



Audit Bureau
of Circulations

The Charleston Gazette (Morning)
Charleston Daily Mail (Morning)
Saturday Gazette-Mail
Sunday Gazette-Mail

Newspaper Publisher's Statement
For six months ended March 31, 2011

Charleston (Kanawha County), West Virginia

Subject to Audit

www.cnpapers.com

	Sun	Cmbd Dly (Mon.-Fri.)	Charleston Gazette Morning (Mon.-Fri.)	Charleston Daily Mail Morning (Mon.-Fri.)	Sat
1A. TOTAL AVERAGE CIRCULATION	65,030	56,038	37,185	18,853	51,471
Paid Circulation					
Individually Paid Circulation					
Home Delivery and Mail	48,739	44,901	29,532	15,369	42,858
Single Copy Sales	14,762	9,125	6,266	2,859	7,095
Total Average Individually Paid Circulation	63,501	54,026	35,798	18,228	49,953
Business/Traveler Paid Circulation					
Hotel Distribution - Room/Lobby Copies	701	419	354	65	608
Total Average Business/Traveler Paid Circulation	701	419	354	65	608
Total Average Paid Circulation - Print	64,202	54,445	36,152	18,293	50,561
Verified Circulation					
Single Copy					
Educational Copies	65	655	483	172	53
University Copies	21	35	33	2	
Employee/Independent Contractor	599	599	309	290	599
Retail/Business	143	304	208	96	258
Total Average Single Copy	828	1,593	1,033	560	910
Total Average Verified Circulation	828	1,593	1,033	560	910
TOTAL AVERAGE CIRCULATION	65,030	56,038	37,185	18,853	51,471

Audience-FAX

PRINT READERSHIP: In Market				ONLINE READERSHIP: In Market			NET COMBINED AUDIENCE: In Market (unduplicated)			WEB SITE USAGE: Total Activity	
Gazette/Mail	Sun	Weekday	Past 7 Days	Gazette/Mail	Past 7 Days	Past 30 Days	Gazette/Mail	Past 7 Days	Past 7 Days Print Past 30 Days Online	March 2011	
DMA				DMA			DMA			Total Unique Cookies	827,888
Readers	157,440	130,317	223,092	Readers	53,722	76,706	Audience	241,127	249,309	Page Impressions/ Views	11,568,514
Reach	16.4%	13.6%	23.3%	Reach	5.6%	8.0%	Reach	25.2%	26.0%		
NDM*				NDM*			NDM*				
Readers	119,717	103,080	154,769	Readers	35,471	51,785	Audience	162,306	166,339		
Reach	50.4%	43.4%	65.1%	Reach	14.9%	21.8%	Reach	68.3%	70.0%		
Source: Scarborough, 2010, Release 2, See Explanatory											

PRINT READERSHIP: In Market				ONLINE READERSHIP: In Market			NET COMBINED AUDIENCE: In Market (unduplicated)		
Gazette	Sun	Weekday	Past 7 Days	Gazette	Past 7 Days	Past 30 Days	Gazette	Past 7 Days	Past 7 Days Print Past 30 Days Online
DMA				DMA			DMA		
Readers	157,440	98,317	206,584	Readers	53,722	76,706	Audience	226,555	235,078
Reach	16.4%	10.3%	21.6%	Reach	5.6%	8.0%	Reach	23.6%	24.5%
NDM*				NDM*			NDM*		
Readers	119,717	75,711	148,048	Readers	35,471	51,785	Audience	157,177	161,551
Reach	50.4%	31.8%	62.3%	Reach	14.9%	21.8%	Reach	66.1%	67.9%
Source: Scarborough, 2010, Release 2, See Explanatory									

PRINT READERSHIP: In Market				ONLINE READERSHIP: In Market			NET COMBINED AUDIENCE: In Market (unduplicated)		
Mail	Sun	Weekday	Past 7 Days	Mail	Past 7 Days	Past 30 Days	Mail	Past 7 Days	Past 7 Days Print Past 30 Days Online
DMA				DMA			DMA		
Readers	157,440	65,344	194,434	Readers	53,722	76,706	Audience	216,459	226,029
Reach	16.4%	6.8%	20.3%	Reach	5.6%	8.0%	Reach	22.6%	23.6%
NDM*				NDM*			NDM*		
Readers	119,717	53,993	137,339	Readers	35,471	51,785	Audience	147,297	152,419
Reach	50.4%	22.7%	57.8%	Reach	14.9%	21.8%	Reach	62.0%	64.1%
Source: Scarborough, 2010, Release 2, See Explanatory									

Publishing Plans

The Charleston Gazette (Morning) Charleston Daily Mail (Morning) Saturday Gazette Mail Sunday Gazette Mail	Frequency: Daily Delivery Vehicle(s): Print Website(s): www.cnpapers.com
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01-4955-0

2. TOTAL AVERAGE PAID & VERIFIED CIRCULATION By Market (See Par. 6 for description of area):

	Sun	Cmbd Dly (Mon.-Fri.)	Charleston Gazette Morning (Mon.-Fri.)	Charleston Daily Mail Morning (Mon.-Fri.)	Sat
CITY ZONE - PRINT					
Paid Circulation					
Individually Paid Circulation					
Home Delivery and Mail	14,718	14,670	8,431	6,239	13,107
Single Copy Sales	3,342	2,653	1,584	1,069	1,866
City Zone - Total Average Individually Paid Circulation	18,060	17,323	10,015	7,308	14,973
Business/Traveler Paid Circulation					
Hotel Distribution - Room/Lobby Copies	55	74	51	23	64
City Zone - Total Average Business/Traveler Paid Circulation	55	74	51	23	64
City Zone - Total Average Paid Circulation	18,115	17,397	10,066	7,331	15,037
Verified Circulation					
Single Copy					
Educational Copies	15	218	168	50	13
Employee/Independent Contractor	459	459	239	220	459
Retail/Business	73	225	149	76	184
City Zone - Total Average Single Copy	547	902	556	346	656
City Zone - Total Average Verified Circulation	547	902	556	346	656
City Zone - Total Average Paid & Verified Circulation	18,662	18,299	10,622	7,677	15,693
RETAIL TRADING ZONE - PRINT					
Paid Circulation					
Individually Paid Circulation					
Home Delivery and Mail	18,492	16,253	9,434	6,819	15,830
Single Copy Sales	4,810	2,480	1,555	925	2,013
Retail Trading Zone - Total Average Individually Paid Circulation	23,302	18,733	10,989	7,744	17,843
Business/Traveler Paid Circulation					
Hotel Distribution - Room/Lobby Copies	45	51	36	15	60
Retail Trading Zone - Total Average Business/Traveler Paid Circulation	45	51	36	15	60
Retail Trading Zone - Total Average Paid Circulation	23,347	18,784	11,025	7,759	17,903
Verified Circulation					
Single Copy					
Educational Copies	34	168	127	41	
University Copies	13				
Employee/Independent Contractor	62	62	31	31	62
Retail/Business	29	35	20	15	35
Retail Trading Zone - Total Average Single Copy	138	265	178	87	97
Retail Trading Zone - Total Average Verified Circulation	138	265	178	87	97
Retail Trading Zone - Total Average Paid & Verified Circulation	23,485	19,049	11,203	7,846	18,000
ALL OTHER - PRINT					
Paid Circulation					
Individually Paid Circulation					
Home Delivery and Mail	15,529	13,978	11,667	2,311	13,921
Single Copy Sales	6,610	3,992	3,127	865	3,216
All Other - Total Average Individually Paid Circulation	22,139	17,970	14,794	3,176	17,137
Business/Traveler Paid Circulation					
Hotel Distribution - Room/Lobby Copies	601	294	267	27	484
All Other - Total Average Business/Traveler Paid Circulation	601	294	267	27	484
All Other - Total Average Paid Circulation	22,740	18,264	15,061	3,203	17,621
Verified Circulation					
Single Copy					
Educational Copies	16	269	188	81	40
University Copies	8	35	33	2	
Employee/Independent Contractor	78	78	39	39	78
Retail/Business	41	44	39	5	39
All Other - Total Average Single Copy	143	426	299	127	157
All Other - Total Average Verified Circulation	143	426	299	127	157
All Other - Total Average Paid & Verified Circulation	22,883	18,690	15,360	3,330	17,778
TOTAL AVERAGE PAID & VERIFIED CIRCULATION	65,030	56,038	37,185	18,853	51,471

2A. TOTAL AVERAGE CIRCULATION By Quarters:

	Sun	Cmbd Dly (Mon.-Fri.)	Charleston Gazette Morning (Mon.-Fri.)	Charleston Daily Mail Morning (Mon.-Fri.)	Sat
October 1 to December 31, 2010	65,731	56,882	37,763	19,119	51,994
January 1 to March 31, 2011	64,322	55,168	36,586	18,582	50,946

3. DISTRIBUTION BY COUNTY AND ZIP CODE RECEIVING 25 OR MORE COPIES IN DETAIL BY COUNTIES: (See Audit Report)

4. BASIC PRICES:

	By Home Delivery 52 Wks./1 Yr.	Single Copy	By Mail 52 Wks./1 Yr.
M (Gazette), M (Mail) & S	\$264.55		\$399.60
M & S (Gazette)	169.00		238.56
M & S (Mail)	169.00		238.56
M only (Gazette)	112.50	50¢	178.80
M only (Mail)	112.50	50¢	178.80
M (Mon.-Fri.) (Gazette)	95.55		161.04
M (Mon.-Fri.) (Mail)	95.55		161.04
Sat & S.	118.70		179.40
S only	97.80	\$1.50	94.20

5. ANALYSIS OF HOME DELIVERY AND MAIL INDIVIDUALLY PAID CIRCULATION BY PRICE CATEGORY:

Newspapers will report home delivery/mail subscription circulation above and below 25 percent of basic price of the member newspaper. This reporting is only required if more than five percent of a newspaper's subscription circulation falls into the less than 25 percent of basic price category.

6. EXPLANATORY:

PARTICIPANT IN ABC'S PROGRAM(S)/SERVICE(S): This newspaper is a participant in ABC's ZIP/FSA Code Program.

LATEST AUDIT REPORT RELEASED: Issued for 12 months ended September 30, 2010.

CREDIT AND ARREARS ALLOWANCE: Included in Individually Paid Home Delivery and Mail is an average of the following:

	Total
Sun	216
Charleston Gazette Morning (Mon.-Fri.) & Sat	152
Charleston Daily Mail Morning (Mon.-Fri.) & Sat	71

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.

VERIFIED RETAIL/BUSINESS: Included in Verified Retail/Business are copies distributed through publisher-maintained venues. Verification is made of distribution to location only, and not of actual pick-up.

MARKET DESCRIPTION:

Zone Reporting for this newspaper is defined as:

CITY ZONE includes 2000 Census Tracts 1 through 104, 107.02 (part), 108.01, 109, 110, 111 (part), 113.01 (part), 114.01 (part), 128 through 131 and 132 (part), including the cities of Charleston, Dunbar and South Charleston, all in Kanawha County.

RETAIL TRADING ZONE includes, with exception of City Zone, counties of Kanawha and Putnam.

MARKET PENETRATION: #County population and occupied household estimates appearing in ABC reports are obtained from The Nielsen Company (U.S.), Inc. Estimates for ABC defined newspaper markets and areas below the county level are projections based upon The Nielsen Company (U.S.), Inc. estimates. 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.

6. EXPLANATORY - OTHER: (Continued)

PERCENTAGE OF TOTAL PAID & VERIFIED CIRCULATION - PRINT AND HOUSEHOLD COVERAGE PERCENT:

		Population	Occupied Households	Sun			Cmbd Dly (Mon.-Fri.)			Sat		
				Total Circ.	% of Total Circ.	Household Coverage	Total Circ.	% of Total Circ.	Household Coverage	Total Circ.	% of Total Circ.	Household Coverage
City Zone	2000 Census	111,838	49,636									
	#1-1-10 Est.	105,436	47,538	18,662	28.7	39.3%	18,299	32.6	38.5%	15,693	30.5	33.0%
Retail Trading Zone	2000 Census	139,824	56,618									
	#1-1-10 Est.	140,832	58,251	23,485	36.1	40.3%	19,049	34.0	32.7%	18,000	35.0	30.9%
Total City & Retail Trading Zones	2000 Census	251,662	106,254									
	#1-1-10 Est.	246,268	105,789	42,147	64.8	39.8%	37,348	66.6	35.3%	33,693	65.5	31.8%
All Other				22,883	35.2		18,690	33.4		17,778	34.5	
Total Paid & Verified Circulation - Print				65,030	100.0%		56,038	100.0%		51,471	100.0%	

#Source: The Nielsen Company (U.S.), Inc.

PRINT ADVERTISING POLICY: Publisher's declared policy is that all editions carry all advertising scheduled for the day.

AVERAGE UNPAID DISTRIBUTION: Includes Arrears, Advertisers & Agencies and Complimentary, Sample, Service:

	Total
Sun	1,202
Cmbd Dly (Mon.-Fri.)	2,086
Charleston Gazette Morning (Mon.-Fri.)	1,068
Charleston Daily Mail Morning (Mon.-Fri.)	1,018
Sat	1,654

6A. AUDIENCE FAX - EXPLANATORY:

Print/Online Readership Explanatory:

DMA Area: Charleston, WV

NDM* Area: Reflects 72.5% circulation within the circulation defined market per the September 30, 2010 circulation Audit Report covered by the Readership Newspaper Designated Market and is comprised of: Counties of Boone, Clay, Kanawha, Lincoln and Putnam, all in West Virginia.

The Readership research sample produced the following completed unweighted total interviews:

Gazette/Mail Market		Print Readership			Online Readership		Combined Audience	
	Sun	Weekday	Past 7 Days	Past 7 Days	Past 30 Days	Past 7 Days	Past 7 Days Print Past 30 Days Online	
DMA	508	442	659	145	198	699	715	
NDM*	464	409	577	115	159	601	612	
Gazette Market		Print Readership			Online Readership		Combined Audience	
	Sun	Weekday	Past 7 Days	Past 7 Days	Past 30 Days	Past 7 Days	Past 7 Days Print Past 30 Days Online	
DMA	508	335	621	145	198	664	681	
NDM*	464	306	553	115	159	579	591	
Mail Market		Print Readership			Online Readership		Combined Audience	
	Sun	Weekday	Past 7 Days	Past 7 Days	Past 30 Days	Past 7 Days	Past 7 Days Print Past 30 Days Online	
DMA	508	218	581	145	198	632	653	
NDM*	464	205	514	115	159	545	560	

The "Past 7 Day Print and Past 30 Day Online" measurement is a combination of respondents who answered affirmatively that they read the Daily or Sunday print edition in the past week or respondents who answered affirmatively that they viewed the newspaper's website(s) any time in the past 30 days. Respondents captured in this measurement are included once with no duplication.

6A. AUDIENCE FAX - EXPLANATORY: (Continued)

Web Site Usage Explanatory:

ABC did not determine the publisher's choice of data provider for these statistics nor should the inclusion of this data be construed as endorsement by ABC of the methodology or technologies used by the data provider. As appropriate, ABC audits will verify the applications and measurement techniques used by the data provider to establish the statistics and data presented on behalf of the publication.

Web Site Usage Definitions:

Total Unique Cookies: This site employs a cookie-based method for reporting of a Unique. All traffic regardless of the originating location (U.S. or International) is included in this total. Also included in this count may be content from co-branded third party vendors as disclosed in the audit report for this site.

This method of accounting identifies an unduplicated cookie browser that accessed the Internet content of the site during the measurement period reported and does not measure a person. No adjustment or correction to the numbers presented in the Audience Fax Web Site Usage, Total Activity has been made to adjust this number from cookies to people. (i.e. deletion of the cookies from browsers or for users accessing the site from multiple devices or locations.)

Page Impressions/Views: The combination of one or more files presented to a viewer as a single document as a result of a single request received by the server. In effect, one request by a valid user should result in one Page Impression/ View being reported. The counted page impression may not necessarily be in focus or visible in the user's browser.

Cookie: A small piece of information (i.e., program code) that is stored on a browser for the purpose of identifying that browser during audience activity and between visits or sessions. Cookies are typically set to expire. Some cookies are intended to remain on the browser temporarily (for example, during a session) and some are persistent in that they are intended to be retained for longer periods.

Browser: A software program running on an Internet enabled device that can request, load and display documents available on the World Wide Web. In our definition, it is assumed that a "human being" is operating the browser manually and viewing the page.

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We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: Charleston Newspapers, Inc./ Daily Gazette Co.

01-4955-0

THE CHARLESTON GAZETTE, CHARLESTON DAILY MAIL and SUNDAY GAZETTE-MAIL, published by Charleston Newspapers • 1001 Virginia Street East • Charleston, WV 25301

USA

JERRY BRIGGS

ELIZABETH CHILTON

PAR

Circulation Director

Publisher

Date Signed: May 4, 2011

	Period Ended Date	03/31/11
	Individually Paid	63,501
01-4955-0	Business/Traveler Paid	701
PARADE	Total Paid	64,202
	Verified	828
	Total	65,030
	Digital Replica	
	Digital Non-Replica	
	Total Circ. Excluding Branded Editions	65,030
	Branded Editions	
	Total Paid & Verified Circulation	65,030
	October 1 to December 31, 2010 - QUARTERS - SUNDAY	65,731
	January 1 to March 31, 2011 - QUARTERS - SUNDAY	64,322
	Period Ended Date	03/31/11
	Individually Paid	49,953
01-4955-0	Business/Traveler Paid	608
USA	Total Paid	50,561
	Verified	910
	Total	51,471
	Digital Replica	
	Digital Non-Replica	
	Total Circ. Excluding Branded Editions	51,471
	Branded Editions	
	Total Paid & Verified Circulation	51,471
	October 1 to December 31, 2010 - QUARTERS - SATURDAY	51,994
	January 1 to March 31, 2011 - QUARTERS - SATURDAY	50,946