



NEWS MEDIA AUDIT

Anytown, Alberta

24 months ended September 30, 2021

To Members of the Alliance for Audited Media:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with AAM's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average circulation shown below and all other related data shown in the Media Intelligence Center for the reporting period are fairly stated in all respects material to average circulation.

Alliance for Audited Media

AUDIT STATEMENT												
	Sat			Avg Mon-Fri			Mon			Tue		
	Audit	Claims	Diff	Audit	Claims	Diff	Audit	Claims	Diff	Audit	Claims	Diff
News Today												
Print												
Digital Replica												
Digital Nonreplica												
Total Circulation Excluding Affiliated Publications												
AFFILIATED PUBLICATIONS												
Anytime												
Prairie Post West												
Total Combined Average Circulation												

	Wed			Thu			Fri		
	Audit	Claims	Diff	Audit	Claims	Diff	Audit	Claims	Diff
News Today									
Print									
Digital Replica									
Digital Nonreplica									
Total Circulation Excluding Affiliated Publications									
AFFILIATED PUBLICATIONS									
Anytime									
Prairie Post West									
Total Combined Average Circulation									

ACTUAL ONE DAY DISTRIBUTION - BY TOWNS RECEIVING 100 COPIES OR MORE

Sat, May 27, 2021; Fri, May 26, 2021.

(# OH's) Occupied Census and Estimates - See Notes.

*Arrived at by relating actual gross distribution figures to average circulation for the period covered by this report

Province Town	County, District or Municipality	# OH's Census	# OH's Estimate	News Today, Sat			Anytime, Sat		
				Total Circula- tion	Avg. Proj. Circ.*	Hshld. Cov. %	Total Circula- tion	Avg. Proj. Circ.*	Hshld. Cov. %
ALBERTA									
Airdrie	Census Division 6								
Banff	Census Division 15								
Brooks	Census Division 2								
Calgary	Census Division 6								
Calgary Rural	Census Division 6								
Canmore	Census Division 15								
Chestermere	Census Division 6								
Cochrane	Census Division 6								
De Winton	Census Division 6								
Drumheller	Census Division 5								
High River	Census Division 6								
Lethbridge	Census Division 2								
Medicine Hat	Census Division 1								
Okotoks	Census Division 6								
Olds	Census Division 6								
Red Deer	Census Division 8								
Strathmore	Census Division 5								
Under 100 Copies									
Total In Alberta									
BRITISH COLUMBIA									
Under 100 Copies									
Total In British Columbia									
All Other									
Total Print Circulation									
Digital Replica Circulation									
Digital Nonreplica Circulation									
Total Average Circulation									

ACTUAL ONE DAY DISTRIBUTION - BY TOWNS RECEIVING 100 COPIES OR MORE (Continued)

					Prairie Post West, Sat			News Today, Fri		
Province Town	County, District or Municipality	# OH's Census	# OH's Estimate	Total Circulation	Avg. Proj. Circ.*	Hshld. Cov. %	Total Circulation	Avg. Proj. Circ.*	Hshld. Cov. %	
ALBERTA										
Airdrie	Census Division 6									
Banff	Census Division 15									
Brooks	Census Division 2									
Calgary	Census Division 6									
Calgary Rural	Census Division 6									
Canmore	Census Division 15									
Chestermere	Census Division 6									
Cochrane	Census Division 6									
De Winton	Census Division 6									
Drumheller	Census Division 5									
High River	Census Division 6									
Lethbridge	Census Division 2									
Medicine Hat	Census Division 1									
Okotoks	Census Division 6									
Olds	Census Division 6									
Red Deer	Census Division 8									
Strathmore	Census Division 5									
Under 100 Copies										
Total In Alberta										
BRITISH COLUMBIA										
Under 100 Copies										
Total In British Columbia										
All Other										
Total Print Circulation										
Digital Replica Circulation										
Digital Nonreplica Circulation										
Total Average Circulation										

ACTUAL ONE DAY DISTRIBUTION - BY COUNTIES, DISTRICTS OR MUNICIPALITIES

		News Today, Sat			Anytime, Sat		
Province County, District or Municipality	# OH's Estimate	Total Circulation	Avg. Proj. Circ.*	Hshld. Cov. %	Total Circulation	Avg. Proj. Circ.*	Hshld. Cov. %
ALBERTA							
Census Division No. 1							
Census Division No. 2							
Census Division No. 3							
Census Division No. 5							
Census Division No. 6							
Census Division No. 8							
Census Division No. 15							
Miscellaneous Census Divisions							
Total In Alberta							
BRITISH COLUMBIA							
Miscellaneous Census Divisions							
Total In British Columbia							
All Other							
Total Print Circulation							
Digital Replica Circulation							
Digital Nonreplica Circulation							
Total Average Circulation							

		Prairie Post West, Sat			News Today, Fri		
Province County, District or Municipality	# OH's Estimate	Total Circulation	Avg. Proj. Circ.*	Hshld. Cov. %	Total Circulation	Avg. Proj. Circ.*	Hshld. Cov. %
ALBERTA							
Census Division No. 1							
Census Division No. 2							
Census Division No. 3							
Census Division No. 5							
Census Division No. 6							
Census Division No. 8							
Census Division No. 15							
Miscellaneous Census Divisions							
Total In Alberta							
BRITISH COLUMBIA							
Miscellaneous Census Divisions							
Total In British Columbia							
All Other							
Total Print Circulation							
Digital Replica Circulation							
Digital Nonreplica Circulation							
Total Average Circulation							

ACTUAL ONE DAY DISTRIBUTION - BY FORWARD SORTATION AREA CODE

			News Today, Sat			Anytime, Sat		
Province Forward Sortation Area Code	Town	# OH's Estimate	Total Circulation	Avg. Proj. Circ.*	Hshld. Cov. %	Total Circulation	Avg. Proj. Circ.*	Hshld. Cov. %
ALBERTA								
T0K	Barnwell							
	Bellevue							
	Blairmore							
	Bow Island							
	Brocket							
	Burdett							
T0L	Barons							
	Carmangay							
	Champion							
	Claeshom							
	Coalhurst							
	Fort MacLeod							
T1G	Taber							
T1H	Lethbridge							
T1J	Lethbridge							
T1K	Lethbridge							
T1M	Coaldale							
Miscellaneous Forward Sortation Area Codes								
Total Print Circulation								
Digital Replica Circulation								
Digital Nonreplica Circulation								
Total Average Circulation								

ACTUAL ONE DAY DISTRIBUTION - BY FORWARD SORTATION AREA CODE (Continued)

			Prairie Post West, Sat			News Today, Fri		
Province Forward Sortation Area Code	Town	# OH's Estimate	Total Circulation	Avg. Proj. Circ.*	Hshld. Cov. %	Total Circulation	Avg. Proj. Circ.*	Hshld. Cov. %
ALBERTA								
T0K	Barnwell							
	Bellevue							
	Blairmore							
	Bow Island							
	Brocket							
	Burdett							
T0L	Barons							
	Carmangay							
	Champion							
	Claeshom							
	Coalhurst							
	Fort MacLeod							
T1G	Taber							
T1H	Lethbridge							
T1J	Lethbridge							
T1K	Lethbridge							
T1M	Coaldale							
Miscellaneous Forward Sortation Area Codes								
Total Print Circulation								
Digital Replica Circulation								
Digital Nonreplica Circulation								
Total Average Circulation								

NOTES

REPORT ENDING DATE

September 30, 2021

NONPUBLISHING DAYS

No paper was issued on the following regular publishing days:

March 21, 2021 (Sunday) Anytown News

DAYS OMITTED FROM AVERAGES

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

March 17, 2021 (Wednesday) Anytown News X,XXX

(# OH'S) Occupied Households

Census Division household estimates as well as FSA household estimates appearing in AAM Canadian reports are obtained from Canada Post.