

THE CHRONICLE ANNUAL GUIDE

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PUBLICATION DESCRIPTION:

The Chronicle Annual Guide is a resource guide for residents of Marin County and Northern California, both visitors and locals alike. The guide features useful information about the businesses, events and people of this dynamic region.

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

FREE CIRCULATION	THE CRONICLE ANNUAL GUIDE
CARRIER	13,582
TARGET	1,169
TOTAL FREE	14,751
TOTAL QUALIFIED CIRCULATION	14,751
PRESS RUN	15,225

BASIC PRICE: \$0

ANNUAL AUDIT REPORT

The Chronicle - Wednesday

CIRCULATION DATA FOR ISSUE DATE: 01/01/2008 TOTAL QUALIFIED CIRCULATION: 14,751

DISTRIBUTION ANALYSIS BY COUNTY:	COUNTY NAME	DISTRIBUTION
	MARIN COUNTY	14,509
	MISCELLANEOUS	242
	<u>TOTAL QUALIFIED CIRCULATION</u>	<u>14,751</u>

-----ESRI Business Information Systems-----				-----USPS-----				PERCENT	ESRI/USPS
ZIP	COMMUNITY	COUNTY	U.S.	DELIVERIES**	FREE	+ PAID =	TOTAL	OF TOTAL	COVERAGE
CODE		INDEX*	INDEX*					DISTRIBUTION	
94903	SAN RAFAEL	28,747 / 11,761		12,860 c	3,546		3,546	24.0%	30%/28%
	POPULATION/HOUSEHOLDS	2.30	95.8%						
	AVERAGE HOUSEHOLD SIZE	\$86,903	95.8%						
	MEDIAN HOUSEHOLD INCOME		210.1%						
	RACE***	81%-W	2%-B	8%-A	9%-O				
	HISPANIC ORIGIN***	HO: 10%							
94901	SAN RAFAEL	40,861 / 15,525		15,998 c	3,120		3,120	21.2%	20%/20%
	POPULATION/HOUSEHOLDS	2.60	108.3%						
	AVERAGE HOUSEHOLD SIZE	\$75,676	83.4%						
	MEDIAN HOUSEHOLD INCOME		182.9%						
	RACE***	69%-W	2%-B	6%-A	23%-O				
	HISPANIC ORIGIN***	HO: 33%							
94925	CORTE MADERA	9,350 / 3,842		4,071 c	2,921		2,921	19.8%	76%/72%
	POPULATION/HOUSEHOLDS	2.40	100.0%						
	AVERAGE HOUSEHOLD SIZE	\$101,273	111.7%						
	MEDIAN HOUSEHOLD INCOME		244.8%						
	RACE***	84%-W	1%-B	7%-A	7%-O				
	HISPANIC ORIGIN***	HO: 7%							
94965	SAUSALITO	10,693 / 5,768		6,457 c	1,519		1,519	10.3%	26%/24%
	POPULATION/HOUSEHOLDS	1.80	75.0%						
	AVERAGE HOUSEHOLD SIZE	\$104,934	115.7%						
	MEDIAN HOUSEHOLD INCOME		253.7%						
	RACE***	76%-W	12%-B	6%-A	7%-O				
	HISPANIC ORIGIN***	HO: 6%							
94930	FAIRFAX	8,473 / 3,739		3,665 c	931		931	6.3%	25%/25%
	POPULATION/HOUSEHOLDS	2.30	95.8%						
	AVERAGE HOUSEHOLD SIZE	\$76,935	84.8%						
	MEDIAN HOUSEHOLD INCOME		186.0%						
	RACE***	89%-W	1%-B	3%-A	7%-O				
	HISPANIC ORIGIN***	HO: 7%							
94920	BELVEDERE TIBURON	12,165 / 5,315		5,581 c	742		742	5.0%	14%/13%
	POPULATION/HOUSEHOLDS	2.30	95.8%						
	AVERAGE HOUSEHOLD SIZE	\$148,781	164.0%						
	MEDIAN HOUSEHOLD INCOME		359.7%						
	RACE***	90%-W	1%-B	5%-A	4%-O				
	HISPANIC ORIGIN***	HO: 5%							
ZIP CODES ACCOUNTING FOR LESS THAN 5% OF TOTAL DISTRIBUTION:									
94941	MILL VALLEY	29,626 / 13,095		13,608 c	712		712	4.8%	5%/ 5%
94904	GREENBRAE	12,099 / 5,454		5,406 c	641		641	4.3%	12%/ 12%
94939	LARKSPUR	6,872 / 3,383		3,651 c	377		377	2.6%	11%/ 10%
MISCELLANEOUS							242		
<u>TOTAL GROSS DISTRIBUTION</u>							<u>14,751</u>		
							Carrier	13,582	
							Target (Bulk)	1,169	
<u>TOTAL QUALIFIED CIRCULATION</u>							<u>14,751</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).

Source for demographic data: ESRI Business Information Solutions, (2006) (1-800-795-7483).
 June 2008 USPS Zip update

