

An overview of the “Circulation Data by Publication” section
of an AAM news media statement

1	ANYTOWN NEWS - PRINT	
2	Paid Circulation	This section represents end consumers that have paid at least one cent net of considerations for the newspaper.
3	Individually Paid Circulation	
4	Individual Subscriptions	The number of consumers who paid for an individual subscription.
5	Single Copy	The number of consumers who paid for a single-copy issue.
6	Total Average Individually Paid Circulation	Individual Subscriptions and Single Copy (Row 4 + 5)
7	Business/Traveler Paid Circulation	This section represents paid distribution funded by an employer for their employees, hotels for their guests or by hotel guests themselves.
8	Group Subscriptions	The number of newspaper copies purchased by an employer for use by their employees.
9	Hotel Distribution - Guest Refund	The number of hotel guests who were billed and paid for a copy of the newspaper.
10	Hotel Distribution - Room/Lobby Copies	The number of copies distributed to hotel guests in common hotel public areas paid for by the hotel for at least one cent net of considerations.
11	Total Average Business/Traveler Paid Circulation	Group Subscriptions and Hotel Distribution (Row 8 + 9 + 10)
12	Total Average Paid Circulation - Print	Total Average Individually Paid Circulation and Total Average Business/Traveler Paid Circulation (Row 6 + 11)
13	Qualified Circulation	This section represents copies distributed for free to end consumers.
14	Home Delivery - Address Specific	The number of sampling copies distributed to specific addresses.
15	Home Delivery - Market Coverage	The number of sampling copies distributed to all residents of a particular town, ZIP code, etc.
16	Public Access	The number of copies: <ul style="list-style-type: none"> Requested by retail establishments for use by their patrons. Delivered to residential apartments. Distributed to patrons of an event. Available for pickup at various rack locations.
17	Other Qualified	The number of copies: <ul style="list-style-type: none"> Requested by a teacher for students' classroom use. Available for college students at limited access areas on college campuses. Available for pickup by employees or agents of the newspaper.
18	Total Average Qualified Circulation - Print	Home Delivery, Public Access and Other Qualified (Row 14 + 15 + 16 + 17)
19	Total Average Circulation - Print	Total Average Paid Circulation - Print and Total Average Qualified Circulation - Print (Row 12 + 18)

An overview of the “Circulation Data by Publication” section
of an AAM news media statement

20	ANYTOWN NEWS - DIGITAL REPLICA	The exact replica of the print version of the newspaper in digital format.
21	Paid Circulation	This section represents end consumers that have paid at least one cent net of considerations for the digital replica edition of the newspaper.
22	Individual Access	The number of consumers who paid for a subscription to the digital replica edition.
23	Single Copy	The number of consumers who paid for a single copy of the digital replica edition.
24	Total Average Paid Circulation - Digital Replica	Individual Access and Single Copy (Row 22 + 23)
25	Qualified Circulation	This section represents free copies of the digital replica edition distributed to end consumers.
26	Individual Access	The number of end consumers who registered and activated or downloaded a free subscription of the digital replica edition.
27	Single Copy	The number of end consumers who registered and activated or downloaded a free single copy of the digital replica edition.
28	Other Qualified	The number of copies of the digital replica edition: <ul style="list-style-type: none"> • Requested by a teacher for students’ classroom use. • Registered and activated by college students or faculty. • Available to employees or agents of the newspaper.
29	Total Average Qualified Circulation - Digital Replica	Individual Access, Single Copy and Other Qualified (Row 26 + 27 + 28)
30	Total Average Circulation - Digital Replica	Total Average Paid Circulation - Digital Replica and Total Average Qualified Circulation - Digital Replica (Row 24 + 29)
31	Total Average Circulation - Print + Digital Replica	Total Average Circulation - Print and Total Average Circulation - Digital Replica (Row 19 + 30)
32	ANYTOWN NEWS - DIGITAL NONREPLICA	A digital edition of the newspaper that may not have the same layout as the print version, but is consistent in character and editorial content. Advertising may differ and may exclude free standing inserts.
33	Total Average Paid Circulation - Digital Nonreplica	The number of all paid digital nonreplica subscriptions and single copies.
34	Total Average Qualified Circulation - Digital Nonreplica	The number of all qualified digital nonreplica subscriptions and single copies.
35	Total Average Circulation - Digital Nonreplica	Total Replica and Total Nonreplica (Row 33 + 34)
36	TOTAL AVERAGE CIRCULATION - PRINT & DIGITAL REPLICA AND NONREPLICA	Total all print and digital paid and qualified distribution (Row 31 + 35)