

2. AVERAGE PAID CIRCULATION By Zones (See Par. 6B for description of area)

	Morning						
	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Wknd
City Zone							
Home Delivery and Mail (See Par. 6B)	10,209	10,138	10,137	10,129	10,325	10,330	10,261
Single Copy Sales (Individual)	2,025	1,953	1,973	2,015	2,185	2,006	4,451
Educational Programs	337	226	546	251	338	325	17
Employee/Independent Contractor	460	460	460	460	460	460	460
Third Party Sales	276	212	273	291	317	292	396
Total City Zone	13,307	12,989	13,389	13,146	13,625	13,413	15,585
Retail Trading Zone							
Home Delivery and Mail (See Par. 6B)	26,540	26,419	26,408	26,384	26,746	26,766	26,649
Single Copy Sales (Individual)	7,040	6,961	7,004	7,062	7,169	7,006	12,477
Educational Programs	1,490	1,246	1,983	1,299	1,574	1,341	85
Employee/Independent Contractor	135	135	135	135	135	134	135
Third Party Sales	274	228	281	290	294	277	174
Total Retail Trading Zone	35,479	34,989	35,811	35,170	35,918	35,524	39,520
Total City Zone & Retail Trading Zone	48,786	47,978	49,200	48,316	49,543	48,937	55,105
All Other							
Home Delivery and Mail	461	454	455	455	456	489	494
Single Copy Sales (Individual)	634	607	639	636	645	646	920
Educational Programs	21	8	55	13	18	9	9
Third Party Sales	17	16	18	17	17	18	17
Total All Other	1,133	1,085	1,167	1,121	1,136	1,162	1,423
Total Average Paid Circulation	49,919	49,063	50,367	49,437	50,679	50,099	56,528

PERCENTAGE OF TOTAL PAID AND HOUSEHOLD COVERAGE PERCENT

		Population	Occupied Households	Cmbd Avg (Mon.-Fri.)			Wknd		
				Total Circ.	% of Total Circ.	Household Coverage	Total Circ.	% of Total Circ.	Household Coverage
City Zone	2000 Census	74,174	29,972						
	#1-1-09 Est.	75,581	31,825	13,307	26.6	41.8%	15,585	27.6	49.0%
Retail Trading Zone	2000 Census	374,436	153,570						
	#1-1-09 Est.	380,536	163,580	35,479	71.1	21.7%	39,520	69.9	24.2%
Total City & Retail Trading Zones	2000 Census	448,610	183,542						
	#1-1-09 Est.	456,117	195,405	48,786	97.7	25.0%	55,105	97.5	28.2%
All Other				1,133	2.3		1,423	2.5	
Total Paid				49,919	100.0%		56,528	100.0%	

#Source: The Nielsen Company (U.S.), Inc. (See Par. 6B).

AVERAGE PAID CIRCULATION BY QUARTERS:	Morning						
	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Wknd
September 28 to December 27, 2009	51,227	50,409	51,716	50,576	52,201	51,315	58,033
December 28, 2009 to March 28, 2010	48,635	47,715	49,017	48,297	49,277	48,886	55,020