

Audit Period: January 1, 2010 – March 31, 2011

Tampa Bay Newspapers

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1. Publication Information

Average Net Circulation:	118,980 – Weekly / 20,541- Monthly (Print Edition)
Number of Editions:	Seven
Format / Average Page Count:	Broadsheet / 24 Pages (weeklies) Tabloid / 28 Pages (monthly)
Circulation Cycle:	Weeklies – 6 / Monthly – 1 (Dunedin Beacon)
Circulation Day / Time:	Thursday / by 6 AM
Ownership:	Tampa Bay Newspapers, Inc/Times Publishing Co
Year Established:	1977
Publication Type:	Community Newspaper
Content:	65% Advertising / 35% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	77% Home Delivery / 0% Mail / 23% Controlled Bulk
Insert Zoning Available:	Yes - ZIP Code / Route / Zone
CVC Member Number:	See Paragraphs 5 – 5G
DMA/MSA:	Tampa, FL / Tampa--St. Petersburg--Clearwater, FL
Audit Funded By:	Community Papers of Florida

2. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2010
Mechanical Data:	Six (6) columns x 21-inch column depth (weeklies) Six (6) columns x 11-inch column depth (monthly) Full page: 11.5" wide X 21" depth. (weeklies) Full page: 10.25" wide X 11" depth. (monthly)
Open Rate:	Local: \$17.00 - \$44.00 per column inch National: \$17.00 - \$44.00 per column inch
Insert Open Rate:	\$29.00 - \$40.00 per thousand
Classified Rate:	\$39.00 for up to 15 words

Volume, frequency, contract, color, and other rates may be available from the publisher.

3. Contact Information

Publisher:	Dan Autrey	EMAIL: dautrey@tbnweekly.com
Advertising:	Jay Rey	EMAIL: jrey@tbnweekly.com
Circulation:	Lee Shiflett	EMAIL: circulation@tbnweekly.com

4. Circulation Pricing

Tampa Bay Newspapers are controlled circulation weeklies and monthly without circulation pricing.
Annual mail subscription rate: \$100.00



5. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 20-0902		Tampa Bay Newspapers - Consolidated Seminole, FL
Audit Period Summary		
Average Net Circulation	(5-H)	118,980
Average Gross Distribution	(5-F)	120,430
Average Net Press Run	(5-A)	120,580
Audit Period Detail		
A. Average Net Press Run		120,580
B. Office / File		150
C. Controlled Distribution		
1. Home Delivery		84,425
2. Controlled Bulk Delivery / Demand Distribution		35,255
3. Mail		0
4. Restock & Office Service		750
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		120,430
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		0
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		0
F. Average Gross Distribution		120,430
G. Unclaimed / Returns		(1,450)*
H. Average Net Circulation		118,980



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5A. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 20-0013		Beach Beacon Seminole, FL
Audit Period Summary		
Average Net Circulation	(5-H)	10,078
Average Gross Distribution	(5-F)	10,275
Average Net Press Run	(5-A)	10,300
Audit Period Detail		
A. Average Net Press Run		10,300
B. Office / File		25
C. Controlled Distribution		
1. Home Delivery		5,675
2. Controlled Bulk Delivery / Demand Distribution		4,475
3. Mail		0
4. Restock & Office Service		125
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		10,275
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		0
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		0
F. Average Gross Distribution		10,275
G. Unclaimed / Returns		(197)*
H. Average Net Circulation		10,078



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5B. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 20-0012		Belleair Bee Seminole, FL
Audit Period Summary		
Average Net Circulation	(5-H)	12,714
Average Gross Distribution	(5-F)	12,975
Average Net Press Run	(5-A)	13,000
Audit Period Detail		
A. Average Net Press Run		13,000
B. Office / File		25
C. Controlled Distribution		
1. Home Delivery		6,800
2. Controlled Bulk Delivery / Demand Distribution		6,050
3. Mail		0
4. Restock & Office Service		125
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		12,975
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		0
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		0
F. Average Gross Distribution		12,975
G. Unclaimed / Returns		(261)*
H. Average Net Circulation		12,714



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5C. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 20-0014		Clearwater Beacon Seminole, FL
Audit Period Summary		
Average Net Circulation	(5-H)	24,619
Average Gross Distribution	(5-F)	24,790
Average Net Press Run	(5-A)	24,815
Audit Period Detail		
A. Average Net Press Run		24,815
B. Office / File		25
C. Controlled Distribution		
1. Home Delivery		18,450
2. Controlled Bulk Delivery / Demand Distribution		6,265
3. Mail		0
4. Restock & Office Service		75
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		24,790
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		0
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		0
F. Average Gross Distribution		24,790
G. Unclaimed / Returns		(171)*
H. Average Net Circulation		24,619



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5D. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 20-0011		Largo Leader Seminole, FL
Audit Period Summary		
Average Net Circulation	(5-H)	24,132
Average Gross Distribution	(5-F)	24,540
Average Net Press Run	(5-A)	24,565
Audit Period Detail		
A. Average Net Press Run		24,565
B. Office / File		25
C. Controlled Distribution		
1. Home Delivery		15,715
2. Controlled Bulk Delivery / Demand Distribution		8,750
3. Mail		0
4. Restock & Office Service		75
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		24,540
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		0
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		0
F. Average Gross Distribution		24,540
G. Unclaimed / Returns		(408)*
H. Average Net Circulation		24,132



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5E. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 20-0228		Pinellas Park Beacon Seminole, FL
Audit Period Summary		
Average Net Circulation	(5-H)	19,393
Average Gross Distribution	(5-F)	19,675
Average Net Press Run	(5-A)	19,700
Audit Period Detail		
A. Average Net Press Run		19,700
B. Office / File		25
C. Controlled Distribution		
1. Home Delivery		14,760
2. Controlled Bulk Delivery / Demand Distribution		4,815
3. Mail		0
4. Restock & Office Service		100
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		19,675
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		0
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		0
F. Average Gross Distribution		19,675
G. Unclaimed / Returns		(282)*
H. Average Net Circulation		19,393



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5F. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 20-0010		Seminole Beacon Seminole, FL
Audit Period Summary		
Average Net Circulation	(5-H)	28,044
Average Gross Distribution	(5-F)	28,175
Average Net Press Run	(5-A)	28,200
Audit Period Detail		
A. Average Net Press Run		28,200
B. Office / File		25
C. Controlled Distribution		
1. Home Delivery		23,025
2. Controlled Bulk Delivery / Demand Distribution		4,900
3. Mail		0
4. Restock & Office Service		250
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		28,175
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		0
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		0
F. Average Gross Distribution		28,175
G. Unclaimed / Returns		(131)*
H. Average Net Circulation		28,044



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5G. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 20-0280	Monthly	Dunedin Beacon Seminole, FL
Audit Period Summary		
Average Net Circulation	(5-H)	20,541
Average Gross Distribution	(5-F)	20,658
Average Net Press Run	(5-A)	20,683
Audit Period Detail		
A. Average Net Press Run		20,683
B. Office / File		25
C. Controlled Distribution		
1. Home Delivery		15,855
2. Controlled Bulk Delivery / Demand Distribution		4,538
3. Mail		0
4. Restock & Office Service		265
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		20,658
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		0
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		0
F. Average Gross Distribution		20,658
G. Unclaimed / Returns		(117)*
H. Average Net Circulation		20,541

6A. Audited Average Website Reporting - www.tbnweekly.com

	Monthly Audit Period Average
Website Unique Visitors	33,774
Website Page Views	89,281
Average Time Spent on Website	Not Reported

6B. Audited Online Edition Reporting

	Monthly Audit Period Average
Unique Digital Edition Visitors	Not Applicable
Digital Edition Page Views	Not Applicable



7. Explanatory

PARAGRAPH FIVE AUDIT PERIOD SUMMARY

AVERAGE NET CIRCULATION: See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: See audit period detail (F).

NET PRESS RUN: See audit period detail (A).

AUDIT PERIOD DETAIL

- A. 1. NET PRESS RUN: Average net press run during the audit period indicated. The net press run average does not include press waste, or start-up copies.
- B. 1. OFFICE / FILE: Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.
- C. CONTROLLED DISTRIBUTION (NON-PAID): Editions distributed by the publisher free of charge.
 - 1. CARRIER DELIVERY: Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.
 - 2. CONTROLLED BULK / DEMAND DISTRIBUTION: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
 - 3. MAIL: Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or Post Office Boxes.
 - 4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
 - 5. OTHER:
- D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.
 - 1. CARRIER DELIVERY: Editions distributed by private carrier to paid subscribers in single family residences, and/or multi family residences, and/or businesses.
 - 2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
 - 3. MAIL: Editions delivered by United States Postal Service mail to paid subscribers in single family residences, and/or multi-family residences, and/or businesses, and/or Post Office Boxes.
 - 4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
 - 5. OTHER:
- E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange.
 - 1. CARRIER DELIVERY: Editions delivered by private carrier to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
 - 2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a voluntary pay basis. Subject to paragraph 5E returns.
 - 3. MAIL: Editions delivered by United States Postal Service mail to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses, and/or Post Office Boxes.
 - 4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of voluntary or sponsored newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
 - 5. OTHER:
- F. 1. AVERAGE GROSS DISTRIBUTION: Average gross distribution for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)).
- G. 1. UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle *(See paragraph 12 for CVC return/unclaimed confirmation.)
- H. 1. AVERAGE NET CIRCULATION: Average net circulation for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)).

PARAGRAPH SIX (A)

UNIQUE VISITORS: A unique visitor to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

PAGE VIEWS: The transmittal of a full page contained within the website to the user's browser.

TIME SPENT: The average amount of time spent on a website during a single visit, expressed in HH:MM:SS

PARAGRAPH SIX (B)

UNIQUE DIGITAL EDITION VISITORS: Unique visitors to a digital edition publication where the user registers or where the user is identified or marked by a cookie, IP address, or other ID, within a defined time period (i.e. day, week or month). A unique visitor counts once within the timescale. A visitor can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

DIGITAL EDITION PAGE VIEWS: Requests for files whose types are defined as pages; transmittals of full pages contained within the digital edition publication to the user's browser. Several page views are expected to be logged per Visit/Session.

8. Average Print Circulation History - Weeklies

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/11-12/31/11	CVC	119,472	-	-	-
01/01/10-12/31/10	CVC	118,747	118,669	121,438	118,889
01/01/09-12/31/09	CVC	121,043	118,415	118,240	118,348
01/01/08-12/31/08	CVC	125,614	124,164	121,046	121,173
01/01/07-12/31/07	CVC	125,249	124,769	125,244	124,578
01/01/06-12/31/06	CVC	120,351	120,763	122,928	124,085
01/01/05-12/31/05	CVC	98,670	98,280	119,496	119,708
01/01/04-12/31/04	CVC	91,999	91,684	93,530	97,774
01/01/03-12/31/03	CVC	93,507	95,000	96,046	96,189
10/01/02-12/31/02	CVC	-	-	-	92,114

8B. Average Print Circulation History - Monthly

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/09-12/31/11	CVC	20,563	-	-	-
01/01/10-12/31/10	CVC	20,419	20,580	20,516	20,501
04/01/09-12/31/09	CVC	-	20,282	20,325	20,361

9A. Distribution by Zip Code (6/24/2010 Edition) Beach Beacon - Thursday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
33706	Saint Pete Beach	Pinellas	1,441	1,640	0	0	3,081
33707	South Pasadena	Pinellas	1,034	0	0	0	1,034
33708	Madeira Beach	Pinellas	3,200	2,035	0	0	5,235
33772	Seminole	Pinellas	0	45	0	150	195
33778	Largo	Pinellas	0	3	0	0	3
33785	Indian Shores	Pinellas	0	752	0	0	752
TOTAL			5,675	4,475	0	150	10,300

9B. Distribution by Zip Code (6/24/2010 Edition) Belleair Bee - Thursday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
33756	Belleair	Pinellas	1,475	705	0	0	2,180
33767	Clearwater Beach	Pinellas	1,275	3,362	0	0	4,637
33770	Belleair Bluffs	Pinellas	1,900	980	0	0	2,880
33772	Seminole	Pinellas	0	87	0	150	237
33778	Largo	Pinellas	0	6	0	0	6
33785	Indian Rocks Beach	Pinellas	1,350	770	0	0	2,120
33786	Belleair Beach	Pinellas	800	140	0	0	940
TOTAL			6,800	6,050	0	150	13,000

9C. Distribution by Zip Code (6/25/2010 Edition) Clearwater Beacon - Friday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
33755	Clearwater	Pinellas	2,275	475	0	0	2,750
33756	Clearwater	Pinellas	3,050	1,275	0	0	4,325
33759	Clearwater	Pinellas	2,700	1,010	0	0	3,710
33760	Clearwater	Pinellas	900	0	0	0	900
33761	Clearwater	Pinellas	2,825	570	0	0	3,395
33762	Clearwater	Pinellas	0	120	0	0	120
33763	Clearwater	Pinellas	2,325	215	0	0	2,540

9F. Distribution by Zip Code (6/24/2010 Edition) Seminole Beacon – Thursday (continued)

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
33776	Seminole	Pinellas	4,325	505	0	0	4,830
33777	Seminole	Pinellas	4,600	520	0	0	5,120
33778	Seminole	Pinellas	2,382	410	0	0	2,792
TOTAL			23,025	4,900	0	275	28,200

9G. Distribution by Zip Code (7/1/2010 Edition) Dunedin Beacon - Monthly

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
33755	Clearwater	Pinellas	1,650	15	0	0	1,665
33761	Clearwater	Pinellas	0	305	0	0	305
33763	Clearwater	Pinellas	0	35	0	0	35
33765	Clearwater	Pinellas	0	235	0	0	235
33772	Seminole	Pinellas	0	40	0	300	340
34683	Palm Harbor	Pinellas	3,025	60	0	0	3,085
34698	Dunedin	Pinellas	11,180	3,855	0	0	15,035
TOTAL			15,855	4,545	0	300	20,700

10A. Distribution by County (6/24/2010 Edition) Beach Beacon - Thursday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Pinellas	Indian Rocks Beach Indian Shores Largo Madeira Beach North Redington Beach Redington Beach Redington Shores Saint Pete Beach Seminole South Pasadena Treasure Island	5,675	4,475	0	150	10,300
TOTAL		5,675	4,475	0	150	10,300

10B. Distribution by County (6/24/2010 Edition) Belleair Bee - Thursday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Pinellas	Belleair Belleair Beach Belleair Bluffs Clearwater Clearwater Beach Indian Rocks Beach Largo Seminole	6,800	6,050	0	150	13,000
TOTAL		6,800	6,050	0	150	13,000

10C. Distribution by County (6/25/2010 Edition) Clearwater Beacon - Friday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Pinellas	Clearwater Largo Palm Harbor Safety Harbor Seminole	18,450	6,450	0	100	25,000
TOTAL		18,450	6,450	0	100	25,000

10D. Distribution by County (6/24/2010 Edition) Largo Leader - Thursday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Pinellas	Clearwater Largo Seminole	15,650	8,750	0	100	24,500
TOTAL		15,650	8,750	0	100	24,500

10E. Distribution by County (6/25/2010 Edition) Pinellas Park Beacon - Friday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Pinellas	Clearwater Largo Pinellas Park Saint Petersburg Seminole	14,760	4,815	0	125	19,700
TOTAL		14,760	4,815	0	125	19,700

10F. Distribution by County (6/24/2010 Edition) Seminole Beacon - Thursday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Pinellas	Bay Pines Largo Madeira Beach Saint Petersburg Seminole	23,025	4,900	0	275	28,200
TOTAL		23,025	4,900	0	275	28,200

10G. Distribution by County (7/1/2010 Edition) Dunedin Beacon - Monthly

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Pinellas	Clearwater Dunedin Palm Harbor Seminole	15,855	4,545	0	300	20,700
TOTAL		15,855	4,545	0	300	20,700

11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

Tampa Bay Newspapers reported an average home delivery distribution of 100,280 during the audit period. Home Delivery was verified through the review of carrier statements and additional publisher support documents. Tampa Bay Newspapers reported an average mail distribution of 0 during the audit period. Mail distribution was verified through the review of USPS mail statements and additional publisher support documents. The Circulation Verification Council interviewed residents in the primary market areas indicated in paragraph nine. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, and further identify the number of residents who read or look through the publication. The interviews took place throughout the audit period between the hours of 5:30 PM-8:30 PM and 10:00 AM-2:00 PM. All respondents identified themselves as 18 or older.

1. Tampa Bay Newspapers is distributed regularly in your area. Do you receive Tampa Bay Newspapers on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Tampa Bay Newspapers?

CVC interviews indicate that a sufficient number of households indicated they receive the (appropriate Tampa Bay Newspaper) on a regular basis to substantiate the publisher's distribution claims.

CVC interviews indicate that 1,788 of 2,303 or 77.6% indicate they regularly read or look through the (appropriate Tampa Bay Newspaper).

*Households reporting stop delivery requests were excluded from the survey.

The Circulation Verification Council estimates that all the information in this text box has a minimum accuracy level of +/-2.5%.

12. Verification of Distribution

Controlled Bulk / Demand Distribution

The Circulation Verification Council interviewed and/or visited controlled bulk/demand distribution locations chosen randomly from the publication's delivery list. The purpose was to identify the number of locations who indicate they receive the publication on a regular basis, and further verify the number of publications distributed at the beginning of the edition cycle, and the number of editions left unclaimed by readers at the end of the edition cycle.

CVC interviews indicate that 100% of reported controlled bulk drop locations indicated they received the (appropriate Tampa Bay Newspaper) on a regular basis.

CVC interviews indicate that less than 5% of the (appropriate Tampa Bay Newspaper)'s controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.



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13. Paid Reporting Analysis

HOME DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
MAIL	Basic Rates: \$100.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
SINGLE COPY	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A
OTHER:	

14. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of the audit in compliance with CVC Rules and Requirements. In our opinion, this report fairly and accurately represents the publication's printing, distribution, and circulation for the period indicated.



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The current status of this report expires June 30, 2012.
If this report is presented after June 30, 2012 please call the toll-free number listed below.

Tampa Bay Newspapers - Seminole, FL - 20-0902 - Supplemental Readership Study

The Circulation Verification Council interviewed readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, identify the number of residents who read or look through the publication, and gather readership study information useful for advertising purchase decisions. Market statistics estimates appearing in CVC reports are obtained from EASI Software. The population studied consisted of adults age 18 and over, living in households within the survey area. Within this area, each household and each adult within the household had a known (or "non-zero") probability of being selected for the sample. Interviews were conducted solely with pre-designated respondents and no substitutions were permitted. The verification and readership study took place throughout the audit cycle between the hours of 5:30 PM and 8:30 PM and 10:00 AM and 2:00 PM. Initial interview attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed interviews is required with no more than one interview per household. Interview Procedures: To ensure the highest degree of comparability and to facilitate the auditing process, a standard, consistent, specified list of interview questions was asked. Interviews were conducted by CVC with supervision, interview training, and monitoring capabilities. Interviews were conducted over a minimum period of four weeks to minimize the impact of weather and/or special events. Every effort was made to ensure that interviews were assigned randomly by day and that an approximately equal number of interviews were completed on each interviewing day. Where appropriate, data was balanced and/or weighted by ZIP code using up-to-date known demographics: gender, age, number of adults in household and ethnicity in those cases where one minority comprised no less than ten percent of the total population. Non-responses to any single question were eliminated from the survey. In all cases, at least six attempts were made to contact all pre-designated respondents. The telephone rang a minimum of six times each time a number was dialed before the attempt was classified as a "no answer." Each number was dialed at different times and, as necessary, on different days. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful interview; and to the extent feasible, callbacks were scheduled on a random basis. At least one callback attempt per respondent was made on a weekend. During the interview process, no questions were asked prior to the publication readership question, with the exception of a qualifying question designed to determine the ZIP code of recipient residence; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to the publication itself or the nature of the study. This study followed recommended guidelines developed in part from the Advertising Research Foundation (ARF) readership guidelines. Survey totals may not equal 100% due to rounding. The Circulation Verification Council estimates that all the information in this survey has a maximum error margin of +/-2.5 at the 95% confidence level. 1,788 Survey respondents were interviewed during the verification of home delivery and mail distribution. 548 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution.

- **Average readers per edition during the audit period: 1.732***
*Readership estimates compiled from 2010 CVC circulation & readership study data.

1. Tampa Bay Newspapers are distributed regularly in your area. Do you or someone in your household regularly read or look through the (appropriate Tampa Bay Newspaper)?
YES 2,336 Survey Respondents

2. Do you frequently purchase products or services from ads seen in the (appropriate Tampa Bay Newspaper)?
YES 1,884 80.7%
NO 452 19.3%

3. How long do you keep the (appropriate Tampa Bay Newspaper) before discarding it?
60% 1-2 Days
06% 3-4 Days
23% 5-6 Days
11% 1 Week or More

4. Please select the category that best describes your age.

Reader Demographics	Market Demographics	
01%	03%	18 - 20
03%	05%	21 - 24
12%	13%	25 - 34
19%	16%	35 - 44
23%	18%	45 - 54
22%	16%	55 - 64
14%	12%	65 - 74
07%	17%	75 years or older



5. What category best describes your combined annual household income for last year?

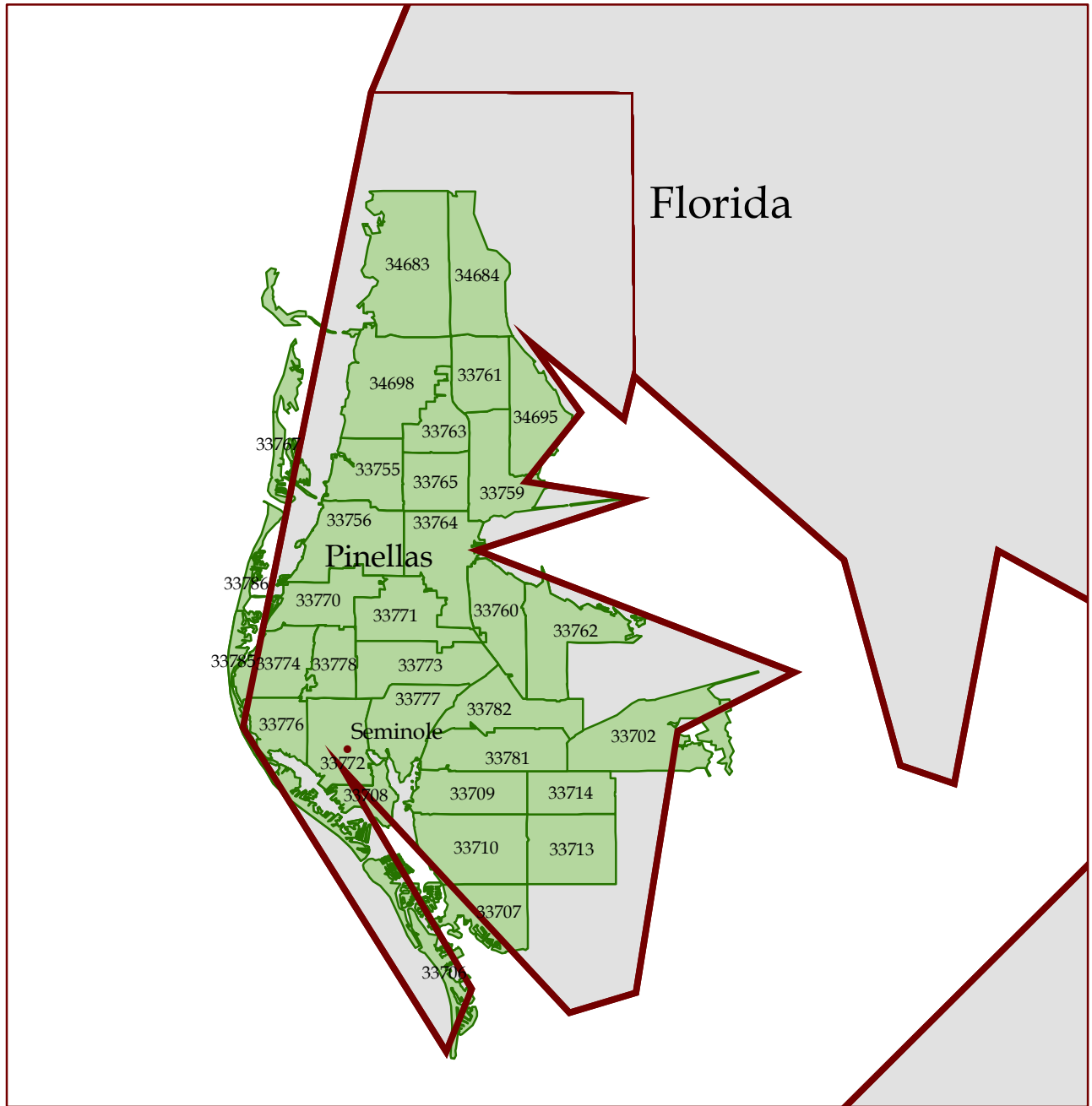
Reader Demographics	Market Demographics	
13%	25%	Under \$25,000
33%	30%	\$25,001 - \$49,999
24%	19%	\$50,000 - \$74,999
14%	12%	\$75,000 - \$99,999
11%	09%	\$100,000 - \$149,999
05%	05%	Over \$150,000

6. What is the highest level of education you have obtained?

Reader Demographics	Market Demographics	
04%	14%	Some High School or Less
32%	30%	Graduated High School
35%	33%	Some College
22%	15%	Graduated College
07%	08%	Completed Post Graduate




7. Which of the following products or services do you plan to purchase during the next twelve months?

	(% = Positive respondents)
15%	New Automobile
12%	Used Automobile
17%	Antiques / Auctions
39%	Furniture / Home Furnishings
14%	Major Home Appliance
12%	Home Computers
32%	Home Improvements / Supplies
43%	Television / Electronics
14%	Carpet / Flooring
66%	Automobile Accessories (tires, brakes & service)
59%	Lawn & Garden
40%	Florist / Gift Shops
26%	Home Heating / Air Conditioning (service, new equipment)
51%	Vacations / Travel
05%	Real Estate
74%	Men's Apparel
84%	Women's Apparel
31%	Children's Apparel
01%	Boats / Personal Watercraft
18%	Art & Crafts Supplies
17%	Childcare
31%	Education / Classes
14%	Attorney
21%	Veterinarian
17%	Chiropractor
26%	Financial Planner (Retirement, Investing)
73%	Tax Advisor / Services
32%	Health Club / Exercise Class
31%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
03%	Weight Loss
27%	Lawn Care Service (Maintenance & Landscaping)
46%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
83%	Pharmacist / Prescription Service
23%	Cellular Phone New/Update Service
84%	Dining & Entertainment
23%	Jewelry
11%	Wedding Supplies
34%	Athletic & Sports Equipment



Tamp Bay Newspapers Seminole, Florida

Key to Features

-  State Boundary
-  County Boundary
-  ZIP Code Boundary

