



Alliance for Audited Media
TRANSACTION WITH TRUST



News Media Statement

Anytown, IL ATN.com

6 months ended September 30, 20__
Subject to Audit

[Learn more about this media property at auditedmedia.com](http://auditedmedia.com)

AUDIENCE SUMMARY

READERSHIP	Print Readership: In Market				Online Readership: In Market		Net Combined Audience: In Market (unduplicated)		
	Sun	Weekday	Saturday	Past 7 Days	Past 7 Days	Past 30 Days		Past 7 Days	Past 7 Days Print Past 30 Days Online
DMA Readers	134,919	119,692		299,767	142,298	201,254	DMA Audience	355,815	392,883
Reach	3.5%	3.1%		7.8%	3.7%	5.2%	Reach	9.2%	10.2%
NDM Readers	128,366	118,468		293,214	132,448	188,185	NDM Audience	341,696	375,545
Reach	4.2%	3.9%		9.7%	4.4%	6.2%	Reach	11.3%	12.4%

Source: 20__ Release 1 Nielsen Scarborough Report. Copyright 20__, The Nielsen Company. All rights reserved.

CROSS-MEDIA METRICS

WEBSITE ACTIVITY			Period
www.anytown.com (Combined)	Unique Browsers	399,673	September ____
	Page Impressions	977,178	

Source: Adobe Analytics

CIRCULATION SUMMARY

	Sun	Avg Tue-Sat	Wed
TOTAL COMBINED AVERAGE CIRCULATION	92,100	64,580	72,930
ANYTOWN NEWS			
Print	87,250	59,730	67,030
Digital Replica	4,350	4,350	4,350
Digital Nonreplica	500	500	500
Total Circulation Excluding Other Affiliated Publications	92,100	64,580	71,880
AFFILIATED PUBLICATIONS			
Anytime Today			1,050
Total Combined Average Circulation	92,100	64,580	72,930

CIRCULATION DATA BY PUBLICATION			
	Sun	Avg Tue-Sat	Wed
ANYTOWN NEWS - PRINT			
Paid Circulation			
Individually Paid Circulation			
Individual Subscriptions	58,300	50,000	54,200
Single Copy	10,000	1,600	4,600
Total Average Individually Paid Circulation	68,300	51,600	58,800
Business/Traveler Paid Circulation			
Group Subscriptions	50	50	50
Hotel Distribution - Guest Refund	50	30	30
Hotel Distribution - Room/Lobby Copies	200	50	50
Total Average Business/Traveler Paid Circulation	300	130	130
Total Average Paid Circulation - Print	68,600	51,730	58,930
Qualified Circulation			
Home Delivery - Address Specific	11,100	5,500	5,500
Home Delivery - Market Coverage	5,500		
Public Access	1,150	1,600	1,700
Other Qualified	900	900	900
Total Average Qualified Circulation - Print	18,650	8,000	8,100
Total Average Circulation - Print	87,250	59,730	67,030
ANYTOWN NEWS - DIGITAL REPLICA			
Paid Circulation			
Individual Access	4,000	4,000	4,000
Single Copy	100	100	100
Total Average Paid Circulation - Digital Replica	4,100	4,100	4,100
Qualified Circulation			
Individual Access	200	200	200
Single Copy	10	10	10
Other Qualified	40	40	40
Total Average Qualified Circulation - Digital Replica	250	250	250
Total Average Circulation - Digital Replica	4,350	4,350	4,350
Total Average Circulation - Print & Digital Replica	91,600	64,080	71,380
ANYTOWN NEWS - DIGITAL NONREPLICA			
Total Average Paid Circulation - Digital Nonreplica	400	400	400
Total Average Qualified Circulation - Digital Nonreplica	100	100	100
Total Average Circulation - Digital Nonreplica	500	500	500
TOTAL AVERAGE CIRCULATION - PRINT & DIGITAL REPLICA AND NONREPLICA	92,100	64,580	71,880

CIRCULATION DATA BY PUBLICATION			
	Sun	Avg Tue-Sat	Wed
ANYTIME TODAY - PRINT			
Paid Circulation			
Individually Paid Circulation			
Individual Subscriptions			50
Single Copy			50
Total Average Individually Paid Circulation			100
Business/Traveler Paid Circulation			
Group Subscriptions			50
Hotel Distribution - Guest Refund			25
Hotel Distribution - Room/Lobby Copies			25
Total Average Business/Traveler Paid Circulation			100
Total Average Paid Circulation - Print			200
Qualified Circulation			
Home Delivery - Address Specific			150
Home Delivery - Market Coverage			100
Public Access			100
Other Qualified			150
Total Average Qualified Circulation - Print			500
Total Average Circulation - Print			700
ANYTIME TODAY - DIGITAL REPLICA			
Paid Circulation			
Individual Access			100
Single Copy			25
Total Average Paid Circulation - Digital Replica			125
Qualified Circulation			
Individual Access			50
Single Copy			25
Other Qualified			50
Total Average Qualified Circulation - Digital Replica			125
Total Average Circulation - Digital Replica			250
Total Average Circulation - Print & Digital Replica			950
ANYTIME TODAY - DIGITAL NONREPLICA			
Total Average Paid Circulation - Digital Nonreplica			50
Total Average Qualified Circulation - Digital Nonreplica			50
Total Average Circulation - Digital Nonreplica			100
TOTAL AVERAGE CIRCULATION - PRINT & DIGITAL REPLICA AND NONREPLICA			1,050

REPORT ENDING DATE

September 30, 20__

Visit auditedmedia.com Media Intelligence Center for additional data.

NONPUBLISHING DAYS

No paper was issued on the following regular publishing days:

September 8, 20__ (Wednesday) ANYTOWN 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:

August 22, 20__ (Sunday) 75,000 ANYTOWN NEWS

QUALIFIED PUBLIC ACCESS

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

SINGLE COPY PRICES

Daily/Other: \$1.50

Sunday/Weekend: \$2.00

John Doe, Advertising Director
Telephone (224) 366-6300
48 W. Seegers Road
Arlington Heights, IL 60005
jdoe@auditedmedia.com

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.

Parent Company: AAM Publishing

ANYTOWN NEWS, published by AAM Publishing Company • 48 W. Seegers Road • Arlington Heights, IL 60005

TOM JONES

Circulation Director

MARY SMITH

Publisher