
New York	-	9	9	0.1%	Oklahoma	-	-	-	-
New Jersey	-	-	-	-	Texas	-	3	3	-
Pennsylvania	-	-	-	-	<b>W. S. Central</b>	-	<b>3</b>	<b>3</b>	<b>-</b>
<b>Mid Atlantic</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	Montana	-	-	-	-
Delaware	-	-	-	-	Idaho	-	-	-	-
Maryland	-	6	6	0.1%	Wyoming	-	-	-	-
D.C.	1	4	5	0.1%	Colorado	-	-	-	-
Virginia	-	-	-	-	New Mexico	-	-	-	-
West Virginia	-	-	-	-	Arizona	-	-	-	-
North Carolina	-	-	-	-	Utah	-	-	-	-
South Carolina	-	-	-	-	Nevada	-	-	-	-
Georgia	-	-	-	-	<b>Mountain</b>	-	-	-	-
Florida	-	-	-	-	Alaska	-	-	-	-
<b>S. Atlantic</b>	<b>1</b>	<b>10</b>	<b>11</b>	<b>0.2%</b>	Washington	2	13	15	0.2%
Ohio	-	-	-	-	Oregon	8	57	65	0.8%
Indiana	-	-	-	-	California	2,130	6,015	8,145	96.1%
Illinois	-	6	6	0.1%	Hawaii	-	-	-	-
Michigan	-	-	-	-	<b>Pacific</b>	<b>2,140</b>	<b>6,085</b>	<b>8,225</b>	<b>97.1%</b>
Wisconsin	-	-	-	-	U.S. Territories	-	-	-	-
<b>E. N. Central</b>	<b>-</b>	<b>6</b>	<b>6</b>	<b>0.1%</b>	<b>U.S. Total</b>	<b>2,142</b>	<b>6,113</b>	<b>8,255</b>	<b>97.4%</b>
Minnesota	-	-	-	-	Canada	-	-	-	-
Iowa	-	-	-	-	Foreign	-	-	-	-
Missouri	-	-	-	-	<b>Foreign Total</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
North Dakota	-	-	-	-	Single Copy Sales	-	222	222	2.6%
South Dakota	-	-	-	-	<b>Total Qualified</b>	<b>2,142</b>	<b>6,335</b>	<b>8,477</b>	<b>100.0%</b>
Nebraska	-	-	-	-	Total Non-Qualified	1,523	-	1,523	
Kansas	-	-	-	-	<b>TOTAL PRINTED</b>			<b>10,000</b>	
<b>W. N. Central</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>					

## BUSINESS/INDUSTRY AND JOB TITLE CLASSIFICATION

SIC CODE	DIVISION-GROUP DESCRIPTION	Non-Paid	Paid	Owner/ Corp.	Operations	Sales/ Marketing	Purchasing	All Other	Total	Percent
<b>15-17</b>	<b>Construction</b>									
15-17	Construction	101	376	253	152	15	-	57	477	5.6%
<b>20-39</b>	<b>Manufacturing</b>									
20-39	Manufacturing	116	773	509	157	87	-	136	889	10.5%
<b>40-49</b>	<b>Transportation, Communications &amp; Utilities</b>									
40-42, 44-45, 47	Transportation	-	100	20	11	4	-	65	100	1.2%
48	Communications	43	122	65	20	10	-	70	165	1.9%
46, 49	Utilities	21	25	17	12	1	-	16	46	0.5%
<b>50-51</b>	<b>Wholesale Trade</b>									
50-51	Wholesale Trade	99	291	224	58	57	-	51	390	4.6%
<b>52-59</b>	<b>Retail Trade</b>									
52-59	Retail Trade	61	163	87	16	8	-	113	224	2.6%
<b>60-67</b>	<b>Finance, Insurance &amp; Real Estate</b>									
60-62, 67	Banking / Finance	201	441	222	199	120	-	101	642	7.6%
63-64	Insurance	90	160	108	65	51	-	26	250	2.9%
65	Real Estate	12	291	151	72	14	-	66	303	3.6%
<b>70-89</b>	<b>Services</b>									
70	Hospitality	-	76	28	28	4	-	16	76	0.9%
73	Business Services (excl. Computer Services)	899	582	824	313	214	-	130	1,481	17.5%
73	Computer Related Services	72	190	112	84	26	-	40	262	3.1%
80	Health Care	201	329	187	170	117	-	56	530	6.3%
81	Legal Services	51	283	117	75	51	-	91	334	3.9%
82	Education	84	306	175	106	57	-	52	390	4.6%
83	Non-Profit	7	321	177	72	21	-	58	328	3.9%
87	Architecture / Engineering	10	117	72	22	6	-	27	127	1.5%
87	Accounting	25	134	29	18	12	-	100	159	1.9%
87	Consulting	11	268	54	36	15	-	174	279	3.3%
<b>91-97</b>	<b>Public Administration</b>									
91	Government	26	145	90	21	10	-	50	171	2.0%
	Not Classified	12	595	343	85	21	-	158	607	7.2%
	Bulk Distribution	-	25	N/A	N/A	N/A	N/A	N/A	25	0.3%
	Single Copy Sales	-	222	N/A	N/A	N/A	N/A	N/A	222	2.6%
<b>Total Qualified Circulation</b>		<b>2142</b>	<b>6335</b>	<b>3,864</b>	<b>1,792</b>	<b>921</b>	<b>-</b>	<b>1,653</b>	<b>8,477</b>	<b>100.0%</b>
Total Non-Qualified Circulation		1,523	-						1,523	
<b>TOTAL PRINTED</b>									<b>10,000</b>	

Source: Standard Industrial Classification (SIC) Code, Division, and Group (bold text) – U.S. Department of Labor  
Description – *Chronicle Business Journal*

Owner/Corporate Management (Owner/Corp.) includes chairmen, owners, partners, presidents, vice presidents, CEOs, CFOs, COOs, and executive directors. Operations Management (Operations) includes general managers, operations managers, and department managers. Sales/Marketing Management (Sales/Marketing) includes marketing, sales, and communication personnel. Purchasing Management (Purchasing) includes purchasing agents and managers. All Other includes administration, government, engineering, technical, human relations, and other titled and non-titled personnel.

**VERIFICATION OF DISTRIBUTION AND READER SURVEY**

**METHODOLOGY**

Verified Audit Circulation conducted a Verification of Distribution and Reader Survey for *Chronicle Business Journal* in July of 20F€. Surveys were sent to 508 persons randomly chosen from the *Chronicle Business Journal* June 16, 20F€ distribution list. Each mailing contained a one-page questionnaire, a sample of a recent cover, and a postage-paid return envelope. The questionnaire consisted of four questions, all of which are summarized below. The information contained in this report summarizes the 61 valid responses to the survey. Please refer to the detailed survey report for additional information.

**ACCURACY OF CIRCULATION LIST: 90.0%**

Based on Verification of Distribution and Reader Survey conducted July 20F€. Fifty-one questionnaires (10.0% of the 508 mailed out) were returned by the U.S. Postal Service as non-deliverable.

**RECEIVERSHIP / WISH TO CONTINUE RECEIVING**

95.1% of the respondents stated that they regularly receive the *Chronicle Business Journal*.

93.4% of the respondents stated that they wish to continue receiving the *Chronicle Business Journal*.

Based on Verification of Distribution and Reader Survey conducted July 20F€. Questions were answered by all 61 respondents.

**BUSINESS CLASSIFICATION**

CLASSIFICATION	Persons	Percent
Services*	3,966	48.2%
Finance, Insurance, Real Estate	1,195	14.5%
Manufacturing	889	10.8%
Construction	477	5.8%
Wholesale Trade	390	4.7%
Transportation, Communications, Utilities	311	3.8%
Retail Trade	224	2.7%
Public Administration	171	2.1%
Not Classified	607	7.4%
<b>TOTAL</b>	<b>8,230</b>	<b>100.0%</b>

Classification based on publisher's June 16, 2006 distribution list. 85.2% of the respondents to the Verification of Distribution and Reader Survey conducted July 20F€ stated that they had a correct business classification.

\* Services include personal, business, health, legal, educational, social, engineering, accounting, and research services.

**JOB TITLE CLASSIFICATION**

CLASSIFICATION	Persons	Percent
Owner / Corporate Management	3,864	47.0%
Operations Management	1,792	21.8%
Sales / Marketing Management	921	11.2%
Other Classification or Job Title	1,653	20.1%
<b>TOTAL</b>	<b>8,230</b>	<b>100.1%</b>

Classification based on publisher's June 16, 20F€ distribution list. 82.0% of the respondents to the Verification of Distribution and Reader Survey conducted July 20F€ stated that they had a correct job title classification.

## QUALIFIED CIRCULATION BY ISSUE

ISSUE	Non-Paid	Paid	Total
07/08/05	2,160	6,511	8,671
07/15/05	2,160	6,552	8,712
07/22/05	2,160	6,519	8,679
07/29/05	2,161	6,556	8,717
08/05/05	2,161	6,597	8,758
08/12/05	2,159	6,579	8,738
08/19/05	2,159	6,470	8,629
08/26/05	2,159	6,523	8,682
09/02/05	2,159	6,531	8,690
09/09/05	2,159	6,466	8,625
09/16/05	2,159	6,535	8,694
09/23/05	2,159	6,526	8,685
09/30/05	2,159	6,578	8,737
10/07/05	2,159	6,534	8,693
10/14/05	2,160	6,562	8,722
10/21/05	2,160	6,552	8,712
10/28/05	2,161	6,594	8,755
11/04/05	2,161	6,504	8,665
11/11/05	2,161	6,539	8,700
11/18/05	2,161	6,465	8,626
11/25/05	2,161	6,463	8,624
12/02/05	2,162	6,462	8,624
12/09/05	2,162	6,477	8,639
12/16/05	2,146	6,502	8,648
12/23/05	2,145	6,533	8,678
12/30/05	2,146	6,453	8,599
<b>6 Month</b>	<b>2,158</b>	<b>6,522</b>	<b>8,681</b>

ISSUE	Non-Paid	Paid	Total
01/06/06	2,146	6,501	8,647
01/13/06	2,146	6,465	8,611
01/20/06	2,143	6,453	8,596
01/27/06	2,143	6,436	8,579
02/03/06	2,143	6,453	8,596
02/10/06	2,143	6,397	8,540
02/17/06	2,137	6,435	8,572
02/24/06	2,137	6,389	8,526
03/03/06	2,138	6,418	8,556
03/10/06	2,138	6,426	8,564
03/17/06	2,141	6,390	8,531
03/24/06	2,141	6,418	8,559
03/31/06	2,141	6,442	8,583
04/07/06	2,141	6,456	8,597
04/14/06	2,141	6,402	8,543
04/21/06	2,141	6,366	8,507
04/28/06	2,141	6,323	8,464
05/05/06	2,141	6,392	8,533
05/12/06	2,141	6,357	8,498
05/19/06	2,141	6,315	8,456
05/26/06	2,141	6,356	8,497
06/02/06	2,141	6,359	8,500
06/09/06	2,141	6,318	8,459
06/16/06	2,142	6,335	8,477
06/23/06	2,141	6,312	8,453
06/30/06	2,141	6,299	8,440
<b>6 Month Average</b>	<b>2,141</b>	<b>6,393</b>	<b>8,534</b>
<b>12 Month Average</b>	<b>2,150</b>	<b>6,458</b>	<b>8,608</b>

## AVERAGE QUALIFIED CIRCULATION HISTORY

YEAR	Non-Paid	Paid	Total
200í	2,748	6,665	9,413
200î	2,551	6,780	9,331
200ï	2,153	6,661	8,814
200ì	2,148	6,636	8,784
20€J	2,150	6,458	8,609
<b>5 Year Average</b>	<b>2,350</b>	<b>6,640</b>	<b>8,990</b>

RECIPIENT LIST ADDITIONS AND REMOVALS BY ISSUE

ISSUE	Additions		Removals		Total Additions	Total Removals	Net
	Non-Paid	Paid	Non-Paid	Paid			
07/01/05	-	24	-	31	24	31	(7)
07/08/05	-	17	1	39	17	40	(23)
07/15/05	-	39	-	21	39	21	18
07/22/05	-	33	-	31	33	31	2
07/29/05	2	54	1	40	56	41	15
08/05/05	-	20	-	21	20	21	(1)
08/12/05	-	25	2	32	25	34	(9)
08/19/05	-	22	-	36	22	36	(14)
08/26/05	-	26	-	33	26	33	(7)
09/02/05	-	30	-	28	30	28	2
09/09/05	-	16	-	20	16	20	(4)
09/16/05	-	42	-	36	42	36	6
09/23/05	-	58	-	30	58	30	28
09/30/05	-	43	-	37	43	37	6
10/07/05	-	28	-	24	28	24	4
10/14/05	1	30	-	33	31	33	(2)
10/21/05	-	36	-	35	36	35	1
10/28/05	1	31	-	39	32	39	(7)
11/04/05	-	32	-	43	32	43	(11)
11/11/05	-	36	-	45	36	45	(9)
11/18/05	-	41	-	33	41	33	8
11/25/05	-	10	-	43	10	43	(33)
12/02/05	1	44	-	44	45	44	1
12/09/05	-	35	-	21	35	21	14
12/16/05	-	46	16	37	46	53	(7)
12/23/05	-	18	1	30	18	31	(13)
12/30/05	1	16	-	33	17	33	(16)
01/06/06	-	24	-	30	24	30	(6)
01/13/06	-	23	-	30	23	30	(7)
01/20/06	-	67	3	94	67	97	(30)
01/27/06	1	36	1	36	37	37	-
02/03/06	-	32	-	44	32	44	(12)
02/10/06	-	36	-	32	36	32	4
02/17/06	2	28	8	35	30	43	(13)
02/24/06	-	31	-	30	31	30	1
03/03/06	1	33	-	31	34	31	3
03/10/06	-	19	-	27	19	27	(8)
03/17/06	3	28	-	24	31	24	7
03/24/06	-	33	-	33	33	33	-
03/31/06	-	27	-	29	27	29	(2)
04/07/06	-	35	-	36	35	36	(1)
04/14/06	-	24	-	35	24	35	(11)
04/21/06	-	29	-	45	29	45	(16)
04/28/06	-	21	-	24	21	24	(3)
05/05/06	-	35	-	36	35	36	(1)
05/12/06	-	2	-	33	2	33	(31)
05/19/06	-	15	-	32	15	32	(17)
05/26/06	-	29	-	34	29	34	(5)
06/02/06	-	32	-	31	32	31	1
06/09/06	-	27	-	31	27	31	(4)
06/16/06	1	38	-	36	39	36	3
06/23/06	-	27	1	41	27	34	(7)
06/30/06	-	28	-	30	28	30	(2)
<b>6 Month Total</b>	<b>6</b>	<b>852</b>	<b>21</b>	<b>895</b>	<b>858</b>	<b>916</b>	<b>(58)</b>
<b>6 Month Average</b>	<b>-</b>	<b>32</b>	<b>1</b>	<b>33</b>	<b>32</b>	<b>34</b>	<b>(2)</b>
<b>12 Month Total</b>	<b>14</b>	<b>1,611</b>	<b>34</b>	<b>1,814</b>	<b>1,625</b>	<b>1,840</b>	<b>(215)</b>
<b>12 Month Average</b>	<b>-</b>	<b>30</b>	<b>1</b>	<b>34</b>	<b>31</b>	<b>35</b>	<b>(4)</b>

**SUBSCRIPTION RATES**

Single Copy	1 Year	2 Years	3 Years
\$1.50	\$64.95	\$119.95	\$170.00

PAID TERM	Rate	Number of Subscriptions
52 issues	\$62.00	84
52 issues	\$64.95	3,974
104 issues	\$109.00	293
104 issues	\$119.95	753
156 issues	\$139.00	385
156 issues	\$159.00	27
156 issues	\$170.00	331
Miscellaneous terms and rates		241
<b>Total Paid Subscriptions</b>		<b>6,088</b>
Bulk (Paid)		25
Single Copy Sales		222
<b>Total Qualified Paid Circulation</b>		<b>6,335</b>

**EXPLANATION**

Publisher is not required to submit data for all paragraphs/tables. Single copy sales locations include newsstand and retail locations served by Acme Delivery and Marin News Service.

**Trade Show/Special Event Distribution Locations:**

	Date(s) Attended	City, State	# of Copies
Larkspur Business / Trade Expo	10/02/0	San Rafael, CA	550
Best of 2005 Awards Dinner	12/15/0J	San Rafael, C€E	300
Local Business Owners Conference	01/19/	San Rafael, C€E	300
Women in Business Luncheon	04/26/F€	San Rafael, CA	600
<b>TOTAL</b>			<b>1,750</b>

**Bulk Distribution Locations:**

	City, State	# of Copies
Bank of Marin	Larkspur, CA	25

**Source for Rotated and Association/Group/Directory Distribution Lists:**

	Date(s) Added to File
Info USA	02/20F€
Dun & Bradstreet	04/20F€
Larkspur Chamber of Commerce	01/20F€

**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 to 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 and accurate.