



Audit Bureau  
of Circulations

**Newspaper  
Publisher's  
Statement**

**Subject to Audit**

**For six months ended September 30, 2007**

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

Charleston (Kanawha County), West Virginia

www.cnpapers.com

	Sun	Cmbd Dly (Mon.-Fri.)	Morning Cmbd Avg (Mon.-Fri.)	Evening Cmbd Avg (Mon.-Fri.)	Morning Mon	Evening Mon
<b>1. TOTAL AVERAGE PAID CIRCULATION</b>	<b>75,127</b>	<b>69,179</b>	<b>47,240</b>	<b>21,939</b>	<b>46,988</b>	<b>21,837</b>
Core Newspaper with replica electronic	75,127	69,179	47,240	21,939	46,988	21,837
Core Newspaper	75,127	69,179	47,240	21,939	46,988	21,837
Electronic Editions	0	0	0	0	0	0
Other Unique Editions	0	0	0	0	0	0
<b>Total Average Paid Circulation</b>	<b>75,127</b>	<b>69,179</b>	<b>47,240</b>	<b>21,939</b>	<b>46,988</b>	<b>21,837</b>
<b>1A. AVERAGE PAID CIRCULATION - Core Newspaper Paid for by Individual Recipients (≥50% of basic)</b>						
Home Delivery and Mail	57,604	56,144	37,158	18,986	37,189	19,011
Single Copy Sales	15,429	10,259	7,942	2,317	7,716	2,233
<b>Subtotal</b>	<b>73,033</b>	<b>66,403</b>	<b>45,100</b>	<b>21,303</b>	<b>44,905</b>	<b>21,244</b>
<b>Paid for by Individual Recipients (≥25%, &lt;50% of basic)</b>						
Home Delivery and Mail	158	112	88	24	90	24
Single Copy Sales	0	0	0	0	0	0
<b>Subtotal</b>	<b>158</b>	<b>112</b>	<b>88</b>	<b>24</b>	<b>90</b>	<b>24</b>
<b>Total Average Paid by Individual Recipient Circulation - Core Newspaper</b>	<b>73,191</b>	<b>66,515</b>	<b>45,188</b>	<b>21,327</b>	<b>44,995</b>	<b>21,268</b>
<b>Other Paid Circulation: (See Par. 6A)</b>						
Single Copy Sales	0	0	0	0	0	0
Educational Programs	163	809	729	80	722	50
Employee/Independent Contractor	749	749	408	341	408	341
Third Party Sales	1,024	1,106	915	191	863	178
Third Party Sales - Payment made with barter	0	0	0	0	0	0
<b>Subtotal</b>	<b>1,936</b>	<b>2,664</b>	<b>2,052</b>	<b>612</b>	<b>1,993</b>	<b>569</b>
Total Average Paid Circulation - Core Newspaper	75,127	69,179	47,240	21,939	46,988	21,837
Total Paid Circulation - Electronic Editions	0	0	0	0	0	0
Total Paid Circulation - Other Unique Editions	0	0	0	0	0	0
<b>TOTAL AVERAGE PAID CIRCULATION</b>	<b>75,127</b>	<b>69,179</b>	<b>47,240</b>	<b>21,939</b>	<b>46,988</b>	<b>21,837</b>
Other Audited Distribution (Optional)	0	0	0	0	0	0
Total Distribution (Optional)	0	0	0	0	0	0
Days Omitted from Averages	None				None	None

**Audience-FAX**

<b>PRINT READERSHIP: In Market</b>				<b>ONLINE READERSHIP: In Market</b>			<b>NET COMBINED AUDIENCE: In Market (unduplicated)</b>			<b>WEB SITE USAGE: Total Activity</b>		
Gazette/Mail	Sun	Weekday	Past 7 Days	Gazette/Mail	Past 7 Days	Past 30 Days	Gazette/Mail	Past 7 Days	Past 30 Days		September 2007	
DMA				DMA			DMA			Total Unique Users/Visitors	606,788	
Readers	185,925	150,644	252,082	Readers	39,056	57,050	Audience	259,797	264,032	Page Impressions/Views (optional)	7,590,052	
Reach	20.3%	16.5%	27.6%	Reach	4.3%	6.2%	Reach	28.4%	28.9%			
NDM*				NDM*			NDM*					
Readers				Readers			Audience					
Reach				Reach			Reach					
NDM* Not Declared				Source: Scarborough, 2007, Release 1, See Explanatory								

01-4955-0

Morning Tue	Evening Tue	Morning Wed	Evening Wed	Morning Thu	Evening Thu	Morning Fri	Evening Fri	Sat
47,260	21,944	47,369	21,971	47,253	21,917	47,337	22,025	61,745
47,260	21,944	47,369	21,971	47,253	21,917	47,337	22,025	61,745
0	0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0	0
47,260	21,944	47,369	21,971	47,253	21,917	47,337	22,025	61,745
37,175	19,003	37,162	18,992	37,144	18,977	37,120	18,949	51,104
7,930	2,308	8,008	2,332	7,994	2,293	8,065	2,417	8,340
45,105	21,311	45,170	21,324	45,138	21,270	45,185	21,366	59,444
89	24	88	24	86	23	86	23	141
0	0	0	0	0	0	0	0	0
89	24	88	24	86	23	86	23	141
45,194	21,335	45,258	21,348	45,224	21,293	45,271	21,389	59,585
0	0	0	0	0	0	0	0	0
770	87	815	97	707	96	635	72	249
408	341	408	341	408	341	408	341	749
888	181	888	185	914	187	1,023	223	1,162
0	0	0	0	0	0	0	0	0
2,066	609	2,111	623	2,029	624	2,066	636	2,160
47,260	21,944	47,369	21,971	47,253	21,917	47,337	22,025	61,745
0	0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0	0
47,260	21,944	47,369	21,971	47,253	21,917	47,337	22,025	61,745
0	0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0	0
None	None	None	None	None	None	None	None	None

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 30 Days	
DMA				DMA			DMA			
Readers	185,925	122,821	235,508	Readers	39,056	57,050	Audience	243,702	247,937	
Reach	20.3%	13.4%	25.7%	Reach	4.3%	6.2%	Reach	26.6%	27.1%	
NDM* Readers Reach	NDM* Not Declared			NDM* Readers Reach	Source: Scarborough, 2007, Release 1, See Explanatory			NDM* Audience Reach		

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 30 Days	
DMA				DMA			DMA			
Readers	185,925	68,906	216,740	Readers	39,056	57,050	Audience	227,999	233,543	
Reach	20.3%	7.5%	23.7%	Reach	4.3%	6.2%	Reach	24.9%	25.5%	
NDM* Readers Reach	NDM* Not Declared			NDM* Readers Reach	Source: Scarborough, 2007, Release 1, See Explanatory			NDM* Audience Reach		

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

	Sun	Cmbd Dly (Mon.-Fri.)	Morning Cmbd Avg (Mon.-Fri.)	Evening Cmbd Avg (Mon.-Fri.)	Morning Mon	Evening Mon
<b>City Zone</b>						
Home Delivery and Mail (See Par. 6B)	17,553	19,088	10,742	8,346	10,749	8,358
Single Copy Sales (Individual)	3,625	3,477	2,254	1,223	2,129	1,169
Educational Programs	66	359	293	66	288	39
Employee/Independent Contractor	628	630	339	291	339	291
Third Party Sales	558	795	659	136	625	123
<b>Total City Zone</b>	<b>22,430</b>	<b>24,349</b>	<b>14,287</b>	<b>10,062</b>	<b>14,130</b>	<b>9,980</b>
<b>Retail Trading Zone</b>						
Home Delivery and Mail (See Par. 6B)	22,232	20,949	12,214	8,735	12,227	8,747
Single Copy Sales (Individual)	4,925	2,950	2,036	914	2,008	885
Educational Programs	29	164	150	14	105	11
Employee/Independent Contractor	82	82	44	38	44	38
Third Party Sales	130	95	40	55	40	55
<b>Total Retail Trading Zone</b>	<b>27,398</b>	<b>24,240</b>	<b>14,484</b>	<b>9,756</b>	<b>14,424</b>	<b>9,736</b>
<b>Total City Zone &amp; Retail Trading Zone</b>	<b>49,828</b>	<b>48,589</b>	<b>28,771</b>	<b>19,818</b>	<b>28,554</b>	<b>19,716</b>
<b>All Other</b>						
Home Delivery and Mail (See Par. 6B)	17,977	16,219	14,290	1,929	14,303	1,930
Single Copy Sales (Individual)	6,879	3,832	3,652	180	3,579	179
Educational Programs	68	286	286		329	
Employee/Independent Contractor	39	37	25	12	25	12
Third Party Sales	336	216	216		198	
<b>Total All Other</b>	<b>25,299</b>	<b>20,590</b>	<b>18,469</b>	<b>2,121</b>	<b>18,434</b>	<b>2,121</b>
<b>Total Average Paid Circulation</b>	<b>75,127</b>	<b>69,179</b>	<b>47,240</b>	<b>21,939</b>	<b>46,988</b>	<b>21,837</b>

**PERCENTAGE OF TOTAL PAID AND HOUSEHOLD COVERAGE PERCENT**

		Population	Occupied Households	Sun			Morning Cmbd Avg (Mon.-Fri.)		
				Total Circ.	% of Total Circ.	Household Coverage	Total Circ.	% of Total Circ.	Household Coverage
City Zone	2000 Census	111,838	49,636						
	#1-1-07 Est.	106,740	48,206	22,430	29.9	46.5%	14,287	30.2	29.6%
Retail Trading Zone	2000 Census	139,824	56,618						
	#1-1-07 Est.	140,659	58,086	27,398	36.5	47.2%	14,484	30.7	24.9%
Total City & Retail Trading Zones	2000 Census	251,662	106,254						
	#1-1-07 Est.	247,399	106,292	49,828	66.4	46.9%	28,771	60.9	27.1%
All Other				25,299	33.6		18,469	39.1	
<b>Total Paid</b>				<b>75,127</b>	<b>100.0%</b>		<b>47,240</b>	<b>100.0%</b>	

		Population	Occupied Households	Evening Cmbd Avg (Mon.-Fri.)			Sat		
				Total Circ.	% of Total Circ.	Household Coverage	Total Circ.	% of Total Circ.	Household Coverage
City Zone	2000 Census	111,838	49,636						
	#1-1-07 Est.	106,740	48,206	10,062	45.9	20.9%	19,502	31.6	40.5%
Retail Trading Zone	2000 Census	139,824	56,618						
	#1-1-07 Est.	140,659	58,086	9,756	44.5	16.8%	21,874	35.4	37.7%
Total City & Retail Trading Zones	2000 Census	251,662	106,254						
	#1-1-07 Est.	247,399	106,292	19,818	90.4	18.6%	41,376	67.0	38.9%
All Other				2,121	9.6		20,369	33.0	
<b>Total Paid</b>				<b>21,939</b>	<b>100.0%</b>		<b>61,745</b>	<b>100.0%</b>	

#Source: Claritas Inc. (See Par. 6B).

Morning Tue	Evening Tue	Morning Wed	Evening Wed	Morning Thu	Evening Thu	Morning Fri	Evening Fri	Sat
10,749	8,355	10,746	8,350	10,738	8,343	10,726	8,326	15,831
2,243	1,230	2,280	1,223	2,295	1,198	2,324	1,294	2,296
292	62	320	92	287	74	279	65	71
339	291	339	291	339	291	339	291	628
641	126	639	130	641	132	748	168	676
14,264	10,064	14,324	10,086	14,300	10,038	14,416	10,144	19,502
12,220	8,743	12,215	8,736	12,206	8,728	12,200	8,718	19,228
2,034	899	2,040	926	2,038	911	2,061	947	2,346
197	25	210	5	136	22	103	7	113
44	38	44	38	44	38	44	38	82
40	55	40	55	40	55	42	55	105
14,535	9,760	14,549	9,760	14,464	9,754	14,450	9,765	21,874
28,799	19,824	28,873	19,846	28,764	19,792	28,866	19,909	41,376
14,295	1,929	14,289	1,930	14,286	1,929	14,280	1,928	16,186
3,653	179	3,688	183	3,661	184	3,680	176	3,698
281		285		284		253		65
25	12	25	12	25	12	25	12	39
207		209		233		233		381
18,461	2,120	18,496	2,125	18,489	2,125	18,471	2,116	20,369
47,260	21,944	47,369	21,971	47,253	21,917	47,337	22,025	61,745

AVERAGE PAID CIRCULATION BY QUARTERS:	Sun	Cmbd Dly (Mon.-Fri.)	Morning Cmbd Avg (Mon.-Fri.)	Evening Cmbd Avg (Mon.-Fri.)	Morning Mon	Evening Mon	Morning Tue	Evening Tue
April 1 to June 30, 2007	75,281	69,672	47,560	22,112	47,428	21,998	47,619	22,121
July 1 to September 30, 2007	74,980	68,692	46,921	21,771	46,545	21,681	46,901	21,771

AVERAGE PAID CIRCULATION BY QUARTERS:	Morning Wed	Evening Wed	Morning Thu	Evening Thu	Morning Fri	Evening Fri	Sat
April 1 to June 30, 2007	47,678	22,133	47,514	22,106	47,568	22,200	62,156
July 1 to September 30, 2007	47,056	21,815	46,994	21,733	47,111	21,854	61,332

**3. DISTRIBUTION IN TOWNS RECEIVING 25 OR MORE COPIES IN DETAIL BY COUNTIES: (See Audit Report)**

**ANALYSIS OF HOME DELIVERY & MAIL SUBSCRIPTION SALES (New & Renewal)**

**4. PREMIUM, COMBINATION, SPECIAL OFFERS, CLUBS AND INSURANCE:**

	Term Ordered				Misc. Periods
	1 Mo.	3 Mos.	6 Mos.	1 Yr.	
(c) With premium only, See Par. 6B					
M & S	194	45	2	1	647
E & S	56	10	1		217
M & Sat	5	13			23
E & Sat	3	1			3
M	8	7			53
E	15	9			86
Sat & S	51	15			295
S	135	393	1		99
(e) Special reduced prices, See Par. 5(b)					
M & S	410	214	6		224
E & S	156	89	8		8
M & Sat	21	15			
E & Sat	5	3			
M	16	209			
E	28	484			
Sat & S	40	30			
S	239	197	305		3
Morning Cmbd Avg (Mon.-Fri.)					729*
Evening Cmbd Avg (Mon.-Fri.)					80*
Sat					249*
S					163*

\*This figure does not represent the total number of subscriptions received, but represents the average number of copies served during this statement period on Newspapers in Education sold at the price(s) shown in Par. 5(b).

5A. BASIC PRICES:	By Mail*				By Home Delivery				
	1 Yr.	6 Mos.	3 Mos.	1 Mo.	1 Yr.	6 Mos.	3 Mos.	2 Mos.	1 Mo.
<b>CITY ZONE:</b>									
M, E & S	\$363.00	\$181.50	\$90.75	\$30.25	\$245.00	\$125.00	\$65.00	\$43.34	\$21.67
M & S	207.48	103.74	51.87	17.29	147.00	75.00	39.00	26.00	13.00
E & S	207.48	103.74	51.87	17.29	147.00	75.00	39.00	26.00	13.00
M only	155.52	77.76	38.88	12.96	98.00	50.00	26.00	17.34	8.67
E only	155.52	77.76	38.88	12.96	98.00	50.00	26.00	17.34	8.67
M (Mon. to Fri.)	140.40	70.20	35.10	11.70	83.30	42.50	22.10	14.75	7.37
E (Mon. to Fri.)	140.40	70.20	35.10	11.70	83.30	42.50	22.10	14.75	7.37
Sat & S	156.00	78.00	39.00	13.00	98.00	50.00	26.00	17.34	8.67
S only	82.00	41.00	20.50		87.60	43.80	21.90	14.60	7.30
<b>RETAIL TRADING ZONE:</b> By Mail, same as City Zone.					By Home Delivery, same as City Zone.				
<b>ALL OTHER:</b> By Mail, same as City Zone.					By Home Delivery, same as City Zone.				

\*2 months, M, E & S \$60.50; M & S \$34.58; E & S \$34.58; M only \$25.92; E only \$25.92.

CITY ZONE, RETAIL TRADING ZONE & ALL OTHER:	By Motor Route					Single Copy
	1 yr.	6 Mos.	3 Mos.	2 Mos.	1 Mo.	
Same as by Home Delivery in City Zone. (a-b-c)						
M only						50¢
E only						50¢
S only						\$1.50

(a) City Zone; (b) Retail Trading Zone (c) All Other.

5(b). Special Reduced Prices: To students, 4½ months, 25% discount from basic prices. To active military personnel, 6 months, 25% discount from basic prices. By Home Delivery to employees and retired employees, Morning, Evening and Sunday, 50% of basic prices; Morning and Sunday or Evening and Sunday, 37% discount from basic prices; Weekend, 50% of basic prices; Morning and Sunday or Evening and Sunday, 3 months for the price of 2 months; 4 months for the price of 3 months; 6 months for the price of 4 months; Morning and Sunday or Evening and Sunday, 71¢, \$1.50, \$1.99, \$2.20, \$2.25, \$2.30, \$2.49, \$2.80 per week; Morning and Saturday or Evening and Saturday, 3 months for the price of 2 months; \$1.73 per week; Morning only or Evening only, \$1.00, \$1.33 per week; Weekend, \$1.34, \$1.96; Sunday only, \$1.00, \$1.12, \$1.26 per week. Monthly to auto renew subscribers, Morning and Sunday or Evening and Sunday, \$12.50; Morning and Saturday, Evening and Saturday or Weekend, \$8.50; Morning only or Evening only, \$7.00; Sunday only, \$6.25. By Mail to immediate family, out-of-state, Morning and Sunday or Evening and Sunday, 25% discount from basic prices; Morning or Evening only, 33% discount from basic prices. Newspapers in Education for classroom use, 25%, 50% of basic prices.

**6A. ADDITIONAL ANALYSIS OF OTHER PAID CIRCULATION - CORE NEWSPAPER:**

	Sun	Cmbd Dly (Mon.-Fri.)	Morning Cmbd Avg (Mon.-Fri.)	Evening Cmbd Avg (Mon.-Fri.)	Morning Mon	Evening Mon	Morning Tue	Evening Tue
<b>Other Paid Circulation - Core Newspaper</b>								
Educational Programs								
Newspapers in Education	163	809	729	80	722	50	770	87
Employee/Independent Contractor	749	749	408	341	408	341	408	341
Third Party Sales								
Businesses - Available for employees	5	126	93	33	90	32	90	32
Hospitals and Nursing Homes - Available for patients/hospital staff	501	658	536	122	507	111	521	112
Hotels, Motels - Available for guests	386	276	240	36	222	35	226	37
Restaurants - Available for patrons	5	5	5		5		5	
School Copies - Available for students		41	41		39		46	
Social Functions - Available for patrons	127							
<b>Total Other Paid Circulation - Core Newspaper</b>	<b>1,936</b>	<b>2,664</b>	<b>2,052</b>	<b>612</b>	<b>1,993</b>	<b>569</b>	<b>2,066</b>	<b>609</b>
	<b>Morning Wed</b>	<b>Evening Wed</b>	<b>Morning Thu</b>	<b>Evening Thu</b>	<b>Morning Fri</b>	<b>Evening Fri</b>	<b>Sat</b>	
<b>Other Paid Circulation - Core Newspaper</b>								
Educational Programs								
Newspapers in Education	815	97	707	96	635	72	249	
Employee/Independent Contractor	408	341	408	341	408	341	749	
Third Party Sales								
Businesses - Available for employees	91	32	90	37	103	32	105	
Hospitals and Nursing Homes - Available for patients/hospital staff	520	116	524	115	607	156	549	
Hotels, Motels - Available for guests	227	37	257	35	271	35	503	
Restaurants - Available for patrons	5		5		5		5	
School Copies - Available for students	45		38		37			
Social Functions - Available for patrons								
<b>Total Other Paid Circulation - Core Newspaper</b>	<b>2,111</b>	<b>623</b>	<b>2,029</b>	<b>624</b>	<b>2,066</b>	<b>636</b>	<b>2,160</b>	

**6B. EXPLANATORY - OTHER:**

*Definitions:*

*Core Newspaper: all editions that maintain the same basic identity, contain articles of interest to the general public, appear in the same format and language, and include full ROP advertising.*

*Electronic Edition Replica: all digital editions that maintain the same basic identity and content as the core newspaper, including all authorized ROP advertising.*

*Electronic Edition Non-Replica: all digital editions that maintain the same basic identity of the core newspaper but with content that may differ.*

*Unique Editions: all editions that maintain the same basic identity as the core newspaper; contain articles for specific audience segments, may appear in a different format or language, and may contain ROP advertising.*

*SDR: Supplemental Data Report, when included, provides enhanced data for this reporting category.*

Regular publishing days on which no paper was issued:

- Sun: None.
- Morning Mon: None.
- Evening Mon: None.
- Morning Tue: None.
- Evening Tue: None.
- Morning Wed: None.
- Evening Wed: None.
- Morning Thu: None.
- Evening Thu: None.
- Morning Fri: None.
- Evening Fri: None.
- Sat: None.

**MARKET DESCRIPTION:**

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.

This newspaper is a participant in ABC's ZIP/FSA Code Program.

Latest Released Audit Report Issued for 12 months ended September 30, 2006.

(a) County population and occupied household estimates appearing in ABC reports are obtained from Claritas Inc. Estimates for ABC defined newspaper markets and areas below the county level are projections based upon Claritas Inc. estimates. The Claritas 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 Claritas Inc.

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

	City Zone	Retail Trading Zone	All Other
Sun	332	421	340
Morning Cmbd Avg (Mon.-Fri.) & Sat	475	557	560
Evening Cmbd Avg (Mon.-Fri.) & Sat	217	245	135

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.

(c) The following premiums were offered during this statement period:

A newsprint or college umbrella, each with a value of \$7.00, a fleece blanket, with a value of \$10.00, and a gift card, with a value of \$10.00, were offered with all subscriptions at basic prices.

A gift card, with a value of \$15.00, was offered with 2 month Morning and Sunday or Evening and Sunday subscriptions at basic prices.

A gift card, with a value of \$25.00, was offered with new Morning and Sunday or Evening and Sunday EZ pay subscriptions.

Publisher's Return Policy: Fully Returnable

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

**6B. EXPLANATORY - OTHER:** (Continued)

Average Unpaid Distribution:	Sun	Cmbd Dly (Mon.-Fri.)	Morning Cmbd Avg (Mon.-Fri.)	Evening Cmbd Avg (Mon.-Fri.)	Morning Mon	Evening Mon	Morning Tue	Evening Tue
Arrears								
Advertisers, Agencies	21	37	20	17	20	17	20	17
Complimentary, Sample, Service	1,488	1,951	1,039	912	1,059	912	1,010	875
<b>Total</b>	<b>1,509</b>	<b>1,988</b>	<b>1,059</b>	<b>929</b>	<b>1,079</b>	<b>929</b>	<b>1,030</b>	<b>892</b>

  

Average Unpaid Distribution:	Morning Wed	Evening Wed	Morning Thu	Evening Thu	Morning Fri	Evening Fri	Sat
Arrears							
Advertisers, Agencies	20	17	20	17	20	17	21
Complimentary, Sample, Service	1,021	882	1,037	919	1,069	970	1,770
<b>Total</b>	<b>1,041</b>	<b>899</b>	<b>1,057</b>	<b>936</b>	<b>1,089</b>	<b>987</b>	<b>1,791</b>

**6C. AUDIENCE FAX - EXPLANATORY:**

**Print/Online Readership Explanatory:**

DMA Area: Charleston, WV

NDM\* has not been established for readership study.

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

**Gazette/**

Market	Print Readership			Online Readership		Combined Audience	
	Sun	Weekday	Past 7 Days	Past 7 Days	Past 30 Days	Past 7 Days	Past 30 Days
DMA	604	511	769	122	182	796	808

**Gazette**

Market	Print Readership			Online Readership		Combined Audience	
	Sun	Weekday	Past 7 Days	Past 7 Days	Past 30 Days	Past 7 Days	Past 30 Days
DMA	604	403	740	122	182	769	781

**Mail**

Market	Print Readership			Online Readership		Combined Audience	
	Sun	Weekday	Past 7 Days	Past 7 Days	Past 30 Days	Past 7 Days	Past 30 Days
DMA	604	256	667	122	182	702	720

**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 Users/Visitors: This site uses the IP address & User-agent in combination method to measure Unique Users.

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.

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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

CRAIG SELBY

PAR

Circulation Director

President/General Manager

Date Signed: October 15, 2007

01-4955-0	Period Ended Date	09/30/07
USA	Individually Paid Circulation - 50% or more - PAR. 1A - SATURDAY	59,444
	Individually Paid Circulation - 25% - 50% - PAR. 1A - SATURDAY	141
	Other Paid Circulation	2,160
	Electronic Editions	
	Unique Editions	
	April 1 to June 30, 2007 - QUARTERS - SATURDAY	62,156
	July 1 to September 30, 2007 - QUARTERS - SATURDAY	61,332

01-4955-0	Period Ended Date	09/30/07
PARADE	Individually Paid Circulation - 50% or more - PAR. 1A - SUNDAY	73,033
	Individually Paid Circulation - 25% - 50% - PAR. 1A - SUNDAY	158
	Other Paid Circulation	1,936
	Electronic Editions	
	Unique Editions	
	April 1 to June 30, 2007 - QUARTERS - SUNDAY	75,281
	July 1 to September 30, 2007 - QUARTERS - SUNDAY	74,980

Calendar Quarter Ended	Sun		Cmbd Dly (Mon.-Fri.)		Morning Cmbd Avg (Mon.-Fri.)		Evening Cmbd Avg (Mon.-Fri.)		Morning Mon		Evening Mon		Morning Tue		Evening Tue	
	Days		Days		Days		Days		Days		Days		Days		Days	
June 30, 2007	75,281	13	69,672	130	47,560	65	22,112	65	47,428	13	21,998	13	47,619	13	22,121	13
September 30, 2007	74,980	14	68,692	130	46,921	65	21,771	65	46,545	13	21,681	13	46,901	13	21,771	13

  

Calendar Quarter Ended	Morning Wed		Evening Wed		Morning Thu		Evening Thu		Morning Fri		Evening Fri		Sat	
	Days		Days		Days		Days		Days		Days		Days	
June 30, 2007	47,678	13	22,133	13	47,514	13	22,106	13	47,568	13	22,200	13	62,156	13
September 30, 2007	47,056	13	21,815	13	46,994	13	21,733	13	47,111	13	21,854	13	61,332	13