

# News Media Statement

**6 months ended September 30, 2020**

*Subject to Audit*

# ANYTOWN DAILY NEWS

Anytown (Blue County), Illinois

www.theledger.com

CIRCULATION SUMMARY								
	Sun	Avg Mon - Sat	Mon	Tue	Wed	Thu	Fri	Sat
<b>TOTAL COMBINED AVERAGE CIRCULATION</b>	<b>509,096</b>	<b>620,070</b>	<b>533,135</b>	<b>729,319</b>	<b>539,850</b>	<b>748,608</b>	<b>549,438</b>	<b>469,749</b>
Print	507,046	438,950	430,735	429,869	437,450	449,658	447,038	467,899
Digital Replica	1,400	1,900	1,900	1,900	1,900	1,900	1,900	1,400
Digital Nonreplica	650	500	500	500	500	500	500	450
<b>Total Combined Average Circulation</b>	<b>509,096</b>	<b>620,070</b>	<b>533,135</b>	<b>729,319</b>	<b>539,850</b>	<b>748,608</b>	<b>549,438</b>	<b>469,749</b>
CIRCULATION DATA BY PUBLICATION								
ANYTOWN DAILY NEWS - PRINT								
<b>Paid Circulation</b>								
<b>Individually Paid Circulation</b>								
Home Delivery and Mail	397,278	354,690	349,835	345,701	353,753	362,294	361,865	388,051
Single Copy Sales	65,395	42,015	40,440	40,953	41,554	45,065	42,062	34,956
<b>Total Average Individually Paid Circulation</b>	<b>462,673</b>	<b>396,705</b>	<b>390,275</b>	<b>386,654</b>	<b>395,307</b>	<b>407,359</b>	<b>403,927</b>	<b>423,007</b>
<b>Business/Traveler Paid Circulation</b>								
Group Subscriptions (Designated Employees)	100	100	100	100	100	100	100	100
Hotel Distribution - Guest Refund	34,009	22,768	22,228	22,292	22,607	22,721	23,992	36,252
Hotel Distribution - Room/Lobby Copies	100	100	100	100	100	100	100	100
<b>Total Average Business/Traveler Paid Circulation</b>	<b>34,209</b>	<b>22,968</b>	<b>22,428</b>	<b>22,492</b>	<b>22,807</b>	<b>22,921</b>	<b>24,192</b>	<b>36,452</b>
<b>Total Average Paid Circulation - Print</b>	<b>496,882</b>	<b>419,673</b>	<b>412,703</b>	<b>409,146</b>	<b>418,114</b>	<b>430,280</b>	<b>428,119</b>	<b>459,459</b>
<b>Qualified Circulation</b>								
<b>Home Delivery</b>								
Targeted	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000
Market Coverage	131	904	817	906	910	952	936	401
<b>Total Average Home Delivery</b>	<b>5,131</b>	<b>5,904</b>	<b>5,817</b>	<b>5,906</b>	<b>5,910</b>	<b>5,952</b>	<b>5,936</b>	<b>5,401</b>
<b>Single Copy</b>								
Educational Copies	4,933	13,273	12,115	14,717	13,326	13,326	12,883	
Retail/Business	100	100	100	100	100	100	100	100
<b>Total Average Single Copy</b>	<b>5,033</b>	<b>13,373</b>	<b>12,215</b>	<b>14,817</b>	<b>13,426</b>	<b>13,426</b>	<b>12,983</b>	<b>3,039</b>
<b>Total Average Qualified Circulation - Print</b>	<b>10,164</b>	<b>19,277</b>	<b>18,032</b>	<b>20,723</b>	<b>19,336</b>	<b>19,378</b>	<b>18,919</b>	<b>8,440</b>
<b>TOTAL AVERAGE CIRCULATION - PRINT</b>	<b>507,046</b>	<b>438,950</b>	<b>430,735</b>	<b>429,869</b>	<b>437,450</b>	<b>449,658</b>	<b>447,038</b>	<b>467,899</b>
DIGITAL REPLICA								
<b>Paid Circulation</b>								
Subscription	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Single Issue	200	200	200	200	200	200	200	200
<b>Total Average Paid Circulation - Digital Replica</b>	<b>1,200</b>	<b>1,200</b>	<b>1,200</b>	<b>1,200</b>	<b>1,200</b>	<b>1,200</b>	<b>1,200</b>	<b>1,200</b>
<b>Qualified Circulation: Opt-in</b>								
Subscription	100	100	100	100	100	100	100	100
Single Issue	100	100	100	100	100	100	100	100
Educational Copies		500	500	500	500	500	500	
<b>Total Average Qualified Circulation - Digital Replica</b>	<b>200</b>	<b>700</b>	<b>700</b>	<b>700</b>	<b>700</b>	<b>700</b>	<b>700</b>	<b>200</b>
<b>Total Average Circulation - Digital Replica</b>	<b>1,400</b>	<b>1,900</b>	<b>1,900</b>	<b>1,900</b>	<b>1,900</b>	<b>1,900</b>	<b>1,900</b>	<b>1,400</b>
<b>Total Average Circulation - Print &amp; Digital Replica</b>	<b>508,446</b>	<b>440,850</b>	<b>432,635</b>	<b>431,769</b>	<b>439,350</b>	<b>451,558</b>	<b>448,938</b>	<b>469,299</b>
DIGITAL NONREPLICA								
<b>Total Average Paid Circulation - Digital Nonreplica</b>	<b>1,685</b>	<b>2,114</b>	<b>2,156</b>	<b>2,263</b>	<b>2,160</b>	<b>2,176</b>	<b>2,136</b>	<b>1,820</b>
<b>Total Average Qualified Circulation - Digital Nonreplica</b>								
<b>Total Average Circulation - Digital Nonreplica</b>	<b>1,685</b>	<b>2,114</b>	<b>2,156</b>	<b>2,263</b>	<b>2,160</b>	<b>2,176</b>	<b>2,136</b>	<b>1,820</b>
<b>TOTAL AVERAGE CIRCULATION - PRINT &amp; DIGITAL REPLICA AND NONREPLICA</b>	<b>43,122</b>	<b>34,589</b>	<b>32,769</b>	<b>32,770</b>	<b>38,703</b>	<b>34,701</b>	<b>34,943</b>	<b>33,255</b>

REPORT ENDING DATE

September 30, 2020

Visit [auditedmedia.com](http://auditedmedia.com) Media Intelligence Center for additional data.

MISCELLANEOUS

Due to the disruption of normal business activities created by COVID-19, the circulation claims for the Q1 2020 period, which are included in this Audit Report, are for the period 1/1/20 to 2/29/20.

Due to the disruption of normal business activities created by COVID-19, the circulation claims for the Q2 2020 period, which are included in this Audit Report, are for the period 6/1/20 to 6/30/20.

NONPUBLISHING DAYS

No paper was issued on the following regular publishing days:

December 25, 2019 (Wednesday)	Anytown Daily News
September 7, 2020 (Monday)	Anytown Daily News

DAYS OMITTED FROM AVERAGES

The following issue(s) has been eliminated from the averages reported. The net circulation for the issue(s) is as follows:

December 22, 2019 (Sunday)	Anytown Daily News	472,000
July 4, 2020 (Saturday)	Anytown Daily News	421,000

PUBLISHER'S RETURN POLICY

Fully Returnable

QUALIFIED RETAIL/BUSINESS




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

ADVERTISING POLICY

Publisher's declared policy is that all editions of the Daily and Sunday issues carry all advertising scheduled for the day, except copy received too late for early editions is inserted in corresponding editions of the following day. Some editions of the Sunday issue include additional advertising. The digital replica edition contains all ROP advertising content found in the print edition. FSIs are excluded from the digital replica edition.

The NEARBY TOWN DAILY NEWS digital replica edition contains all ROP advertising content found in the print edition. FSIs are excluded from the digital replica edition.

## PUBLISHING PLANS

	Frequency: Daily Delivery Vehicle(s): Print, online, mobile Primary Circulation Classification: Paid Home delivered 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 e-readers. Website(s): www.anytowndailynews.com, www.localnews.com
	Frequency: Monday through Friday Delivery Vehicle(s): Print Primary Circulation Classification: Qualified Copies are distributed free at retail business locations: format targets young urban professionals. Website(s): www.yuc.com
 <b>NEARBY TOWN DAILY NEWS</b>	Frequency: Tuesday, Thursday Delivery Vehicle(s): Print, online Primary Circulation Classification: Qualified Home delivered print editions to targeted households Free retail location distribution in surrounding suburbs Website(s): www.nearby.com

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We certify that to the best of our knowledge all data set forth in this News media statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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