



**Audit Bureau  
of Circulations  
Newspaper  
Publisher's  
Statement**  
*Subject to Audit*

**For six months ended September 30, 2009**

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

Charleston (Kanawha County), West Virginia

www.cnpapers.com

	Sun	Cmbd Dly (Mon.-Fri.)	Charleston Gazette Cmbd Avg (Mon.-Fri.)	Charleston Daily Mail Cmbd Avg (Mon.-Fri.)	Charleston Gazette Mon	Charleston Daily Mail Mon
<b>1. TOTAL AVERAGE PAID CIRCULATION</b>	<b>68,940</b>	<b>59,896</b>	<b>40,671</b>	<b>19,225</b>	<b>40,373</b>	<b>19,092</b>
<i>Core Newspaper with replica electronic</i>	68,940	59,896	40,671	19,225	40,373	19,092
Core Newspaper	68,940	59,896	40,671	19,225	40,373	19,092
Electronic Editions	0	0	0	0	0	0
Other Unique Editions	0	0	0	0	0	0
<b>Total Average Paid Circulation</b>	<b>68,940</b>	<b>59,896</b>	<b>40,671</b>	<b>19,225</b>	<b>40,373</b>	<b>19,092</b>
<b>1A. AVERAGE PAID CIRCULATION - Core Newspaper Paid for by Individual Recipients</b>						
Home Delivery and Mail	52,269	47,987	32,206	15,781	32,213	15,787
Single Copy Sales	15,009	9,690	6,738	2,952	6,534	2,829
<b>Total Average Paid by Individual Recipient Circulation - Core Newspaper</b>	<b>67,278</b>	<b>57,677</b>	<b>38,944</b>	<b>18,733</b>	<b>38,747</b>	<b>18,616</b>
<b>Other Paid Circulation:</b> (See Par. 6A)						
Single Copy Sales	0	0	0	0	0	0
Educational Programs	95	292	279	13	251	0
Employee/Independent Contractor	599	599	309	290	309	290
Third Party Sales	968	1,328	1,139	189	1,066	186
Third Party Sales - Payment made with barter	0	0	0	0	0	0
<b>Subtotal</b>	<b>1,662</b>	<b>2,219</b>	<b>1,727</b>	<b>492</b>	<b>1,626</b>	<b>476</b>
Total Average Paid Circulation - Core Newspaper	68,940	59,896	40,671	19,225	40,373	19,092
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>68,940</b>	<b>59,896</b>	<b>40,671</b>	<b>19,225</b>	<b>40,373</b>	<b>19,092</b>
Other Audited Circulation (Optional)	0	0	0	0	0	0
Total Circulation (Optional)	0	0	0	0	0	0
Days Omitted from Averages	None				None	None

**Audience-FAX**

PRINT READERSHIP: In Market				ONLINE READERSHIP: In Market			NET COMBINED AUDIENCE: In Market (unduplicated)			WEB SITE USAGE: Total Activity	
Gazette/Mail DMA	Sun	Weekday	Past 7 Days	Gazette/Mail DMA	Past 7 Days	Past 30 Days	Gazette/Mail DMA	Past 7 Days	Past 7 Days Print Past 30 Days Online	Total Unique Cookies	Sept. 2009
Readers	192,124	151,393	246,877	Readers	58,974	84,643	Audience	262,152	272,635	924,678	
Reach	21.1%	16.6%	27.1%	Reach	6.5%	9.3%	Reach	28.8%	30.0%	10,617,925	
NDM*				NDM*			NDM*				
Readers	148,262	117,467	178,578	Readers	40,499	61,290	Audience	183,764	190,002		
Reach	63.9%	50.6%	76.9%	Reach	17.4%	26.4%	Reach	79.1%	81.8%		

Source: Scarborough, 2009, Release 1, See Explanatory

Source: Publisher Log Files, See Explanatory

01-4955-0

Charleston Gazette Tue	Charleston Daily Mail Tue	Charleston Gazette Wed	Charleston Daily Mail Wed	Charleston Gazette Thu	Charleston Daily Mail Thu	Charleston Gazette Fri	Charleston Daily Mail Fri	Sat
40,575	19,154	40,819	19,311	40,792	19,205	40,794	19,358	55,691
40,575	19,154	40,819	19,311	40,792	19,205	40,794	19,358	55,691
0	0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0	0
40,575	19,154	40,819	19,311	40,792	19,205	40,794	19,358	55,691
32,202	15,781	32,214	15,787	32,215	15,784	32,185	15,766	45,914
6,690	2,891	6,847	2,983	6,842	2,938	6,774	3,118	7,560
38,892	18,672	39,061	18,770	39,057	18,722	38,959	18,884	53,474
0	0	0	0	0	0	0	0	0
268	2	332	60	266	0	277	0	180
309	290	309	290	309	290	309	290	599
1,106	190	1,117	191	1,160	193	1,249	184	1,438
0	0	0	0	0	0	0	0	0
1,683	482	1,758	541	1,735	483	1,835	474	2,217
40,575	19,154	40,819	19,311	40,792	19,205	40,794	19,358	55,691
0	0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0	0
40,575	19,154	40,819	19,311	40,792	19,205	40,794	19,358	55,691
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 7 Days Print Past 30 Days Online
DMA				DMA			DMA		
Readers	192,124	123,208	239,518	Readers	58,974	84,643	Audience	254,793	265,479
Reach	21.1%	13.5%	26.3%	Reach	6.5%	9.3%	Reach	28.0%	29.2%
NDM*				NDM*			NDM*		
Readers	148,262	91,965	174,752	Readers	40,499	61,290	Audience	179,938	186,379
Reach	63.9%	39.6%	75.3%	Reach	17.4%	26.4%	Reach	77.5%	80.3%

Source: Scarborough, 2009, Release 1, See Explanatory

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 7 Days Print Past 30 Days Online
DMA				DMA			DMA		
Readers	192,124	63,310	211,714	Readers	58,974	84,643	Audience	233,216	244,845
Reach	21.1%	7.0%	23.3%	Reach	6.5%	9.3%	Reach	25.6%	26.9%
NDM*				NDM*			NDM*		
Readers	148,262	57,440	161,357	Readers	40,499	61,290	Audience	171,337	178,190
Reach	63.9%	24.7%	69.5%	Reach	17.4%	26.4%	Reach	73.8%	76.7%

Source: Scarborough, 2009, Release 1, See Explanatory

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

	Sun	Cmbd Dly (Mon.-Fri.)	Charleston Gazette Cmbd Avg (Mon.-Fri.)	Charleston Daily Mail Cmbd Avg (Mon.-Fri.)	Charleston Gazette Mon	Charleston Daily Mail Mon
<b>City Zone</b>						
Home Delivery and Mail (See Par. 6B)	15,885	15,820	9,251	6,569	9,249	6,568
Single Copy Sales (Individual)	3,558	3,007	1,791	1,216	1,703	1,142
Educational Programs	43	156	145	11	141	
Employee/Independent Contractor	459	459	239	220	239	220
Third Party Sales	493	745	616	129	580	126
<b>Total City Zone</b>	<b>20,438</b>	<b>20,187</b>	<b>12,042</b>	<b>8,145</b>	<b>11,912</b>	<b>8,056</b>
<b>Retail Trading Zone</b>						
Home Delivery and Mail (See Par. 6B)	19,886	17,417	10,317	7,100	10,322	7,104
Single Copy Sales (Individual)	4,810	2,628	1,660	968	1,635	921
Educational Programs	31	36	36		18	
Employee/Independent Contractor	62	62	31	31	31	31
Third Party Sales	131	120	95	25	95	25
<b>Total Retail Trading Zone</b>	<b>24,920</b>	<b>20,263</b>	<b>12,139</b>	<b>8,124</b>	<b>12,101</b>	<b>8,081</b>
<b>Total City Zone &amp; Retail Trading Zone</b>	<b>45,358</b>	<b>40,450</b>	<b>24,181</b>	<b>16,269</b>	<b>24,013</b>	<b>16,137</b>
<b>All Other</b>						
Home Delivery and Mail (See Par. 6B)	16,498	14,750	12,638	2,112	12,642	2,115
Single Copy Sales (Individual)	6,641	4,055	3,287	768	3,196	766
Educational Programs	21	100	98	2	92	
Employee/Independent Contractor	78	78	39	39	39	39
Third Party Sales	344	463	428	35	391	35
<b>Total All Other</b>	<b>23,582</b>	<b>19,446</b>	<b>16,490</b>	<b>2,956</b>	<b>16,360</b>	<b>2,955</b>
<b>Total Average Paid Circulation</b>	<b>68,940</b>	<b>59,896</b>	<b>40,671</b>	<b>19,225</b>	<b>40,373</b>	<b>19,092</b>

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

		Population	Occupied Households	Sun			Charleston Gazette 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						
	#1-1-09 Est.	105,402	47,522	20,438	29.6	43.0%	12,042	29.6	25.3%
	2000 Census	139,824	56,618						
Retail Trading Zone	#1-1-09 Est.	140,207	57,983	24,920	36.2	43.0%	12,139	29.9	20.9%
	2000 Census	251,662	106,254						
	#1-1-09 Est.	245,609	105,505	45,358	65.8	43.0%	24,181	59.5	22.9%
All Other				23,582	34.2		16,490	40.5	
<b>Total Paid</b>				<b>68,940</b>	<b>100.0%</b>		<b>40,671</b>	<b>100.0%</b>	

		Population	Occupied Households	Charleston Daily Mail 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						
	#1-1-09 Est.	105,402	47,522	8,145	42.4	17.1%	17,383	31.2	36.6%
	2000 Census	139,824	56,618						
Retail Trading Zone	#1-1-09 Est.	140,207	57,983	8,124	42.2	14.0%	19,310	34.7	33.3%
	2000 Census	251,662	106,254						
	#1-1-09 Est.	245,609	105,505	16,269	84.6	15.4%	36,693	65.9	34.8%
All Other				2,956	15.4		18,998	34.1	
<b>Total Paid</b>				<b>19,225</b>	<b>100.0%</b>		<b>55,691</b>	<b>100.0%</b>	

#Source: The Nielsen Company (U.S.), Inc. (See Par. 6B).

Charleston Gazette Tue	Charleston Daily Mail Tue	Charleston Gazette Wed	Charleston Daily Mail Wed	Charleston Gazette Thu	Charleston Daily Mail Thu	Charleston Gazette Fri	Charleston Daily Mail Fri	Sat
9,251	6,569	9,257	6,574	9,256	6,573	9,242	6,563	14,169
1,762	1,183	1,829	1,220	1,847	1,217	1,814	1,316	2,062
152	2	146	50	144		143		94
239	220	239	220	239	220	239	220	459
594	130	601	131	600	133	706	124	599
11,998	8,104	12,072	8,195	12,086	8,143	12,144	8,223	17,383
10,316	7,099	10,319	7,103	10,319	7,101	10,310	7,093	16,972
1,651	939	1,689	995	1,681	958	1,644	1,026	2,109
21		72		17		51		38
31	31	31	31	31	31	31	31	62
95	25	95	25	95	25	97	25	129
12,114	8,094	12,206	8,154	12,143	8,115	12,133	8,175	19,310
24,112	16,198	24,278	16,349	24,229	16,258	24,277	16,398	36,693
12,635	2,113	12,638	2,110	12,640	2,110	12,633	2,110	14,773
3,277	769	3,329	768	3,314	763	3,316	776	3,389
95		114	10	105		83		48
39	39	39	39	39	39	39	39	78
417	35	421	35	465	35	446	35	710
16,463	2,956	16,541	2,962	16,563	2,947	16,517	2,960	18,998
40,575	19,154	40,819	19,311	40,792	19,205	40,794	19,358	55,691

AVERAGE PAID CIRCULATION BY QUARTERS:	Sun	Cmbd Dly (Mon.-Fri.)	Charleston Gazette Cmbd Avg (Mon.-Fri.)	Charleston Daily Mail Cmbd Avg (Mon.-Fri.)	Charleston Gazette Mon	Charleston Daily Mail Mon	Charleston Gazette Tue	Charleston Daily Mail Tue
April 1 to June 30, 2009	69,479	60,306	41,175	19,131	40,895	18,938	41,069	18,987
July 1 to September 30, 2009	68,401	59,495	40,176	19,319	39,847	19,247	40,078	19,321

AVERAGE PAID CIRCULATION BY QUARTERS:	Charleston Gazette Wed	Charleston Daily Mail Wed	Charleston Gazette Thu	Charleston Daily Mail Thu	Charleston Gazette Fri	Charleston Daily Mail Fri	Sat
April 1 to June 30, 2009	41,397	19,497	41,254	19,047	41,258	19,185	56,228
July 1 to September 30, 2009	40,287	19,142	40,329	19,367	40,328	19,533	55,157

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

**4. BASIC PRICES:**

	By Home Delivery 52 Wks./1 Yr.	Single Copy	By Mail 52 Wks./1 Yr.
M (Gazette), M (Mail) & S . . . .	\$264.55		\$399.60
M & S (Gazette) . . . . .	169.00		238.56
M & S (Mail) . . . . .	169.00		238.56
M only (Gazette) . . . . .	112.50	50¢	178.80
M only (Mail) . . . . .	112.50	50¢	178.80
M (Mon.-Fri.) (Gazette) . . . . .	95.55		161.04
M (Mon.-Fri.) (Mail) . . . . .	95.55		161.04
Sat & S . . . . .	118.70		179.40
S only . . . . .	97.80	\$1.50	94.20

**5. ANALYSIS OF HOME DELIVERY AND MAIL INDIVIDUALLY PAID CIRCULATION BY PRICE CATEGORY:**

Newspapers will report subscription circulation above and below 25 percent of basic price. This reporting is only required if more than five percent of a newspaper's subscription circulation falls into the less than 25 percent of basic price category.

This information will not appear in Paragraph 5 of newspaper reports. Instead, the data will be reported in a secure, password-protected area of ABC's Web site.

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

	Sun	Cmbd Dly (Mon.-Fri.)	Charleston Gazette Cmbd Avg (Mon.-Fri.)	Charleston Daily Mail Cmbd Avg (Mon.-Fri.)	Charleston Gazette Mon	Charleston Daily Mail Mon	Charleston Gazette Tue	Charleston Daily Mail Tue
<b>Other Paid Circulation - Core Newspaper</b>								
Educational Programs								
Newspapers in Education	95	292	279	13	251		268	2
Employee/Independent Contractor	599	599	309	290	309	290	309	290
Third Party Sales								
Businesses - Available for employees	5	108	77	31	75	30	75	30
Hospitals and Nursing Homes - Available for patients/hospital staff	495	668	579	89	550	88	564	90
Hotels, Motels - Available for guests	394	507	438	69	397	68	423	70
Restaurants - Available for patrons	8	8	8		8		8	
School Copies - Available for students		37	37		36		36	
Social Functions - Available for patrons	66							
<b>Total Other Paid Circulation - Core Newspaper</b>	<b>1,662</b>	<b>2,219</b>	<b>1,727</b>	<b>492</b>	<b>1,626</b>	<b>476</b>	<b>1,683</b>	<b>482</b>
	Charleston Gazette Wed	Charleston Daily Mail Wed	Charleston Gazette Thu	Charleston Daily Mail Thu	Charleston Gazette Fri	Charleston Daily Mail Fri	Sat	
<b>Other Paid Circulation - Core Newspaper</b>								
Educational Programs								
Newspapers in Education	332	60	266		277		180	
Employee/Independent Contractor	309	290	309	290	309	290	599	
Third Party Sales								
Businesses - Available for employees	75	30	75	35	86	30	105	
Hospitals and Nursing Homes - Available for patients/hospital staff	568	91	567	90	650	86	527	
Hotels, Motels - Available for guests	427	70	473	68	469	68	798	
Restaurants - Available for patrons	8		8		8		8	
School Copies - Available for students	39		37		36			
Social Functions - Available for patrons								
<b>Total Other Paid Circulation - Core Newspaper</b>	<b>1,758</b>	<b>541</b>	<b>1,735</b>	<b>483</b>	<b>1,835</b>	<b>474</b>	<b>2,217</b>	

**6B. EXPLANATORY - OTHER:**

**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.

**NON-PUBLISHING DAYS:** No paper was issued on the following regular publishing days:

- Sun: None.
- Mon Charleston Gazette: None.
- Mon Charleston Daily Mail: None.
- Tue Charleston Gazette: None.
- Tue Charleston Daily Mail: None.
- Wed Charleston Gazette: None.
- Wed Charleston Daily Mail: None.
- Thu Charleston Gazette: None.
- Thu Charleston Daily Mail: None.
- Fri Charleston Gazette: None.
- Fri Charleston Daily Mail: None.
- Sat: None.

**MARKET DESCRIPTION:** Zone Reporting for this newspaper is defined as:

**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.

**PARTICIPANT IN ABC'S PROGRAM(S)/SERVICE(S):** This newspaper is a participant in ABC's ZIP/FSA Code Program.

**LATEST AUDIT REPORT RELEASED:** Issued for 12 months ended September 30, 2008.

**CREDIT AND ARREARS ALLOWANCE:** Included in Home Delivery and Mail is an average of the following:

	City Zone	Retail Trading Zone	All Other
Sun	330	414	343
Charleston Gazette Cmbd Avg (Mon.-Fri.) & Sat	241	268	329
Charleston Daily Mail Cmbd Avg (Mon.-Fri.) & Sat	104	112	33

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.

**MARKET PENETRATION (See Par. 2):** County population and occupied household estimates appearing in ABC reports are obtained from The Nielsen Company (U.S.), Inc. Estimates for ABC defined newspaper markets and areas below the county level are projections based upon The Nielsen Company (U.S.), Inc. estimates. The Nielsen Company (U.S.), 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 The Nielsen Company (U.S.), Inc.

**PUBLISHER'S RETURN POLICY:** Fully Returnable.

**EDITION ADVERTISING POLICY:** Publisher's declared policy is that all editions carry all advertising scheduled for the day.

**AVERAGE UNPAID DISTRIBUTION:**

Morning	Arrears	Advertisers & Agencies	Complimentary, Sample, Service
Sun	1,087	23	1,245
Cmbd Dly (Mon.-Fri.)	1,087	38	2,234
Charleston Gazette			
Cmbd Avg (Mon.-Fri.)	838	22	1,177
Charleston Daily Mail			
Cmbd Avg (Mon.-Fri.)	249	66	1,057
Charleston Gazette Mon	838	22	1,199
Charleston Daily Mail Mon	249	16	1,073
Charleston Gazette Tue	838	22	1,199
Charleston Daily Mail Tue	249	16	1,073
Charleston Gazette Wed	838	22	1,199
Charleston Daily Mail Wed	249	16	1,073
Charleston Gazette Thu	838	22	1,199
Charleston Daily Mail Thu	249	16	1,073
Charleston Gazette Fri	838	22	1,199
Charleston Daily Mail Fri	249	16	1,073
Sat	1,087	22	1,704

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

**Print/Online Readership Explanatory:**

DMA Area: Charleston, WV

NDM\* Area: Reflects 73.3% circulation within the circulation defined market per the September 30, 2008 circulation Audit Report covered by the Readership Newspaper Designated Market and is comprised of: Counties of Boone, Jackson, Kanawha and Putnam, all in West Virginia.

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 7 Days Print Past 30 Days Online
DMA	610	505	747	153	224	780	802
NDM*	531	437	620	124	182	642	654

Gazette Market	Print Readership			Online Readership		Combined Audience	
	Sun	Weekday	Past 7 Days	Past 7 Days	Past 30 Days	Past 7 Days	Past 7 Days Print Past 30 Days Online
DMA	610	408	724	153	224	757	780
NDM*	531	346	607	124	182	629	642

Mail Market	Print Readership			Online Readership		Combined Audience	
	Sun	Weekday	Past 7 Days	Past 7 Days	Past 30 Days	Past 7 Days	Past 7 Days Print Past 30 Days Online
DMA	610	236	662	153	224	707	734
NDM*	531	219	569	124	182	599	614

The "Past 7 Day Print and Past 30 Day Online" measurement is a combination of respondents who answered affirmatively that they read the Daily or Sunday print edition in the past week or respondents who answered affirmatively that they viewed the newspaper's website(s) any time in the past 30 days. Respondents captured in this measurement are included once with no duplication.

**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 Cookies: This site employs a cookie-based method for reporting of Unique. All traffic regardless of the originating location (U.S. or international) is included in this total. Also included in this count may be content from co-branded third party vendors as disclosed in the audit report for this site.

This method of accounting identifies an unduplicated cookie browser that accessed the Internet content of the site during the measurement period reported and does not measure a person. No adjustment or correction to the numbers presented in the Audience Fax Web Site Usage, Total Activity has been made to adjust this number from cookies to people. (i.e. deletion of the cookies from browsers or for users accessing the site from multiple devices or locations.)

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**6C. AUDIENCE FAX - EXPLANATORY:** (Continued)

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. In effect, one request by a valid user should result in one Page Impression/ View being reported. The counted page impression may not necessarily be in focus or visible in the user's browser.

Cookie: A small piece of information (i.e., program code) that is stored on a browser for the purpose of identifying that browser during audience activity and between visits or sessions. Cookies are typically set to expire. Some cookies are intended to remain on the browser temporarily (for example, during a session) and some are persistent in that they are intended to be retained for longer periods.

Browser: A software program running on an Internet enabled device that can request, load and display documents available on the World Wide Web. In our definition, it is assumed that a "human being" is operating the browser manually and viewing the page.

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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.

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USA

JERRY BRIGGS

ELIZABETH CHILTON

PAR

Circulation Director

Publisher

Date Signed: October 9, 2009



01-4955-0	Period Ended Date	09/30/09
USA	Individually Paid Circulation - PAR. 1A - SATURDAY	53,474
	Other Paid Circulation	2,217
	Electronic Editions	
	Unique Editions	
	April 1 to June 30, 2009 - QUARTERS - SATURDAY	59,341
	July 1 to September 30, 2009 - QUARTERS - SATURDAY	57,460

01-4955-0	Period Ended Date	09/30/09
PARADE	Individually Paid Circulation - PAR. 1A - SUNDAY	67,278
	Other Paid Circulation	1,662
	Electronic Editions	
	Unique Editions	
	April 1 to June 30, 2009 - QUARTERS - SUNDAY	69,479
	July 1 to September 30, 2009 - QUARTERS - SUNDAY	68,401

Calendar Quarter Ended	Sun	Days	Cmbd Dly (Mon.-Fri.)	Days	Charleston Gazette Cmbd Avg (Mon.-Fri.)	Days	Charleston Daily Mail Cmbd Avg (Mon.-Fri.)	Days	Charleston Gazette Mon	Days	Charleston Daily Mail Mon	Days	Charleston Gazette Tue	Days	Charleston Daily Mail Tue	Days
June 30, 2009	69,479	13	60,306	130	41,175	65	19,131	65	40,895	13	18,938	13	41,069	13	18,987	13
September 30, 2009	68,401	13	59,495	132	40,176	66	19,319	66	39,847	13	19,247	13	40,078	13	19,321	13

Calendar Quarter Ended	Charleston Gazette Wed	Days	Charleston Daily Mail Wed	Days	Charleston Gazette Thu	Days	Charleston Daily Mail Thu	Days	Charleston Gazette Fri	Days	Charleston Daily Mail Fri	Days	Sat	Days
June 30, 2009	41,397	13	19,497	13	41,254	13	19,047	13	41,258	13	19,185	13	56,228	13
September 30, 2009	40,287	14	19,142	14	40,329	13	19,367	13	40,328	13	19,533	13	55,157	13