

IN THE MONTGOMERY COUNTY, OHIO, COURT OF COMMON PLEAS
CIVIL DIVISION

LARRY C. JAMES, <i>et al.</i> ,	:	
	:	
Plaintiffs,	:	Case No. 2017 CV 00839
	:	
v.	:	
	:	
DAVID HOFFMAN, <i>et al.</i> ,	:	Judge Timothy N. O'Connell
	:	
Defendants.	:	

AFFIDAVIT OF
ALLIANCE FOR AUDITED MEDIA

and

Exhibit A

In Support Of

**PLAINTIFFS' CONSOLIDATED MEMORANDUM IN OPPOSITION TO
DEFENDANTS' MOTIONS TO DISMISS FOR LACK OF PERSONAL JURISDICTION
AND FORUM NON CONVENIENS**

Affidavit

Prepared by the Alliance for Audited Media for:

Bonny J. Forrest, JD, Ph.D.

555 Front Street, Suite 1403

San Diego, CA 92101

I, Scott J. Hanson, of the Village of Arlington Heights in the State of Illinois, make oath and say:

1. I am Executive Vice President, Audit Services for the Alliance for Audited Media (AAM).

My responsibilities include supervision of the auditing functions of AAM. I have personal knowledge of the matters set out in this affidavit.

2. The objectives of AAM are to receive statements of circulation data reported to AAM by publisher members (Publisher's Statements and Quarterly Data Reports) and to issue an Audit Report based on standardized statements of circulation data or other data reported by a member. AAM verifies the figures shown in these Statements by auditors' examination of any and all records considered by AAM to be necessary and disseminates data for the benefit of advertisers, advertising agencies and others interested in facts in the advertising and publishing industry.

3. For the purposes of accomplishing the objectives of AAM, AAM has the right of access to all books and records of publisher members deemed necessary by AAM. This right of access may be exercised at any time not only for the purpose of making an audit but also for the purpose of verifying a detail or details of a Statement submitted to AAM, whether that Statement has been released or not; or for the purpose of investigating the accuracy of an Audit Report already released; or for obtaining information which, in the opinion of the managing director, may be pertinent to a future Statement or Audit Report. Publisher's Statements and and Quarterly Data Reports are statements of circulation data reported to AAM by a publisher member of the AAM and issued unaudited (but subject to audit) by the AAM.

4. The records maintained by the publications set forth in Paragraph 5 pertaining to circulation data and other data as reported in the Audit Reports for the periods covered were examined in accordance with AAM's Bylaws, Rules and Auditing Standards. Tests of the circulation records and other auditing procedures considered necessary were included. Based on AAM's examination, the data shown in these reports presents fairly the circulation data and other data as verified by AAM's auditors and in accordance with the Audit Reports for this publication.

5. The following Audit Report was prepared by AAM in the regular course of its business:

Publication	Audit Report for Audit Period	Exhibit
The New York Times	12 months ended September 30, 2015	A

Enclosed herewith and marked as **EXHIBIT A** is a true Audit Reports for the audit period indicated above.

SWORN BEFORE ME at the City of Arlington Heights,
in the State of Illinois, The United States of America, this

2nd day of May 2017

Ellen Theodore

A Notary Public for Taking Affidavits, etc.



Scott J. Hanson

Executive Vice President, Audit Services

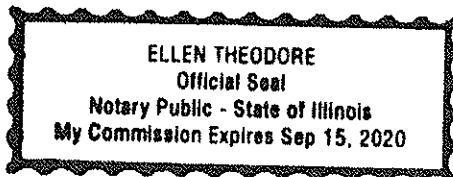


EXHIBIT A TO NYT DECLARATION



THE NEW YORK TIMES

New York, New York

12 months ended September 30, 2015

AUDIT REPORT Newspaper

	Sun	Avg Mon-Fri	Mon	Tue	Wed	Thu	Fri	Sat
EXECUTIVE SUMMARY	2,586,894	2,258,306	2,241,037	2,253,199	2,230,191	2,231,924	2,335,175	2,259,016
The New York Times								
Print (See Par. 1A)	1,140,015	614,781	585,553	596,274	595,325	591,363	705,386	677,054
Digital Replica (See Par. 1B)	1,450	27,971	25,863	28,377	29,115	28,241	28,260	1,450
Digital Nonreplica (See Par. 1C)	1,445,429	1,483,455	1,497,359	1,496,480	1,472,838	1,480,868	1,469,726	1,421,514
Total Circulation Excluding Affiliated Publications	2,586,894	2,126,207	2,108,775	2,121,131	2,097,278	2,100,472	2,203,372	2,100,018
Affiliated Publications								
International New York Times - (See Par. 1D)		132,099	132,262	132,068	132,913	131,452	131,803	158,998
TOTAL AVERAGE CIRCULATION	2,586,894	2,258,306	2,241,037	2,253,199	2,230,191	2,231,924	2,335,175	2,259,016

Audience Snapshot

WEBSITE USAGE: Total Activity	
	<u>June 2015</u>
Total Unique Users	59,763,000
Page Impressions/Views	576,000,000
Source: comScore Media Matrix. See Explanatory	
Note: Publisher also reports additional digital metrics, See Explanatory	

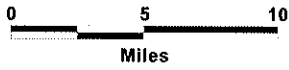
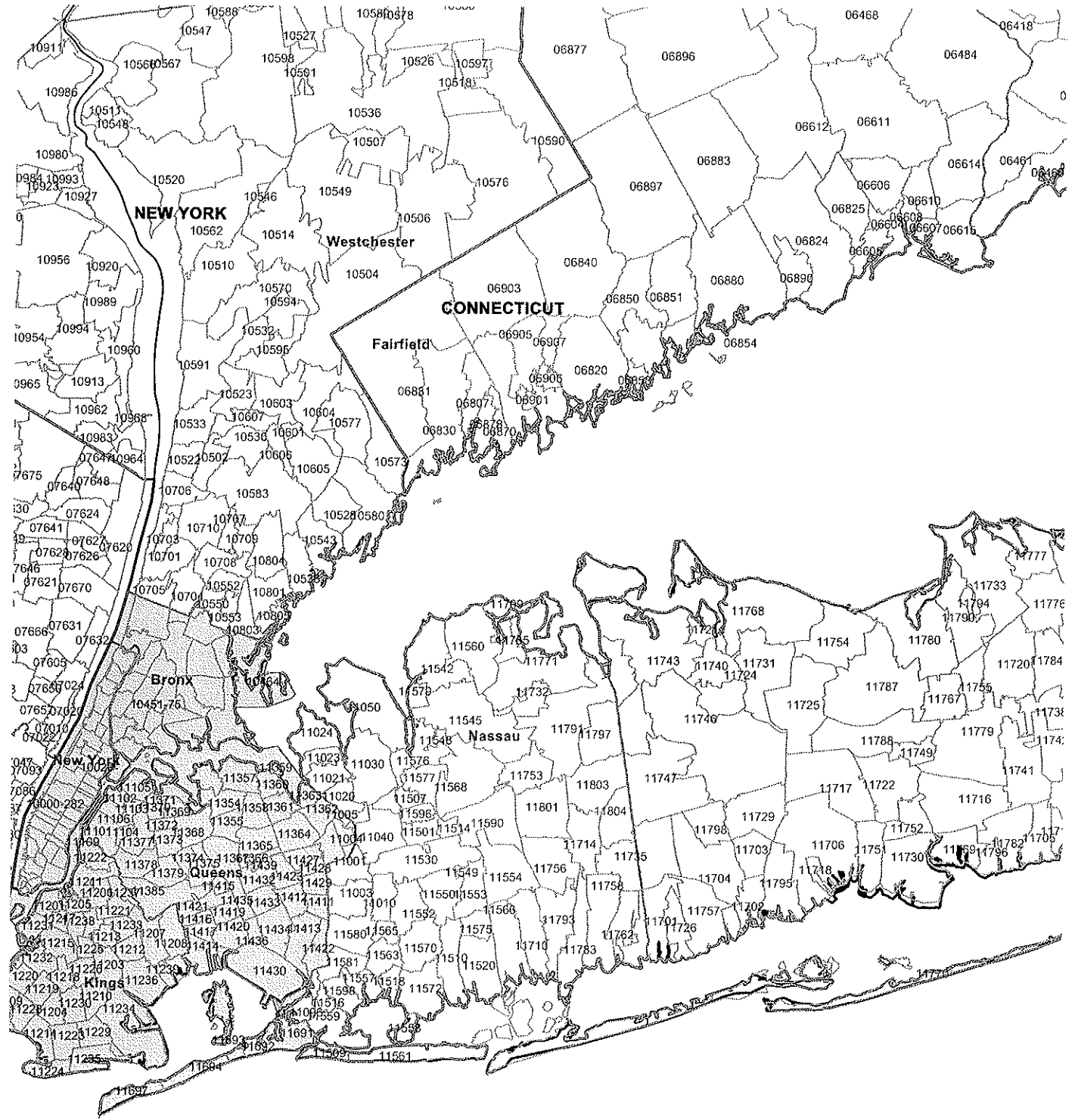
Publishing Plans

The New York Times	Frequency: Daily Delivery Vehicle(s): Print, online, eReaders, mobile Print editions are distributed in broadsheet format. Digital Nonreplica subscriptions are sold for display of select newspaper content on personal computers, tablets, mobile/smartphones and eReaders. Nonreplica copies derived from usage rules, both Paid and Qualified, were determined on the basis of daily usage. Website(s): www.nytimes.com
International New York Times	Frequency: Monday through Saturday Delivery Vehicle(s): Print Circulation Classification: Paid Unique Print Subscriber Percent: 100.0%

NEW YORK, NEW YORK



Alliance for Audited Media
C1070-R16



	Sun	Avg Mon-Fri	Mon	Tue	Wed	Thu	Fri	Sat
1A. THE NEW YORK TIMES - PRINT								
Paid Circulation								
Individually Paid Circulation								
Home Delivery and Mail	943,511	471,092	448,401	450,595	450,606	449,825	556,033	567,743
Single Copy Sales	160,051	76,683	71,484	77,903	77,021	74,286	82,721	71,630
Total Average Individually Paid Circulation	1,103,562	547,775	519,885	528,498	527,627	524,111	638,754	639,373
Business/Traveler Paid Circulation								
Group Subscriptions (Designated Employees)	96	407	406	407	407	407	407	51
Hotel Distribution - Room/Lobby Copies	15,170	17,954	17,086	17,781	18,345	18,257	18,302	17,633
Total Average Business/Traveler Paid Circulation	15,266	18,361	17,492	18,188	18,752	18,664	18,709	17,684
Total Average Paid Circulation - Print	1,118,828	566,136	537,377	546,686	546,379	542,775	657,463	657,057
Qualified Circulation								
Single Copy								
Educational Copies	107	1,903	2,149	2,396	1,715	1,723	1,531	252
University Copies	114	20,633	19,880	21,189	21,148	20,744	20,203	90
Employee/Independent Contractor	6,202	5,845	5,845	5,845	5,845	5,844	5,844	5,829
Retail/Business	14,764	20,264	20,302	20,158	20,238	20,277	20,345	13,826
Total Average Single Copy	21,187	48,645	48,176	49,588	48,946	48,588	47,923	19,997
Total Average Qualified Circulation - Print	21,187	48,645	48,176	49,588	48,946	48,588	47,923	19,997
Total Average Circulation - Print	1,140,015	614,781	585,553	596,274	595,325	591,363	705,386	677,054
1B. THE NEW YORK TIMES - DIGITAL REPLICA								
Paid Circulation								
Subscription	1,450	1,451	1,452	1,452	1,450	1,451	1,450	1,450
Total Average Paid Circulation - Digital Replica	1,450	1,451	1,452	1,452	1,450	1,451	1,450	1,450
Qualified Circulation: Opt-in								
Educational Copies		26,520	24,411	26,925	27,665	26,790	26,810	
Total Average Qualified Circulation - Digital Replica		26,520	24,411	26,925	27,665	26,790	26,810	
Total Average Circulation - Digital Replica	1,450	27,971	25,863	28,377	29,115	28,241	28,260	1,450
Total Average Circulation - Print & Digital Replica	1,141,465	642,752	611,416	624,651	624,440	619,604	733,646	678,504
1C. THE NEW YORK TIMES - DIGITAL NONREPLICA								
Paid Circulation								
Restricted Access Website	819,228	818,710	818,092	818,596	818,564	819,043	819,254	818,634
eReaders without Advertising	35,083	34,203	34,210	34,220	34,186	34,193	34,204	34,198
Tablets	79,398	71,253	73,260	72,100	69,907	70,880	70,118	72,869
Mobile/Smartphone	151,270	152,386	155,205	154,554	149,670	151,230	151,270	146,514
Total Average Paid Circulation - Digital Nonreplica	1,084,979	1,076,552	1,080,767	1,079,470	1,072,327	1,075,346	1,074,846	1,072,215
Qualified Circulation								
Restricted Access Website	172,958	214,910	220,893	221,762	212,297	214,333	205,266	166,027
Tablets	60,821	57,950	59,493	58,978	56,874	57,794	56,609	58,169
Mobile/Smartphone	126,671	134,043	136,206	136,270	131,340	133,395	133,005	125,103
Total Average Qualified Circulation - Digital Nonreplica	360,450	406,903	416,592	417,010	400,511	405,522	394,880	349,299
Total Average Circulation - Digital Nonreplica	1,445,429	1,483,455	1,497,359	1,496,480	1,472,838	1,480,868	1,469,726	1,421,514
TOTAL AVERAGE CIRCULATION - PRINT & DIGITAL REPLICA AND NONREPLICA	2,586,894	2,126,207	2,108,775	2,121,131	2,097,278	2,100,472	2,203,372	2,100,018

	Sun	Avg Mon-Fri	Mon	Tue	Wed	Thu	Fri	Sat
1D. INTERNATIONAL NEW YORK TIMES - PRINT								
Paid Circulation								
Individually Paid Circulation								
Home Delivery and Mail		40,809	40,676	40,838	40,870	40,780	40,880	41,114
Total Average Individually Paid Circulation		40,809	40,676	40,838	40,870	40,780	40,880	41,114
Business/Traveler Paid Circulation								
Hotel Distribution - Room/Lobby Copies		36,148	36,176	36,173	36,201	36,082	36,108	35,412
Total Average Business/Traveler Paid Circulation		36,148	36,176	36,173	36,201	36,082	36,108	35,412
Total Average Paid Circulation - Print		76,957	76,852	77,011	77,071	76,862	76,988	76,526
Qualified Circulation								
Single Copy								
Educational Copies		168	189	177	179	172	125	27
Retail/Business		54,974	55,221	54,880	55,663	54,418	54,690	82,445
Total Average Single Copy		55,142	55,410	55,057	55,842	54,590	54,815	82,472
Total Average Qualified Circulation - Print		55,142	55,410	55,057	55,842	54,590	54,815	82,472
TOTAL AVERAGE CIRCULATION - PRINT		132,099	132,262	132,068	132,913	131,452	131,803	158,998

2. TOTAL AVERAGE CIRCULATION By Market: (Optional)

AUDIT STATEMENT

	Sun			Avg Mon-Fri			Mon			Tue		
	Audited Circulation	Publisher's Statement Claim	Difference	Audited Circulation	Publisher's Statement Claim	Difference	Audited Circulation	Publisher's Statement Claim	Difference	Audited Circulation	Publisher's Statement Claim	Difference
The New York Times (Excluding Affiliated Publications)	2,586,894	2,586,894		2,126,207	2,126,207		2,108,775	2,108,775		2,121,131	2,121,131	
International New York Times				132,099	132,099		132,262	132,262		132,068	132,068	
Total Average Circulation	2,586,894	2,586,894		2,258,306	2,258,306		2,241,037	2,241,037		2,253,199	2,253,199	
	Wed			Thu			Fri			Sat		
	Audited Circulation	Publisher's Statement Claim	Difference	Audited Circulation	Publisher's Statement Claim	Difference	Audited Circulation	Publisher's Statement Claim	Difference	Audited Circulation	Publisher's Statement Claim	Difference
The New York Times (Excluding Affiliated Publications)	2,097,278	2,097,278		2,100,472	2,100,472		2,203,372	2,203,372		2,100,018	2,100,018	
International New York Times	132,913	132,913		131,452	131,452		131,803	131,803		158,998	158,998	
Total Average Circulation	2,230,191	2,230,191		2,231,924	2,231,924		2,335,175	2,335,175		2,259,016	2,259,016	

AVERAGE CIRCULATION BY QUARTERS for the previous audits and period covered by this report:

Calendar Quarter Ended	Sun	Avg	Mon	Tue	Wed	Thu	Fri	Sat
	Total	Mon-Fri	Total	Total	Total	Total	Total	Total
	Avg. Circ.	Total	Avg. Circ.	Avg. Circ.	Avg. Circ.	Avg. Circ.	Avg. Circ.	Avg. Circ.
December 26, 2011	1,952,020	1,568,220	1,545,880	1,560,662	1,557,202	1,537,328	1,640,028	1,513,153
March 25, 2012	2,054,474	1,605,295	1,563,215	1,583,408	1,608,718	1,583,212	1,687,922	1,588,239
June 24, 2012	2,073,502	1,600,274	1,570,504	1,590,187	1,585,254	1,579,680	1,675,747	1,587,799
September 23, 2012	2,128,284	1,627,456	1,586,506	1,610,725	1,608,674	1,614,046	1,717,331	1,649,131
December 30, 2012	2,286,393	1,836,124	1,799,796	1,823,264	1,839,230	1,802,199	1,916,131	1,786,226
March 31, 2013	2,361,237	1,896,756	1,863,959	1,886,887	1,886,439	1,871,064	1,975,432	1,865,401
June 30, 2013	2,378,116	1,898,509	1,874,227	1,886,576	1,884,406	1,871,322	1,976,014	1,879,417
September 29, 2013	2,405,857	1,897,270	1,876,880	1,879,019	1,880,720	1,876,173	1,973,556	1,911,076
December 29, 2013	2,490,880	2,144,210	2,099,415	2,144,018	2,142,781	2,142,714	2,191,847	2,153,127
March 30, 2014	2,543,734	2,154,376	2,128,744	2,149,831	2,130,486	2,154,457	2,208,363	2,186,252
June 29, 2014	2,478,605	2,117,854	2,095,981	2,110,199	2,105,632	2,089,745	2,187,712	2,125,775
September 28, 2014	2,526,129	2,150,446	2,123,045	2,132,929	2,129,756	2,134,581	2,231,920	2,173,981
December 31, 2014	2,577,352	2,244,231	2,243,720	2,249,268	2,192,504	2,213,170	2,322,494	2,227,038
March 31, 2015	2,624,277	2,313,673	2,282,240	2,304,522	2,288,591	2,288,585	2,404,426	2,300,759
June 30, 2015	2,566,771	2,237,707	2,227,002	2,232,863	2,213,776	2,209,239	2,305,655	2,246,452
September 30, 2015	2,579,166	2,237,601	2,211,174	2,226,133	2,225,889	2,216,688	2,308,119	2,261,806

3. TOTAL CIRCULATION BY STATES BASED ON SUNDAY, MARCH 22, 2015 ISSUE:

Total circulation of this issue was 8.4% greater than the total average circulation for Sunday.

STATE	Paid Circulation	Qualified Circulation	Total Circulation
Alabama	2,940	68	3,008
Arizona	17,763	337	18,100
Arkansas	1,194	44	1,238
California	130,594	3,639	134,233
Colorado	20,294	378	20,672
Connecticut	56,164	198	56,362
Delaware	3,489	40	3,529
District of Columbia	16,593	274	16,867
Florida	90,506	1,473	91,979
Georgia	16,920	291	17,211
Idaho	1,257	36	1,293
Illinois	38,598	795	39,393
Indiana	7,234	195	7,429
Iowa	3,125	50	3,175
Kansas	3,190	51	3,241
Kentucky	4,897	89	4,986
Louisiana	4,947	70	5,017
Maine	6,964	51	7,015
Maryland	28,862	253	29,115
Massachusetts	53,952	586	54,538
Michigan	20,505	263	20,768
Minnesota	14,504	188	14,692
Mississippi	743	12	755
Missouri	9,167	191	9,358
Montana	354	4	358
Nebraska	1,656	26	1,682
Nevada	3,705	191	3,896
New Hampshire	6,028	37	6,065
New Jersey	105,198	754	105,952
New Mexico	6,550	109	6,659
New York	310,209	5,867	316,076
North Carolina	19,504	349	19,853
North Dakota	228	5	233
Ohio	23,215	366	23,581
Oklahoma	2,254	64	2,318

STATE	Paid Circulation	Qualified Circulation	Total Circulation
Oregon	15,364	291	15,655
Pennsylvania	47,482	491	47,973
Rhode Island	7,340	50	7,390
South Carolina	7,309	104	7,413
South Dakota	341	17	358
Tennessee	7,501	172	7,673
Texas	33,052	1,272	34,324
Utah	4,132	73	4,205
Vermont	7,003	10	7,013
Virginia	24,466	516	24,982
Washington	23,764	626	24,390
West Virginia	1,010	14	1,024
Wisconsin	11,879	228	12,107
Wyoming	482	12	494
TOTAL 48 CONTERMINOUS STATES	1,224,428	21,220	1,245,648
Alaska	861	13	874
Hawaii	2,492	77	2,569
TOTAL ALASKA & HAWAII	3,353	90	3,443
U.S. Unclassified			
TOTAL UNITED STATES	1,227,781	21,310	1,249,091
Poss. & Other Areas	214		214
U.S. & POSS., etc.	1,227,995	21,310	1,249,305
Canada	18,497	45	18,542
International	1,044		1,044
Other Unclassified			
Military or Civilian Personnel Overseas	10		10
TOTAL PRINT	1,247,546	21,355	1,268,901
Digital Replica	1,676		1,676
Digital Nonreplica	1,133,123	401,787	1,534,910
GRAND TOTAL	2,382,345	423,142	2,805,487

TOTAL CIRCULATION BY STATES BASED ON FRIDAY, MARCH 20, 2015 ISSUE:

Total circulation of this issue was 9.9% greater than the total average circulation for Friday.

STATE	Paid Circulation	Qualified Circulation	Total Circulation
Alabama	1,468	677	2,145
Arizona	9,775	289	10,064
Arkansas	343	405	748
California	73,971	5,234	79,205
Colorado	9,831	350	10,181
Connecticut	33,820	227	34,047
Delaware	1,794	53	1,847
District of Columbia	12,784	878	13,662
Florida	55,966	2,741	58,707
Georgia	9,273	2,061	11,334
Idaho	428	27	455
Illinois	22,498	1,581	24,079
Indiana	3,883	669	4,552
Iowa	1,067	224	1,291
Kansas	1,013	25	1,038
Kentucky	2,403	415	2,818
Louisiana	2,128	722	2,850
Maine	3,047	285	3,332
Maryland	13,748	437	14,185
Massachusetts	30,131	1,612	31,743
Michigan	11,696	1,297	12,993
Minnesota	6,295	1,067	7,362
Mississippi	248	45	293
Missouri	4,571	2,017	6,588
Montana	45		45
Nebraska	376	848	1,224
Nevada	2,477	179	2,656
New Hampshire	2,828	123	2,951
New Jersey	68,269	1,623	69,892
New Mexico	2,930	68	2,998
New York	226,157	13,506	239,663
North Carolina	9,199	608	9,807
North Dakota	72	5	77
Ohio	11,778	2,118	13,896
Oklahoma	629	44	673

STATE	Paid Circulation	Qualified Circulation	Total Circulation
Oregon	7,812	839	8,651
Pennsylvania	23,941	4,346	28,287
Rhode Island	3,792	334	4,126
South Carolina	3,552	461	4,013
South Dakota	27		27
Tennessee	3,661	487	4,148
Texas	17,907	1,945	19,852
Utah	2,122	1,460	3,582
Vermont	2,830	123	2,953
Virginia	11,347	629	11,976
Washington	13,516	933	14,449
West Virginia	188	33	221
Wisconsin	6,469	345	6,814
Wyoming	212	6	218
TOTAL 48 CONTERMINOUS STATES	734,317	54,401	788,718
Alaska	142	6	148
Hawaii	699	162	861
TOTAL ALASKA & HAWAII	841	168	1,009
U.S. Unclassified			
TOTAL UNITED STATES	735,158	54,569	789,727
Poss. & Other Areas	147		147
U.S. & POSS., etc.	735,305	54,569	789,874
Canada	3,360	50	3,410
International	898		898
Other Unclassified			
Military or Civilian			
Personnel Overseas	1		1
TOTAL PRINT	739,564	54,619	794,183
Digital Replica	1,675	43,571	45,246
Digital Nonreplica	1,118,414	449,710	1,568,124
Affiliated Publications	99,597	60,223	159,820
GRAND TOTAL	1,959,250	608,123	2,567,373

TOTAL CIRCULATION BY COUNTRIES BASED ON FRIDAY, MARCH 20, 2015 ISSUE:

COUNTRIES	Individually Paid Circulation	Business/Traveler Paid Circulation	Total Paid	Qualified Circulation	Total Circulation
EUROPE					
Austria	292	425	717	2,073	2,790
Belgium	1,066	287	1,353	2,492	3,845
Bosnia	2		2		2
Bulgaria	6		6		6
Canary Islands	1	5	6		6
Croatia	4		4		4
Czech Republic	58	125	183	28	211
Denmark	335	165	500	166	666
England	1,585		1,585		1,585
Estonia	8		8		8
Finland	137	67	204	7	211
France	4,197	5,210	9,407	7,260	16,667
Germany	2,313	2,417	4,730	16,867	21,597
Great Britain	1	753	754	1,012	1,766
Hungary	31	108	139		139
Iceland	2		2		2
Ireland	15	5	20	4	24
Italy	624	1,493	2,117	1,489	3,606
Latvia	6		6		6
Liechtenstein	5		5		5
Lithuania	5		5		5
Luxembourg	165	66	231	198	429
Malta	20		20		20
Monaco	62		62		62
Netherlands	1,087	700	1,787	2,376	4,163
Norway	292	23	315	23	338
Poland	40	103	143		143
Portugal	80	113	193	823	1,016
Romania	11		11		11
Russia	1		1		1
Sarajevo	4		4		4
Serbia	11		11		11
Slovakia	14	52	66		66
Slovenia		6	6		6
Spain	267	657	924	1,281	2,205
Sweden	394	172	566	254	820
Switzerland	2,344	1,549	3,893	2,455	6,348
Ukraine	2		2		2
TOTAL EUROPE	15,487	14,501	29,988	38,808	68,796

COUNTRIES	Individually Paid Circulation	Business/Traveler Paid Circulation	Total Paid	Qualified Circulation	Total Circulation
MIDDLE EAST					
Iran	3		3		3
United Arab Emirates	1		1		1
TOTAL MIDDLE EAST	4		4		4
AFRICA					
Gambia	1		1		1
Morocco	1	19	20		20
South Africa	2		2		2
TOTAL AFRICA	4	19	23		23
CARIBBEAN					
Cayman Islands	1		1		1
Martinique	1		1		1
TOTAL CARIBBEAN	2		2		2
ASIA					
Bangladesh	172	53	225		225
Hong Kong	3,407	8,693	12,100	5,850	17,950
India	2		2		2
Indonesia	256		256		256
Japan	16,264	8,441	24,705	1,667	26,372
Malaysia	1,181	1,026	2,207	3,643	5,850
Myanmar	50	102	152		152
Nepal	5,610	493	6,103	467	6,570
Pakistan	465	766	1,231	949	2,180
Philippines	650		650		650
Singapore	3,179	8,612	11,791	5,985	17,776
South Korea	7,700	1,588	9,288	2,854	12,142
Thailand	863		863		863
Vietnam	3		3		3
TOTAL ASIA	39,802	29,774	69,576	21,415	90,991
PACIFIC					
Australia	1		1		1
New Zealand	3		3		3
TOTAL PACIFIC	4		4		4
TOTAL CIRCULATION	55,303	44,294	99,597	60,223	159,820

The following provides gross distribution for the Sunday issue of March 22, 2015 and Friday issue of March 20, 2015 aligned to a standard market area: Designated Market Areas (DMA's). Designated Market Areas are television viewing areas defined by the A.C. Nielsen Company. For counties allocated to more than one DMA, the circulation has been allocated in the same proportion as a number of T.V. households, as estimated by the market source.

3A. GROSS DISTRIBUTION BY DESIGNATED MARKET AREA (DMA's):

DMA Title	OH's #1-1-15 Estimate	The New York Times						The New York Times							
		Sun			Fri			Sun			Fri				
		Indiv. Paid	Business/Traveler	Total Paid	Qualified	Total	Avg. Proj. Circ.	Hshld. Cov.	Indiv. Paid	Business/Traveler	Total Paid	Qualified	Total	Avg. Proj. Circ.	Hshld. Cov.
ABILENE-SWEETWATER, TX	121,064	58		58	3	61	55	0.0%							
ALBANY, GA	153,582	70		70		70	63	0.0%	33		33		33	29	0.0%
ALBANY-SCHENECTADY-TROY, MA-NY-VT	574,569	10,017	110	10,127	87	10,214	9,177	1.6%	5,932	30	5,962	310	6,272	5,571	1.0%
ALBUQUERQUE-SANTA FE, AZ-CO-NM	748,096	6,363	118	6,481	102	6,583	5,914	0.8%	2,893	105	2,998	69	3,067	2,724	0.4%
AMARILLO, NM-OK-TX	207,110	129		129	7	136	122	0.1%	2		2		2	2	0.0%
ANCHORAGE, AK	171,442	750		750	13	763	685	0.4%	116		116	6	122	108	0.1%
ATLANTA, AL-GA-NC	2,476,750	13,986	133	14,119	252	14,371	12,911	0.5%	7,822	188	8,010	2,034	10,044	8,921	0.4%
AUGUSTA, GA-SC	273,861	496		496	8	504	453	0.2%	227		227	8	235	209	0.1%
AUSTIN, TX	794,392	7,705	106	7,811	160	7,971	7,161	0.9%	3,722	112	3,834	138	3,972	3,628	0.4%
BAKERSFIELD, CA	236,281	164		164	35	199	179	0.1%	172		172	47	219	195	0.1%
BALTIMORE, MD	1,146,928	13,230	132	13,362	120	13,482	12,113	1.1%	6,521	132	6,653	224	6,877	6,108	0.5%
BANGOR, ME	148,398	1,131		1,131	1	1,132	1,017	0.7%	411		411	59	470	417	0.3%
BATON ROUGE, LA-MS	349,309	617		617	14	631	567	0.2%	175		175	260	435	386	0.1%
BEAUMONT-PORT ARTHUR, TX	175,403	107		107	4	111	100	0.1%	3		3		3	3	0.0%
BEND, OR	68,978	159		159	4	163	146	0.2%	77		77	3	80	71	0.1%
BILLINGS, MT-WY	119,683	27		27		27	24	0.0%	7		7		7	6	0.0%
BINGHAMTON, NY	140,295	1,714		1,714	9	1,723	1,548	1.1%	778		778	374	1,152	1,023	0.7%
BIRMINGHAM (ANNISTON, TUSCALOOSA), AL	748,637	1,617		1,617	33	1,650	1,482	0.2%	859		859	27	886	787	0.1%
BLUEFIELD-BECKLEY-OAK HILL, VA-WV	139,359	151		151	2	153	137	0.1%	11		11		11	10	0.0%
BOISE, ID-OR	283,417	675		675	22	697	626	0.2%	240		240	25	265	235	0.1%
BOSTON (MANCHESTER), MA-NH-VT	2,551,049	50,816	370	51,186	584	51,770	48,512	1.8%	27,631	732	28,363	1,595	29,958	26,608	1.0%
BUFFALO, NY-PA	662,084	3,645		3,645	51	3,696	3,321	0.5%	2,003		2,003	55	2,058	1,828	0.3%
BURLINGTON-PLATTSBURGH, NH-NY-VT	348,130	7,216	4	7,220	15	7,235	6,500	1.9%	2,992	4	2,996	178	3,174	2,819	0.8%
BUTTE-BOZEMAN, MT	74,839	109		109		109	98	0.1%	16		16		16	14	0.0%
CEDAR RAPIDS-WATERLOO-IOWA CITY & DUBUQUE, IA	364,001	1,346		1,346	14	1,360	1,222	0.3%	480		480	147	627	557	0.2%
CHAMPAIGN & SPRINGFIELD-DECATUR, IL	397,154	1,119		1,119	43	1,162	1,044	0.3%	675		675	596	1,271	1,129	0.3%
CHARLESTON, SC	342,466	2,223	97	2,320	21	2,341	2,103	0.6%	1,173	121	1,294	12	1,306	1,160	0.3%
CHARLESTON-HUNTINGTON, KY-OH-WV	472,025	738		738	9	747	671	0.1%	184		184	355	539	479	0.1%
CHARLOTTE, NC-SC	1,202,930	4,703		4,703	118	4,821	4,331	0.4%	2,177		2,177	119	2,296	2,039	0.2%
CHARLOTTESVILLE, VA	81,757	1,764		1,764	16	1,780	1,599	2.0%	885		885	11	896	796	1.0%
CHATTANOOGA, GA-NC-TN	373,996	495		495	14	509	457	0.1%	245		245	49	294	261	0.1%
CHEYENNE-SCOTTSBLUFF, NE-WY	60,682	83		83	5	88	79	0.1%	62		62	5	67	60	0.1%
CHICAGO, IL-IN	3,605,278	36,128	542	36,670	718	37,388	33,590	0.9%	21,014	484	21,498	905	22,403	19,898	0.6%
CHICO-REDDING, CA	204,299	354		354	33	387	348	0.2%	207		207	23	230	204	0.1%
CINCINNATI, IN-KY-OH	919,355	5,690		5,690	116	5,806	5,216	0.6%	2,814		2,814	568	3,382	3,004	0.3%
CLARKSBURG-WESTON, WV	111,547	77		77	2	79	71	0.1%	9		9		9	8	0.0%
CLEVELAND-AKRON (CANTON), OH	1,564,543	9,743		9,743	123	9,866	8,864	0.6%	5,427	10	5,437	652	6,089	5,408	0.3%

COLORADO SPRINGS-PUEBLO, CO	1,124	38	1,162	1,044	0.3%	676	676	36	712	632	0.2%
COLUMBIA, SC	372,876	941	966	868	0.2%	515	515	178	693	616	0.1%
COLUMBIA-JEFFERSON CITY, MO	422,087	572	587	527	0.3%	293	293	401	694	616	0.3%
COLUMBUS, AL-GA	236,250	315	323	290	0.1%	149	149	113	262	233	0.1%
COLUMBUS, OH	974,336	5,013	5,098	4,580	0.5%	2,423	2,434	370	2,804	2,490	0.3%
COLUMBUS-TUPELO-WEST POINT, AL-MS	194,916	148	151	136	0.1%	3	3				
CORPUS CHRISTI, TX	219,070	250	260	234	0.1%	163	163	6	169	150	0.1%
DALLAS-FT. WORTH, TX	2,725,760	9,744	10,688	9,611	0.4%	5,332	6,025	807	6,832	6,068	0.2%
DAVENPORT-ROCK ISLAND-MOLINE, IL-IA	317,161	443	450	404	0.1%	199	199	5	204	181	0.1%
DAYTON, IN-OH	488,695	1,412	1,427	1,282	0.3%	641	641	261	902	801	0.2%
DENVER, CO-NE-WY	1,723,359	18,023	19,258	17,302	1.0%	8,256	9,074	302	9,376	8,328	0.5%
DES MOINES-AMES, IA	455,376	1,289	1,319	1,185	0.3%	397	416	71	487	433	0.1%
DETROIT, MI	1,914,271	15,145	15,421	13,855	0.7%	8,997	9,110	646	9,756	8,665	0.5%
DOTHAN, AL-GA	104,146	46	46	41	0.0%	3	3				
DULUTH-SUPERIOR, MI-MN-WI	181,238	639	647	581	0.3%	272	272	6	278	247	0.1%
ELMIRA (CORNING), NY-PA	100,700	726	728	654	0.6%	239	239	30	269	239	0.2%
EL PASO (LAS CRUCES), NM-TX	357,214	797	824	740	0.2%	88	88	20	108	96	0.0%
ERIE, PA	162,999	503	511	459	0.3%	169	169	417	586	520	0.3%
EUGENE, OR	258,831	1,459	1,491	1,340	0.5%	785	785	20	805	715	0.3%
EUREKA, CA	66,348	259	266	239	0.4%	135	135	7	142	126	0.2%
EVANSVILLE, IL-IN-KY	297,126	264	276	248	0.1%	17	17				
FAIRBANKS, AK	41,724	41	41	37	0.1%						
FARGO-VALLEY CITY, MN-ND	267,957	276	283	254	0.1%	92	92	7	99	88	0.0%
FLINT-SAGINAW-BAY CITY, MI	461,356	467	485	436	0.1%	268	268	41	309	274	0.1%
FT. MYERS-NAPLES, FL	533,726	12,306	12,798	11,498	2.2%	7,004	7,403	169	7,572	6,725	1.3%
FT. SMITH-FAYETTEVILLE-SPRINGDALE-ROGERS, AR-OK	317,393	403	417	375	0.1%	69	69	258	327	290	0.1%
FT. WAYNE, IN-OH	279,345	291	305	274	0.1%	67	67	90	157	139	0.0%
FRESNO-VISALIA, CA	607,559	761	869	781	0.1%	384	384	100	484	430	0.1%
GAINESVILLE, FL	132,875	985	1,000	898	0.7%	421	421	13	434	385	0.3%
GRAND JUNCTION-MONTROSE, CO	74,885	172	183	164	0.2%	71	71	12	83	74	0.1%
GRAND RAPIDS-KALAMAZOO-BATTLE CREEK, MI	772,724	2,310	2,339	2,101	0.3%	1,032	1,032	27	1,059	941	0.1%
GREEN BAY-APPLETON, WI	466,446	1,130	1,157	1,039	0.2%	243	243	146	389	346	0.1%
GREENSBORO-HIGH POINT-WINSTON SALEM, NC-VA	717,112	2,570	2,633	2,366	0.3%	1,144	1,351	126	1,477	1,312	0.2%
GREENVILLE-NEW BERN-WASHINGTON, NC	323,975	590	604	543	0.2%	75	75	8	83	74	0.0%
GREENVILLE-SPARTANBURG-ASHEVILLE-ANDERSON, GA-NC-SC	901,213	3,542	3,591	3,226	0.4%	1,653	1,653	260	1,923	1,708	0.2%
HARLINGEN-WESLACO-BROWNSVILLE-MCALLEN, TX	385,114	132	152	137	0.0%	88	88	18	106	94	0.0%
HARRISBURG-LANCASTER-LEBANON-YORK, PA	777,899	3,929	3,978	3,574	0.5%	1,974	1,974	439	2,413	2,143	0.3%
HARRISONBURG, VA-WV	99,860	203	210	189	0.2%	78	78	4	82	73	0.1%
HARTFORD & NEW HAVEN, CT	1,036,914	26,086	26,201	23,540	2.3%	14,221	14,221	148	14,369	12,762	1.2%
HELENA, MT	30,598	80	84	75	0.2%	4	4				
HONOLULU, HI	478,317	2,492	2,569	2,308	0.5%	699	699	162	861	765	0.2%
HOUSTON, TX	2,378,442	10,297	10,689	9,603	0.4%	5,815	5,990	270	6,260	5,560	0.2%
HUNTSVILLE-DECATUR (FLORENCE), AL-TN	409,984	475	484	435	0.1%	187	187	7	194	172	0.0%
IDAHO FALLS-POCATELLO, ID-WY	132,928	331	362	325	0.2%	105	129		129	115	0.1%
INDIANAPOLIS, IN	1,164,558	4,737	4,871	4,376	0.4%	2,463	2,495	242	2,737	2,431	0.2%
JACKSON, MS	343,732	474	476	428	0.1%	206	206	4	210	187	0.1%
JACKSON, TN	97,577	82	85	76	0.1%	33	33	2	35	31	0.0%
JACKSONVILLE, FL-GA	704,085	4,132	4,612	4,144	0.6%	2,033	2,248	80	2,328	2,068	0.3%

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DMA Title	OH's #1-15 Estimate	Sun				Fri				Total	Hshd. Cov.	Fri Avg. Proj. Circ.	Hshd. Cov.		
		Indiv. Paid	Business/Traveler	Total Paid	Qualified	Indiv. Paid	Business/Traveler	Total Paid	Qualified						
JOHNSTOWN-ALTOONA, PA	302,198	981		981	9	990	889	0.3%	344		344	822	1,166	1,036	0.3%
JOPLIN-PITTSBURG, KS-MO-OK	156,333	41		41		41	37	0.0%	7		7	7	7	6	0.0%
JUNEAU, AK	23,597	56		56		56	50	0.2%	28		28	28	28	25	0.1%
KANSAS CITY, KS-MO	978,023	4,313		4,313	103	4,416	3,967	0.4%	1,796		1,796	191	1,987	1,765	0.2%
KNOXVILLE, KY-TN	548,976	1,176		1,176	29	1,205	1,083	0.2%	656	13	669	23	692	615	0.1%
LA CROSSE-EAU CLAIRE, MN-WI	226,474	225		225	2	227	204	0.1%	108		108	2	110	98	0.0%
LAFAYETTE, IN	73,534	332		332	8	340	305	0.4%	191		191	7	198	176	0.2%
LAFAYETTE, LA	243,825	89		89	7	96	86	0.0%	8		8	50	58	52	0.0%
LAKE CHARLES, LA	100,464	145		145	1	146	131	0.1%	7		7	7	7	6	0.0%
LANSING, MI	266,178	1,375		1,375	11	1,386	1,245	0.5%	817		817	526	1,343	1,193	0.4%
LAREDO, TX	77,392	53		53		53	48	0.1%	2		2	2	2	2	0.0%
LAS VEGAS, NV	772,792	2,604	10	2,614	126	2,740	2,482	0.3%	1,916	10	1,926	127	2,053	1,823	0.2%
LEXINGTON, KY	512,165	1,260		1,260	31	1,291	1,160	0.2%	599		599	22	621	552	0.1%
LIMA, OH	71,282	85		85	1	86	77	0.1%	8		8	8	8	7	0.0%
LINCOLN & HASTINGS-KEARNEY, KS-NE	296,119	511		511	6	517	484	0.2%	44		44	535	579	514	0.2%
LITTLE ROCK-PINE BLUFF, AR	590,377	749		749	28	777	698	0.1%	263		263	147	410	364	0.1%
LOS ANGELES, CA	5,895,643	41,282	1,247	42,529	1,488	44,017	39,546	0.7%	22,613	1,387	24,000	2,436	26,436	23,480	0.4%
LOUISVILLE, IN-KY	698,210	2,960		2,960	44	3,004	2,699	0.4%	1,471		1,471	214	1,685	1,497	0.2%
LUBBOCK, TX	169,668	103		103	10	113	102	0.1%	10		10	10	10	9	0.0%
MACON, GA	250,645	209		209	4	213	191	0.1%	122		122	4	126	112	0.0%
MADISON, WI	406,450	4,335	5	4,340	23	4,363	3,920	1.0%	2,920		2,920	28	2,948	2,618	0.6%
MANKATO, MN	55,682	64		64	1	65	58	0.1%	10		10	10	10	9	0.0%
MARQUETTE, MI-WI	90,356	116		116	2	118	106	0.1%	20		20	20	20	18	0.0%
MEDFORD-KLAMATH FALLS, CA-OR	183,082	645		645	14	659	592	0.3%	330		330	10	340	302	0.2%
MEMPHIS, AR-MS-TN	682,592	1,876		1,876	50	1,926	1,730	0.3%	841		841	333	1,174	1,043	0.2%
MIAMI-FT. LAUDERDALE, FL	1,689,855	20,907	1,430	22,337	762	23,099	20,753	1.2%	12,511	1,394	13,905	1,261	15,166	13,470	0.8%
MILWAUKEE, WI	928,699	5,308		5,308	161	5,469	4,913	0.5%	2,922		2,922	158	3,080	2,736	0.3%
MINNEAPOLIS-ST. PAUL, MN-WI	1,837,208	13,666	15	13,681	183	13,864	12,456	0.7%	5,949	22	5,971	1,063	7,034	6,248	0.3%
MISSOULA, MT	125,610	128		128		128	115	0.1%	14		14	14	14	12	0.0%
MOBILE-PENSACOLA (FT. WALTON), AL-FL-MS	562,281	1,128		1,128	25	1,153	1,036	0.2%	487		487	81	568	504	0.1%
MONROE-EL DORADO, AR-LA	183,424	42		42		42	38	0.0%	12		12	12	12	11	0.0%
MONTEREY-SALINAS, CA	248,284	3,372	140	3,512	55	3,567	3,205	1.3%	1,702	110	1,812	48	1,860	1,652	0.7%
MONTGOMERY (SELMA), AL	245,348	269		269	12	281	252	0.1%	147		147	471	618	549	0.2%
MYRTLE BEACH-FLORENCE, NC-SC	301,416	470		470	5	475	427	0.1%	373		373	4	377	335	0.1%
NASHVILLE, KY-TN	1,079,125	3,849	31	3,880	84	3,964	3,561	0.3%	1,813	40	1,853	94	1,947	1,729	0.2%
NEW ORLEANS, LA-MS	680,114	3,319	407	3,726	38	3,764	3,382	0.5%	1,429	347	1,776	404	2,180	1,936	0.3%
NEW YORK, CT-NJ-NY-PA	7,861,125	402,962	5,391	408,353	6,380	414,733	372,607	4.7%	287,057	6,596	293,653	12,663	306,316	272,067	3.5%
NORFOLK-PORTSMOUTH-NEWPORT NEWS, NC-VA	741,850	2,741		2,741	113	2,854	2,584	0.3%	1,259		1,259	92	1,351	1,200	0.2%
ODESSA-MIDLAND, NM-TX	164,767	149		149	10	159	143	0.1%	4		4	4	4	4	0.0%
OKLAHOMA CITY, OK	744,999	1,286		1,286	43	1,329	1,194	0.2%	283		283	28	311	276	0.0%
OMAHA, IA-MO-NE	437,880	1,162		1,162	22	1,184	1,084	0.2%	329	5	334	315	649	576	0.1%
ORLANDO-DAYTONA BEACH-MELBOURNE, FL	1,554,622	7,421	191	7,612	160	7,772	6,983	0.4%	4,195	421	4,616	446	5,062	4,496	0.3%
OTTUMWA-KIRKSVILLE, IA-MO	50,236	34		34		34	31	0.1%	4		4	310	314	279	0.6%

PADUCAH-CAPE GIRARDEAU-HARRISBURG, IL-KY-MO-TN	402,636	265	32	297	267	0.1%	141	141	30	171	152	0.0%
PALM SPRINGS, CA	164,553	2,979	36	3,015	2,709	1.6%	1,842	1,842	25	1,867	1,658	1.0%
PANAMA CITY, FL	147,692	203	7	210	189	0.1%	70	79	9	79	70	0.0%
PARKERSBURG, OH-WV	65,018	76		76	68	0.1%	18	18		18	16	0.0%
PEORIA-BLOOMINGTON, IL	259,632	579	11	590	530	0.2%	260	260	11	271	241	0.1%
PHILADELPHIA, DE-NJ-PA	3,085,221	47,095	444	47,900	43,095	1.4%	25,958	26,239	1,481	27,720	24,621	0.8%
PHOENIX (PRESCOTT), AZ	1,966,868	11,793	281	12,459	11,229	0.6%	6,047	6,525	241	6,766	6,009	0.3%
PITTSBURGH, MD-PA-WV	1,210,672	7,902	97	8,049	7,231	0.6%	4,107	4,157	1,032	5,189	4,609	0.4%
PORTLAND, OR-WA	1,272,654	13,696	267	13,963	12,545	1.0%	6,744	6,913	833	7,746	6,880	0.5%
PORTLAND-AUBURN, ME-NH	419,369	6,171	51	6,222	5,590	1.3%	2,793	2,793	228	3,021	2,683	0.6%
PROVIDENCE-NEW BEDFORD, MA-RI	632,407	8,653	57	8,741	7,853	1.2%	4,586	4,586	337	4,933	4,361	0.7%
QUINCY-HANNIBAL-KEOKUK, IL-IA-MO	108,961	31	31	31	28	0.0%	5	5		5	4	0.0%
RALEIGH-DURHAM (FAYETTEVILLE), NC-VA	1,207,704	8,004	138	8,210	7,376	0.6%	4,078	4,128	347	4,475	3,975	0.3%
RAPID CITY, MT-NE-SD-WY	107,621	89	8	97	87	0.1%	6	6		6	5	0.0%
RENO, CA-NV	285,842	1,066	61	1,127	1,013	0.4%	548	548	50	598	531	0.2%
RICHMOND-PETERSBURG, VA	583,514	3,497	102	3,599	3,233	0.6%	1,739	1,744	189	1,933	1,717	0.3%
ROANOKE-LYNCHBURG, VA	473,807	841	15	856	769	0.2%	192	192	3	195	173	0.0%
ROCHESTER, NY	421,223	4,528	43	4,581	4,116	1.0%	1,713	1,793	212	2,005	1,781	0.4%
ROCHESTER-MASON CITY-AUSTIN, IA-MN	152,648	451		451	405	0.3%	190	190		190	169	0.1%
ROCKFORD, IL	184,380	317	7	324	291	0.2%	199	199	6	205	182	0.1%
SACRAMENTO-STOCKTON-MODESTO, CA	1,484,785	5,474	323	5,797	5,208	0.4%	3,035	3,035	297	3,332	2,959	0.2%
SALISBURY, DE-MD	168,086	794	7	801	720	0.4%	272	272	9	281	250	0.1%
SALT LAKE CITY, ID-NV-UT-WY	1,012,748	3,923	77	4,226	3,797	0.4%	1,901	2,126	1,460	3,586	3,185	0.3%
SAN ANTONIO, TX	951,372	2,586	97	2,683	2,410	0.3%	1,343	1,343	160	1,503	1,335	0.1%
SAN DIEGO, CA	1,141,245	10,547	312	10,924	9,814	0.9%	5,968	6,043	412	6,455	5,733	0.5%
SAN FRANCISCO-OAKLAND-SAN JOSE, CA	2,727,880	59,619	1,178	61,585	55,330	2.0%	33,065	34,272	1,782	36,054	32,023	1.2%
SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO, CA	252,179	3,414	59	3,558	3,197	1.3%	1,957	2,036	54	2,094	1,856	0.7%
SAVANNAH, GA-SC	353,940	2,946	22	2,968	2,667	0.8%	1,074	1,074	9	1,083	962	0.3%
SEATTLE-TACOMA, WA	2,014,400	21,547	525	22,542	20,252	1.0%	12,266	12,955	661	13,616	12,094	0.6%
SHREVEPORT, AR-LA-OK-TX	400,013	342	10	352	316	0.1%	159	159	8	167	148	0.0%
SIoux CITY, IA-NE-SD	162,554	103	1	104	93	0.1%	8	8		8	7	0.0%
SIoux FALLS (MITCHELL), IA-MN-NE-SD	280,885	258	9	267	240	0.1%	20	20		20	18	0.0%
SOUTH BEND-ELKHART, IN-MI	339,277	991	10	1,001	899	0.3%	685	685	305	990	879	0.3%
SPOKANE, ID-MT-OR-WA	457,199	869	49	918	825	0.2%	155	155	165	320	284	0.1%
SPRINGFIELD, AR-MO	440,896	275	7	282	253	0.1%	38	38	302	340	302	0.1%
SPRINGFIELD-HOLYOKE, MA	272,021	4,553	29	4,587	4,121	1.5%	2,125	2,177	61	2,238	1,988	0.7%
ST. JOSEPH, KS-MO	48,376	29		29	26	0.1%	3	3		3	3	0.0%
ST. LOUIS, IL-MO	1,278,767	6,670	104	6,784	6,095	0.5%	3,446	3,456	888	4,344	3,658	0.3%
SYRACUSE, NY	403,668	4,569	35	4,604	4,136	1.0%	2,087	2,087	1,144	3,231	2,870	0.7%
TALLAHASSEE-THOMASVILLE, FL-GA	284,834	1,249	22	1,271	1,142	0.4%	612	612	66	678	602	0.2%
TAMPA-ST. PETERSBURG (SARASOTA), FL	1,882,530	13,430	242	13,797	12,396	0.7%	7,574	7,694	597	8,291	7,364	0.4%
TERRE HAUTE, IL-IN	147,350	113	6	119	107	0.1%	101	101	6	107	95	0.1%
TOLEDO, MI-OH	427,550	1,083	25	1,108	995	0.2%	390	390	81	471	418	0.1%
TOPEKA, KS	186,508	303	3	306	275	0.1%	64	64	1	65	58	0.0%
TRAVERSE CITY-CADILLAC, MI	255,536	639		639	574	0.2%	274	274	56	330	293	0.1%
TRI-CITIES, KY-TN-VA	332,444	227	4	231	208	0.1%	133	133	31	164	146	0.0%
TUCSON (SIERRA VISTA), AZ	462,842	5,257	54	5,541	4,978	1.1%	3,004	3,219	46	3,265	2,900	0.6%
TULSA, KS-OK	552,957	941	21	962	864	0.2%	336	336	14	350	311	0.1%

DMA Title	OH's #1-15 Estimate	Sun The New York Times						Fri The New York Times							
		Indiv. Paid	Business/Traveler	Total Paid	Qualified	Total	Avg. Proj. Circ.	Hshld. Cov.	Indiv. Paid	Business/Traveler	Total Paid	Qualified	Total	Avg. Proj. Circ.	Hshld. Cov.
TWIN FALLS, ID	69,105	302	808	302	666	48,175	43,282	117	987	27,054	1,414	28,468	25,285	1.0%	
TYLER-LONGVIEW (LUFKIN & NACOGDOCHES), TX	282,379	100	508	100	4	104	93	31	31	113	4	113	100	0.1%	
UTICA, NY	109,335	508	808	508	23	553	497	317	317	267	522	839	745	0.2%	
WACO-TEMPLE-BRYAN, TX	377,414	530	808	530	666	47,509	43,282	117	987	27,054	1,414	28,468	25,285	1.0%	
WASHINGTON, DC-MD-PA-VA-WV	2,550,524	46,701	808	47,509	666	48,175	43,282	117	987	27,054	1,414	28,468	25,285	1.0%	
WATERTOWN, NY	97,176	246	808	246	666	47,509	43,282	117	987	27,054	1,414	28,468	25,285	1.0%	
WAUSAU-RHINELANDER, WI	188,743	495	808	495	9	504	453	105	105	105	7	112	99	0.1%	
WEST PALM BEACH-FT. PIERCE, FL	827,356	26,965	572	27,537	99	27,636	24,829	18,462	714	19,176	93	19,269	17,115	2.1%	
WHEELING-STEUBENVILLE, OH-WV	139,654	82	808	82	9	82	74	9	9	9	9	9	8	0.0%	
WICHITA-HUTCHINSON PLUS, KS-NE	474,995	382	808	382	15	397	357	14	14	14	14	14	12	0.0%	
WILKES BARRE-SCRANTON, PA	605,293	3,080	808	3,080	15	3,095	2,781	1,145	1,145	1,145	601	1,746	1,551	0.3%	
WILMINGTON, NC	203,397	1,331	808	1,331	8	1,339	1,203	352	352	352	5	357	317	0.2%	
YAKIMA-PASCO-RICHLAND-KENNEWICK, OR-WA	251,781	451	808	451	37	488	438	150	150	150	83	233	207	0.1%	
YOUNGSTOWN, OH-PA	269,564	484	808	484	8	492	442	209	209	209	7	216	192	0.1%	
YUMA-EL CENTRO, AZ-CA	116,585	57	808	57	7	64	57	39	39	39	6	45	40	0.0%	
ZANESVILLE, OH	34,245	32	808	32	6	362	325	10	10	10	6	154	9	0.0%	
BALANCE IN U.S.		356	808	356	6	362	325	148	148	148	6	154	137	0.0%	
REMAINDER OF CIRCULATION		19,711	54	19,765	45	19,810	17,803	4,320	86	4,406	50	4,456	3,958	0.0%	
TOTAL PRINT CIRCULATION		1,230,417	17,129	1,247,546	21,355	1,268,901	1,140,015	719,003	20,561	739,564	54,619	794,183	705,386	0.0%	
DIGITAL REPLICA		1,676	5,205	1,676	401,787	1,534,910	1,445,429	1,113,209	5,205	1,118,414	449,710	1,568,124	1,469,726	0.0%	
DIGITAL NONREPLICA		1,127,918	5,205	1,133,123	401,787	1,534,910	1,445,429	1,113,209	5,205	1,118,414	449,710	1,568,124	1,469,726	0.0%	
AFFILIATED PUBLICATIONS		2,360,011	22,334	2,382,345	423,142	2,805,487	2,586,894	1,889,190	70,060	1,959,250	608,123	2,567,373	2,335,175	0.0%	
TOTAL AVERAGE CIRCULATION		2,360,011	22,334	2,382,345	423,142	2,805,487	2,586,894	1,889,190	70,060	1,959,250	608,123	2,567,373	2,335,175	0.0%	

4. BASIC PRICES as of September 30, 2015 for 52 Weeks/1 Year

Frequency	Home Delivery		Single Copy	Mail	
	Print	Digital Nonreplica	Print	Print	Digital Nonreplica
Mon-Sat & Sun	\$728.00	\$259.87		\$910.00	\$195.00
Mon-Sat	\$499.20		\$2.50	\$524.16	
Mon-Fri & Sun	\$717.60				
Mon-Fri	\$379.60				
Fri, Sat & Sun	\$478.40				
Sat & Sun	\$416.00				
Sun	\$322.40		\$5.00	\$447.20	

5. EXPLANATORY - OTHER:

AUDIT REPORT PERIOD ENDING DATE

September 27, 2015

CREDIT AND ARREARS ALLOWANCE

Included in Home Delivery and Mail is an average of the following:

	Total
Sun	4,451
Daily	3,019

These copies were served to subscribers that ordered delivery directly with and were billed by the newspaper and for which payment was not received and/or short-term arrears copies served to subscribers whose term has expired.

PUBLISHER'S RETURN POLICY

Fully Returnable

SINGLE COPY RETURNS POLICY

The allowances for returns, undelivered, leftover and unsold copies for the period covered by this report were found to have been:

	Total
Sun	9.1%
Avg Mon-Fri	10.2%
Sat	9.4%

These percentages are based on the gross figures and have been deducted, leaving paid circulation as shown in Par. 1.

THE NIELSEN COMPANY (U.S.), INC. ESTIMATES

County occupied household estimates appearing in AAM reports are obtained from The Nielsen Company (U.S.), Inc. The Nielsen Company (U.S.), Inc. estimates are intended for your company's use during its normal course of business, and, while the information may be provided to third parties during such course of business, it may not be sold or sub-licensed to third parties or electronically integrated into third party systems without the prior written consent of The Nielsen Company (U.S.), Inc.

PRINT ADVERTISING POLICY

Publisher's declared policy is as follows:

The Real Estate and Metropolitan Sections (Sunday) are distributed in the Greater New York Area (approximate 75 mile radius) plus the following adjacent areas outside Greater New York Area: In New Jersey, the balance of the state; in Connecticut, the balance of the state except for Tolland and Windham counties; in New York, the counties of Albany, Cayuga, Clinton, Columbia, Essex, Franklin, Fulton, Greene, Hamilton, Herkimer, Madison, Montgomery, Oneida, Onondaga, Oswego, Otsego, Rensselaer, Saratoga, Schenectady, Schoharie, Warren and Washington; in Pennsylvania, the city of Philadelphia and the counties of Bucks, Chester, Delaware and Montgomery; Southern Vermont; Berkshire County in Massachusetts.

The New Jersey Real Estate is integrated with the regular Real Estate, and is distributed in all of New Jersey; in Pennsylvania, the city of Philadelphia and the counties of Bucks, Chester, Delaware, Montgomery and Pike; in New York, part of Ulster County and the counties of Orange, Richmond (Staten Island) and Rockland.

5. EXPLANATORY - OTHER: (Continued)

The Long Island Real Estate is integrated with the regular Real Estate, and is distributed in the Boroughs of Brooklyn and Queens in New York City and Nassau and Suffolk Counties in New York.

The Westchester/Connecticut Real Estate is integrated with the regular Real Estate and is distributed in the northern Bronx, parts of Ulster County and the counties of Albany, Cayuga, Clinton, Columbia, Dutchess, Essex, Franklin, Fulton, Greene, Hamilton, Herkimer, Madison, Montgomery, Oneida, Onondaga, Oswego, Otsego, Putnam, Rensselaer, Saratoga, Schenectady, Schoharie, Sullivan, Warren, Washington and Westchester in New York; Berkshire County in Massachusetts; southern Vermont; and all of Connecticut, except for Tolland and Windham County.

The Manhattan Real Estate is integrated with the regular Real Estate and is distributed in Manhattan and the southern Bronx.

The Westchester Metropolitan section (Sunday) is distributed in the northern Bronx, parts of Ulster County and the counties of Albany, Cayuga, Clinton, Columbia, Dutchess, Essex, Franklin, Fulton, Greene, Hamilton, Herkimer, Madison, Montgomery, Oneida, Onondaga, Oswego, Otsego, Putnam; Rensselaer, Saratoga, Schenectady, Schoharie, Sullivan, Warren, Washington and Westchester in New York; Berkshire County in Massachusetts; and southern Vermont. Advertising is sold separately.

The Connecticut Metropolitan section (Sunday) is distributed in Connecticut, except for Tolland and Windham Counties. Advertising is sold separately.

The New Jersey Metropolitan section (Sunday) is distributed in all of New Jersey; in Pennsylvania, the city of Philadelphia and the counties of Bucks, Chester, Delaware, Montgomery and Pike; in New York, part of Ulster County and the counties of Orange, Richmond (Staten Island) and Rockland. Advertising is sold separately.

The Long Island Metropolitan section (Sunday) is distributed in Nassau and Suffolk Counties in Long Island. Advertising is sold in conjunction with the Queens Metropolitan and covers Nassau, Suffolk and Queens Counties in New York.

The City Metropolitan Section (Sunday) is distributed in Manhattan, the lower Bronx, and Brooklyn. The City Metropolitan, as it appears in Queens (Queens Metropolitan), is distributed in Queens and includes the Long Island Metropolitan advertising.

Distribution of the above sections on September 20, 2015 was:

REAL ESTATE:		WEEKLY:	
New Jersey	128,468	New Jersey Weekly	128,468
Long Island	120,908	City Weekly	116,982
Westchester/Connecticut	142,005	Long Island Weekly	120,908
Regular	116,982	Westchester Weekly	81,631
TOTAL	508,363	Connecticut Weekly	60,374
		TOTAL	508,363

CROSS-MEDIA Explanatory:

Additional Digital Metrics: Monthly detail and additional metrics available in the AAM Media Intelligence Center.

As reported on the September 30, 2015 Quarterly Data Report & Media Intelligence Center:

Average 6 months ended June 30, 2015

	<u>comScore</u>
Unique Users/Browsers/Devices	59,144,000
Page Impressions/ Views	652,500,000

Domains included in Web/Mobile Usage: *.diversityjobmarket.com*, *.mytimes.com*, *.newyorktimes.com*, *.newyorktimes.net*, *.newyorktimes.org*, *.newyorktimesontheweb.com*, *.newyorktoday.com*, *.nyt.com*, *.nyt.net*, *.nyt.org*, *.nytimes.com*, *.nytimes.net*, *.nytimes.org*, *.nytoday.com*, *.nytstore.com*, *.thenewyorktimes.com*, *.thenewyorktimes.org*, *.thetimes.net*, *.thetimes.org*, *.times.com*, *.timesflash.com*, mobile.nytimes.com*

Digital Definitions:

Unique Users: A measurement of unique individuals that have accessed the digital content of a site during the measurement period reported. Unique users can be identified by user registration, cookies, or through panel-based measurement services (i.e., comScore or Nielsen).

Page Impressions: The combination of one or more files presented to a browser as a single document as a result of a single request received by the server, and is recorded at a point as late as possible in the process of delivery of the content to the user's browser, therefore closest to the actual opportunity to see the content by the user. In effect, one request by a browser should result in one page impression being reported. The counted page impression may not necessarily be in focus or visible in the user's browser.

To Members of the Alliance for Audited Media:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with AAM's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average circulation.

Alliance for Audited Media

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