



Audit Bureau
of Circulations

**Audit Report
Newspaper**

THE FRESNO BEE

Fresno (Fresno County), California

52 weeks ended December 30, 2007

	Morning								Optional Cmbd Avg (Mon.-Sat.)
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat	
1. TOTAL AVERAGE PAID CIRCULATION	173,560	150,948	141,916	147,490	147,605	156,780	160,953	148,148	150,483
Core Newspaper <i>with replica electronic</i>	173,560	150,948	141,916	147,490	147,605	156,780	160,953	148,148	150,483
Core Newspaper	173,560	150,948	141,916	147,490	147,605	156,780	160,953	148,148	150,483
Electronic Editions	0	0	0	0	0	0	0	0	0
Other Unique Editions	0	0	0	0	0	0	0	0	0
Total Average Paid Circulation	173,560	150,948	141,916	147,490	147,605	156,780	160,953	148,148	150,483
1A. AVERAGE PAID CIRCULATION - Core Newspaper Paid for by Individual Recipients (≥50% of basic)									
Home Delivery and Mail	140,566	116,282	112,218	108,441	114,509	123,155	123,086	122,660	117,345
Single Copy Sales	18,375	14,154	12,334	18,989	13,380	12,865	13,203	12,992	13,961
Subtotal	158,941	130,436	124,552	127,430	127,889	136,020	136,289	135,652	131,306
Paid for by Individual Recipients (≥25%, <50% of basic)									
Home Delivery and Mail	5,863	4,908	4,471	4,411	4,499	5,574	5,584	5,595	5,023
Single Copy Sales	248	1,032	1,002	1,074	1,019	1,042	1,023	449	935
Subtotal	6,111	5,940	5,473	5,485	5,518	6,616	6,607	6,044	5,958
Total Average Paid by Individual Recipient Circulation - Core Newspaper	165,052	136,376	130,025	132,915	133,407	142,636	142,896	141,696	137,264
Other Paid Circulation: (See Par. 6A)									
Single Copy Sales	275	243	251	251	251	230	230	288	251
Educational Programs	3,691	7,264	5,693	7,772	7,898	7,900	7,060	228	6,092
Employee/Independent Contractor	1,667	1,669	1,669	1,668	1,669	1,670	1,670	1,664	1,668
Third Party Sales	2,875	5,396	4,278	4,884	4,380	4,344	9,097	4,272	5,208
Third Party Sales - Payment made with barter	0	0	0	0	0	0	0	0	0
Subtotal	8,508	14,572	11,891	14,575	14,198	14,144	18,057	6,452	13,219
Total Average Paid Circulation - Core Newspaper	173,560	150,948	141,916	147,490	147,605	156,780	160,953	148,148	150,483
Total Paid Circulation - Electronic Editions	0	0	0	0	0	0	0	0	0
Total Paid Circulation - Other Unique Editions	0	0	0	0	0	0	0	0	0
TOTAL AVERAGE PAID CIRCULATION	173,560	150,948	141,916	147,490	147,605	156,780	160,953	148,148	150,483
Other Audited Distribution (Optional)	0	0	0	0	0	0	0	0	0
Total Distribution (Optional)	0	0	0	0	0	0	0	0	0
Days Omitted from Averages	None of record	None of record	None of record	None of record	None of record	None of record	None of record	None of record	None of record

Audience-FAX

PRINT READERSHIP: In Market				ONLINE READERSHIP: In Market			NET COMBINED AUDIENCE: In Market (unduplicated)			WEB SITE USAGE: Total Activity	
	Sun	Weekday	Past 7 Days		Past 7 Days	Past 30 Days		Past 7 Days	Past 30 Days		September 2007
DMA				DMA			DMA			Total Unique Users/Visitors	575,661
Readers	478,400	380,784	642,278	Readers	70,931	113,332	Audience	655,952	664,893	Page Impressions/Views (optional)	3,773,400
Reach	36.6%	29.1%	49.1%	Reach	5.4%	8.7%	Reach	50.2%	50.9%		
NDM*				NDM*			NDM*				
Readers	367,279	290,436	484,190	Readers	56,279	87,425	Audience	492,671	496,472		
Reach	52.5%	41.5%	69.2%	Reach	8.0%	12.5%	Reach	70.5%	71.0%		

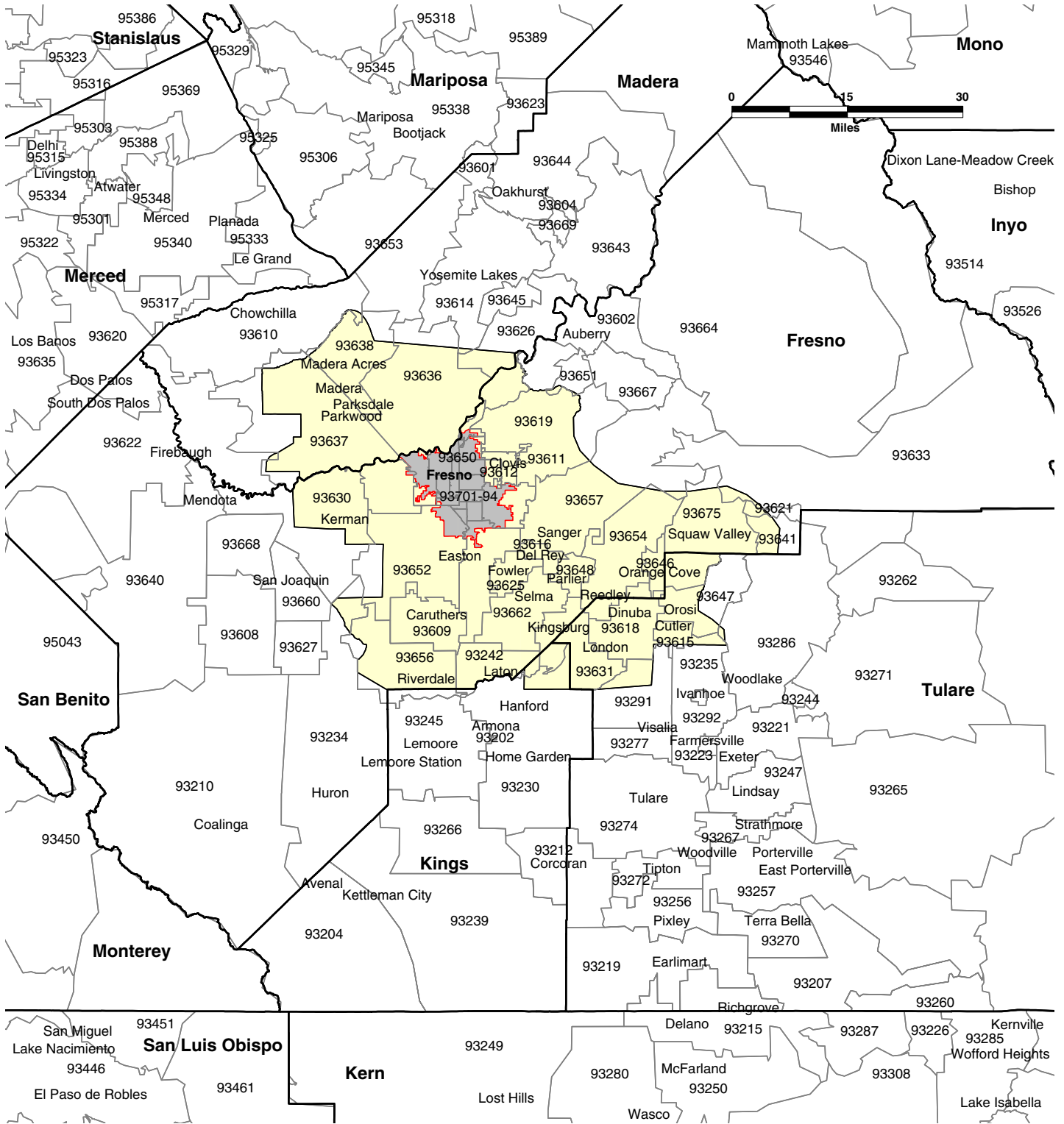
Source: Scarborough, 2007, Release 1, See Explanatory

Source: Omniture SiteCatalyst, See Explanatory





Non-Paid Newspaper	Audited Non-Paid Distribution - Vida en el Valle (See Separate Report for Details)	175,205
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01-0180-0

NEWSPAPER DESIGNATED MARKET / FRESNO, CALIFORNIA



LEGEND

-  COUNTY BOUNDARY
-  ZIP CODE BOUNDARY
-  FRESNO CORPORATE LIMITS
-  BALANCE OF NEWSPAPER DESIGNATED MARKET



Audit Bureau of Circulations
C375-R07

2. AVERAGE PAID CIRCULATION Newspaper Designated Market (See Par. 6B for description of area)

	Morning								Optional Cmbd Avg (Mon.-Sat.)
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat	
Newspaper Designated Market									
Home Delivery and Mail (See Par. 6B)	118,021	98,726	95,349	92,418	97,387	104,263	104,211	103,859	99,582
Single Copy Sales (Individual)	12,816	10,382	9,003	13,663	9,925	9,523	9,796	8,951	10,144
Single Copy Sales (Other)	136	162	170	170	170	149	149	149	160
Educational Programs	2,858	5,632	4,351	6,077	6,174	6,181	5,381	131	4,716
Employee/Independent Contractor	1,550	1,552	1,552	1,551	1,552	1,553	1,553	1,547	1,551
Third Party Sales	2,225	4,237	3,553	4,150	3,642	3,587	6,254	3,111	4,049
Total Newspaper Designated Market	137,606	120,691	113,978	118,029	118,850	125,256	127,344	117,748	120,202
Circulation Outside Newspaper Designated Market									
Home Delivery and Mail (See Par. 6B)	28,408	22,464	21,340	20,434	21,621	24,466	24,459	24,396	22,786
Single Copy Sales (Individual)	5,807	4,804	4,333	6,400	4,474	4,384	4,430	4,490	4,752
Single Copy Sales (Other)	139	81	81	81	81	81	81	139	91
Educational Programs	833	1,632	1,342	1,695	1,724	1,719	1,679	97	1,376
Employee/Independent Contractor	117	117	117	117	117	117	117	117	117
Third Party Sales	650	1,159	725	734	738	757	2,843	1,161	1,159
Total Circulation Outside Newspaper Designated Market	35,954	30,257	27,938	29,461	28,755	31,524	33,609	30,400	30,281
Total Average Paid Circulation	173,560	150,948	141,916	147,490	147,605	156,780	160,953	148,148	150,483

PERCENTAGE OF TOTAL PAID AND HOUSEHOLD COVERAGE PERCENT

	Population	Occupied Households	Sun			Cmbd Avg (Mon.-Fri.)			Sat		
			Total Circ.	% of Total Circ.	House- hold Coverage	Total Circ.	% of Total Circ.	House- hold Coverage	Total Circ.	% of Total Circ.	House- hold Coverage
2000 Census	859,624	271,203									
Newspaper Designated Market #1-1-07 Est.	972,021	301,714	137,606	79.3	45.6%	120,691	80.0	40.0%	117,748	79.5	39.0%
Outside Newspaper Designated Market			35,954	20.7		30,257	20.0		30,400	20.5	
Total Paid			173,560	100.0%		150,948	100.0%		148,148	100.0%	

#Source: Claritas Inc. (See Par. 6B).

AUDIT STATEMENT

There was no adjustment made in the average paid circulation as shown in the Publisher's Statements for the period audited.

AVERAGE PAID CIRCULATION BY QUARTERS for the previous audits and period covered by this report:

Calendar Quarter Ended	Morning								Optional Cmbd Avg (Mon.-Sat.)	Morning (Mon.-Sat.)
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat		
March 28, 2004	193,651								164,654	
June 27, 2004	193,612								161,866	
September 26, 2004	188,798								158,419	
December 26, 2004	193,658								168,823	
March 27, 2005	190,748								164,285	
June 26, 2005	187,987								158,798	
September 25, 2005	182,194								155,472	
December 25, 2005	185,158								164,505	
March 26, 2006	182,442	162,481	152,309	168,896	159,016	162,893	169,291	155,851	161,376	
June 25, 2006	178,118	149,513	137,765	137,122	154,281	158,297	160,102	159,188	151,126	
September 24, 2006	177,750	149,469	147,893	137,704	148,003	156,633	157,111	157,303	150,774	
December 31, 2006	182,656	156,486	144,144	151,464	154,623	166,540	165,657	173,022	159,242	
April 1, 2007	177,229	158,690	145,681	168,625	152,450	161,113	165,582	151,815	157,544	
July 1, 2007	173,904	149,767	140,755	140,955	148,207	156,420	162,500	149,422	149,710	
September 30, 2007	171,111	145,827	138,848	137,916	143,142	151,064	158,165	145,281	145,736	
December 30, 2007	171,989	149,508	142,382	142,460	146,615	158,523	157,562	146,075	148,936	

AVERAGE PAID CIRCULATION BY CIRCULATION TYPE for the previous audits and period covered by this report:

	Year	Newspaper Designated Market Home Delivery & Mail	Newspaper Designated Market Single Copy Sales	Newspaper Designated Market Other Paid	Newspaper Designated Market Electronic and Unique Editions	TOTAL Newspaper Designated Market	TOTAL Average Paid Circulation
Sun	2007	118,021	12,816	6,769		137,606	173,560
	2006	122,431	13,588	6,735		142,754	180,288
	2005 [^]	126,761	13,905	6,248		146,914	186,548
	2004	129,489	14,779	6,236		150,504	192,430
	2003	129,955	15,356	5,547		150,858	193,048
Cmbd Avg (Mon.-Fri.)	2007	98,726	10,382	11,583		120,691	150,948
	2006	102,347	10,774	11,179		124,298	154,526
Sat	2007	103,859	8,951	4,938		117,748	148,148
	2006	112,588	9,390	7,466		129,444	161,563
Morning (Mon.-Sat.)	2005 [^]	109,796	10,670	8,140		128,606	160,765
	2004	111,442	10,513	8,011		129,966	163,440
	2003	109,930	10,668	7,463		128,061	162,535

[^]Effective with September 30, 2005 reports, a change was made in the reporting format.

3. ACTUAL ONE-DAY GROSS DISTRIBUTION AND AVERAGE PROJECTED PAID CIRCULATION AVERAGES BY COUNTIES:

Sun, May 20, 2007; Morning, May 22, 2007.

(OH's) Occupied Households - #1-1-07 Claritas Inc.

The listing below gives gross distribution for one day only and is greater or less than the average paid for the period covered by this report by the following percentages:

	Sun	Morning	Cmbd Avg (Mon.-Fri.)
Newspaper Designated Market	3.5% greater	3.3% greater	1.0% greater
Outside Newspaper Designated Market	12.5% greater	6.2% greater	3.4% greater
GRAND TOTAL	5.4% greater	3.9% greater	1.5% greater

The "Average Projected Paid Circulation" (Avg. Proj. Pd. Circ.) has been arrived at by projecting the averages in Paragraphs 1 and 2 to the appropriate ABC geographic market one day(s) gross distribution figures in this report.

State County	Sun										Morning									
	Core Newspaper										Core Newspaper									
	Individually Paid										Individually Paid									
	OH's #1-1-07 Estimate	Home Delivery & Mail Actual	Single Copy Sales Actual	Other Paid Actual	Total Core Nwsp. Actual	Electronic Editions Actual	Unique Editions Actual	Total Paid Actual	Avg. Proj. Pd. Circ.*	Hshld. Cov.	Home Delivery & Mail Actual	Single Copy Sales Actual	Other Paid Actual	Total Core Nwsp. Actual	Electronic Editions Actual	Unique Editions Actual	Total Paid Actual	Tue Avg. Proj. Pd. Circ.*	Cmbd Avg (Mon.-Fri.) Avg. Proj. Pd. Circ.*	Hshld. Cov.
CALIFORNIA																				
FRESNO	281,039	112,292	16,660	6,799	135,751		135,751	130,770	46.5%	90,693	13,335	12,369	116,397				116,397	112,580	115,135	41.0%
KERN	245,640	22	70		92		92	82	0.0%	18	73		91				91	86	88	0.0%
KINGS	39,161	5,948	1,575	167	7,690		7,690	6,837	17.5%	4,349	1,106	283	5,738				5,738	5,405	5,551	14.2%
MADERA	42,900	11,258	2,504	420	14,182		14,182	13,257	30.9%	8,759	1,506	892	11,157				11,157	10,685	10,945	25.5%
MARIPOSA	7,192	628	333	256	1,217		1,217	1,082	15.0%	481	272	15	768				768	723	743	10.3%
MERCED	74,579	1,255	574	15	1,844		1,844	1,639	2.2%	932	472	31	1,435				1,435	1,352	1,388	1.9%
SAN LUIS OBISPO	100,744	6	780		786		786	699	0.7%	3	670		673				673	634	651	0.6%
TULARE	125,319	16,550	3,024	1,605	21,179		21,179	19,060	15.2%	11,914	2,233	2,715	16,862				16,862	15,946	16,366	13.1%
Miscellaneous Counties		96	4		100		100	94		57	4		61				61	57	59	
TOTAL IN CALIFORNIA		148,055	25,524	9,262	182,841		182,841	173,520		117,206	19,671	16,305	153,182				153,182	147,468	150,926	
All Other		44			44		44	40		22			22				22	22	22	
GRAND TOTAL		148,099	25,524	9,262	182,885		182,885	173,560		117,228	19,671	16,305	153,204				153,204	147,490	150,948	

#County population and occupied household estimates appearing in ABC reports are obtained from Claritas Inc. Estimates for ABC defined newspaper markets and areas below the county level are projections based upon Claritas Inc. estimates. The Claritas 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 Claritas Inc.

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

3A. DISTRIBUTION IN TOWNS RECEIVING 25 OR MORE COPIES IN DETAIL BY COUNTIES, AS WELL AS THE TOTAL ONLY FOR TOWNS RECEIVING LESS THAN 25 COPIES DAILY:

Sun, May 20, 2007; Morning, May 22, 2007.

(OH's) Occupied Households - 2000 Census; #1-1-07 Claritas Inc., See Par. 6B.

"BALANCE IN COUNTY" is comprised of the distribution in towns receiving less than 25 copies which is not identified with the towns, townships or minor civil divisions listed.

(MA) designates one of the counties included in the Fresno, California Metropolitan Statistical Area as defined by the Office of Management and Budget. (Fresno and Madera Counties)

State County Town	Sun Core Newspaper														Morning Core Newspaper														Cmbd Avg (Mon.- Fri.)
	Individually Paid							Individually Paid							Individually Paid							Individually Paid							
	Home Delivery & Mail (Sold at <50%)				Single Copy Sales (Sold at <50%)			Home Delivery & Mail (Sold at <50%)				Single Copy Sales (Sold at <50%)			Home Delivery & Mail (Sold at <50%)				Single Copy Sales (Sold at <50%)			Home Delivery & Mail (Sold at <50%)				Single Copy Sales (Sold at <50%)			
	(Sold at ≥50% of basic price)	but ≥25% of basic price)	Total Home Delivery & Mail	(Sold at ≥50% of basic price)	but ≥25% of basic price)	Total Single Copy Sales	Other Paid	Total Core Nwsp.	Elec- tronic Editions	Unique Editions	Total Paid	Avg. Proj. Pd. Circ.	Hshld. Cov.	(Sold at ≥50% of basic price)	but ≥25% of basic price)	Total Home Delivery & Mail	(Sold at ≥50% of basic price)	but ≥25% of basic price)	Total Single Copy Sales	Other Paid	Total Core Nwsp.	Elec- tronic Editions	Unique Editions	Total Paid	Avg. Proj. Pd. Circ.	Hshld. Cov.			
CALIFORNIA																													
NEWSPAPER DESIGNATED MARKET as described in Par. 6B is the following:																													
(MA) FRESNO COUNTY																													
(PART)																													
	238,152	263,476																											
Biola			58		58			58					58			47		47							47				
Caruthers			383	5	388	97	97	3	488				318	4	322	67	67	186	575					17,308					
Clovis	24,347	31,646	18,365	346	18,711	2,147	2,147	515	21,373				14,733	329	15,062	1,231	1,231	1,015	17,308					17,308					
Del Rey			137	9	146	26	26	2	174				113	9	122	22	22	2	146					146					
Dunlap			28		28			1	29				19		19			4	23					23					
Fowler	1,242	1,575	943	15	958	154	154	23	1,135				707	14	721	127	127	66	914					914					
Fresno	140,079	152,306	70,302	2,766	73,068	9,248	350	9,598	5,351	88,017			56,862	2,665	59,527	7,850	1,245	9,095	9,224	77,846				77,846					
Friant			229	1	230			5	235				189	1	190			17	207					207					
Kerman	2,389	3,394	1,356	63	1,419	382	382	8	1,809				1,032	60	1,092	175	175	23	1,290					1,290					
Kingsburg	3,226	3,910	2,205	22	2,227	358	358	12	2,597				1,688	20	1,708	227	227	224	2,159					2,159					
Laton			197	5	202			1	203				152	4	156			1	157					157					
Miramonte			43		43			1	44				34		34			1	35					35					
Orange Cove	1,694	2,174	206	3	209	87	87	66	362				165	3	168	44	44	61	273					273					
Parlier	2,446	2,869	571	39	610	4	4	408	1,022				422	39	461	4	4	620	1,085					1,085					
Pinedale			480	22	502	101	101	3	606				396	21	417	82	82	6	505					505					
Raisin City			18	1	19	17	17		36				15	1	16	8	8		24					24					
Reedley	5,761	6,306	2,751	115	2,866	495	495	49	3,410				2,168	108	2,276	277	277	217	2,770					2,770					
Riverdale			383	33	416	67	67	62	545				304	33	337	45	45	92	474					474					
Sanger	5,220	6,584	3,819	211	4,030	767	767	143	4,940				3,018	205	3,223	480	480	290	3,993					3,993					
Selma	5,596	6,512	2,698	56	2,754	638	638	12	3,404				2,051	55	2,106	450	450	60	2,616					2,616					
Squaw Valley			371	9	380	163	163		543				289	8	297	76	76		373					373					
*BALANCE IN COUNTY															4	4			4					4					
NDM IN FRESNO COUNTY			105,543	3,721	109,264	14,751	350	15,101	6,665	131,030			131,030	126,573	48.0%	84,722	3,583	88,305	11,165	1,245	12,410	12,109	112,824		112,824	109,214	111,678	42.4%	
KINGS COUNTY																													
(PART)																													
	353	315																											
(MA) MADERA COUNTY																													
(PART)																													
	21,527	25,684																											
Madera	11,978	15,405	6,573	161	6,734	1,443	1,443	251	8,428				8,428	8,141	31.7%	5,045	153	5,198	830	830	704	6,732		6,732	6,517	6,664	25.9%		

<u>TULARE COUNTY</u>																									
<u>(PART)</u>																									
Cutler	11,171	12,239	170	14	184	100	100	91	375	375	130	14	144	85	85	91	320	320							
Dinuba	4,493	5,180	1,734	122	1,856	267	267	116	2,239	2,239	1,312	106	1,418	195	195	131	1,744	1,744							
Orosi			290	18	308			62	370	370	223	15	238			65	303	303							
*BALANCE IN COUNTY			10		10				10	10	7		7				7	7							
NDM IN TULARE COUNTY			2,204	154	2,358	367	367	269	2,994	2,994	2,892	23.6%	1,672	135	1,807	280	280	287	2,374	2,374	2,298	2,349	19.2%		
TOTAL NEWSPAPER DESIGNATED MARKET																									
	271,203	301,714	114,320	4,036	118,356	16,561	350	16,911	7,185	142,452	142,452	137,606	45.6%	91,439	3,871	95,310	12,275	1,245	13,520	13,100	121,930	121,930	118,029	120,691	132.0%
(MA) FRESNO COUNTY																									
Less included in NDM																									
	252,940	281,039	238,152		263,476																				
BALANCE IN COUNTY																									
	14,788	17,563																							
Auberry			335	2	337	150	150	4	491	491	277	1	278	70	70	13	361	361							
Big Creek			35		35				35	35	30		30				30	30							
Cantua Creek			17		17				17	17	15		15				15	15							
Coalinga			1,065	31	1,096	191	191	10	1,297	1,297	837	31	868	164	164	114	1,146	1,146							
Firebaugh			334	20	354	252	252	4	610	610	251	20	271	157	157	35	463	463							
Helm			2		2	47	47		49	49			31		31		31	31							
Huron			86	1	87	100	100	1	188	188	56	1	57	75	75	1	133	133							
Mendota			234	12	246	247	247	72	565	565	159	14	173	154	154	45	372	372							
Prather			214	3	217	170	170		387	387	173	3	176	103	103		279	279							
San Joaquin			132		132	46	46	2	180	180	103		103	25	25	5	133	133							
Shaver			121	3	124	300	300		424	424	108	3	111	120	120		231	231							
Tollhouse			260	3	263	53	53	14	330	330	211	3	214	24	24	17	255	255							
Tranquility			106		106			26	132	132	81		81			26	107	107							
*BALANCE IN COUNTY			12		12	3	3	1	16	16	11		11	2	2	4	17	17							
TOTAL FRESNO COUNTY (EXCLUSIVE OF NDM)			2,953	75	3,028	1,559	1,559	134	4,721	4,721	4,197	23.9%	2,312	76	2,388	925	925	260	3,573	3,573	3,366	3,457	19.7%		
TOTAL FRESNO COUNTY	108,496	3,796	112,292	16,310	350	16,660	6,799	135,751	135,751	130,770	46.5%	87,034	3,659	90,693	12,090	1,245	13,335	12,369	116,397	116,397	112,580	115,135	41.0%		
<u>KERN COUNTY</u>																									
Bakersfield																									
Delano			7		7	70	70		77	77	7		7	73	73		80	80							
*BALANCE IN COUNTY			15		15				15	15	11		11				11	11							
TOTAL KERN COUNTY			22		22	70	70		92	92	82	0.0%	18		18	73	73	91	91	86	88	0.0%			

State County Town	OH's 2000 #1-1-07 Census Estimate		Sun Core Newspaper											Morning Core Newspaper											Cmbd Avg (Mon.- Fri.) Hshld. Cov.				
			Individually Paid						Total					Individually Paid						Total									
			Home Delivery & Mail (Sold at <50%)			Single Copy Sales (Sold at <50%)			Total Core Nwsp.	Elec- tronic Editions	Unique Editions	Total Paid	Avg. Pd.	Proj. Circ.	Hshld. Cov.	Home Delivery & Mail (Sold at <50%)			Single Copy Sales (Sold at <50%)			Total Core Nwsp.	Elec- tronic Editions	Unique Editions		Total Paid	Avg. Pd.	Proj. Circ.	
			(Sold at ≥50% of basic price)	but ≥25% of basic price)	Total Home & Mail	(Sold at ≥50% of basic price)	but ≥25% of basic price)	Total Single Copy Sales								(Sold at ≥50% of basic price)	but ≥25% of basic price)	Total Home & Mail	(Sold at ≥50% of basic price)	but ≥25% of basic price)	Total Single Copy Sales								
CALIFORNIA (Cont'd)																													
KINGS COUNTY																													
Less included in NDM		353	315																										
BALANCE IN COUNTY																													
		34,065	38,846																										
KINGS COUNTY																													
Armona			73		73	63	63	1	137				137				52		52	60	60	1	113				113		
Avenal			169	14	183	53	53	62	298				298				135	12	147	59	59	65	271				271		
Corcoran			495	15	510	194	194	4	708				708				360	14	374	156	156	13	543				543		
Hanford			3,446	47	3,493	801	801	70	4,364				4,364				2,544	22	2,566	534	534	73	3,173				3,173		
Kettleman City			10		10	42	42	1	53				53				11		11	49	49	21	81				81		
Lemoore			1,611	32	1,643	422	422	29	2,094				2,094				1,149	19	1,168	248	248	110	1,526				1,526		
Lemoore Naval Air Station																													
Stratford			32		32				32				32				27		27				27				27		
*BALANCE IN COUNTY			4		4				4				4				4		4				4				4		
TOTAL KINGS COUNTY (EXCLUSIVE OF NDM)			5,840	108	5,948	1,575	1,575	167	7,690				7,690	6,837	17.6%	4,282	67	4,349	1,106	1,106	283	5,738		5,738	5,405	5,551	14.3%		
TOTAL KINGS COUNTY			5,840	108	5,948	1,575	1,575	167	7,690				7,690	6,837	17.5%	4,282	67	4,349	1,106	1,106	283	5,738		5,738	5,405	5,551	14.2%		
(MA) MADERA COUNTY																													
Less included in NDM		21,527	25,684																										
BALANCE IN COUNTY																													
		14,628	17,216																										
MADERA COUNTY																													
Ahwahnee			282	1	283	20	20	1	304				304				229	1	230	8	8	1	239				239		
Bass Lake			144		144	30	30	55	229				229				111		111	25	25	50	186				186		
Chowchilla			818	30	848	283	283	5	1,136				1,136				666	29	695	210	210	11	916				916		
Coarsegold			1,787	14	1,801	208	208	70	2,079				2,079				1,384	13	1,397	85	85	50	1,532				1,532		
North Fork			363	5	368	145	145	31	544				544				274	4	278	84	84	31	393				393		
O'Neals			38		38			2	40				40				27		27			8	35				35		
Oakhurst			901	7	908	357	357	5	1,270				1,270				723	5	728	258	258	17	1,003				1,003		
Raymond			89		89	18	18		107				107				61		61	6	6	20	87				87		
Wishon			44	1	45				45				45				33	1	34				34				34		
TOTAL MADERA COUNTY (EXCLUSIVE OF NDM)			4,466	58	4,524	1,061	1,061	169	5,754				5,754	5,116	29.7%	3,508	53	3,561	676	676	188	4,425		4,425	4,168	4,281	24.9%		
TOTAL MADERA COUNTY			11,039	219	11,258	2,504	2,504	420	14,182				14,182	13,257	30.9%	8,553	206	8,759	1,506	1,506	892	11,157		11,157	10,685	10,945	25.5%		

<u>MARIPOSA COUNTY</u> 6,613 7,192																					
El Portal	12		12	141	141		153	153		9	9	114	114		123	123					
Fish Camp	6		6	40	40	250	296	296		6	6	30	30		36	36					
Mariposa	560	2	562	60	60	3	625	625	429	429	27	27	9	465	465						
Wawona	48		48	92	92	3	143	143	37	37	101	101	6	144	144						
TOTAL MARIPOSA COUNTY	626	2	628	333	333	256	1,217	1,217	1,082	15.0%	481	481	272	272	15	768	768	723	743	10.3%	
<u>MERCED COUNTY</u> 63,815 74,579																					
Atwater	7		7	33	33		40	40		5	5	29	29		34	34					
Dos Palos	324	11	335	122	122	2	459	459	274	11	285	91	91	25	401	401					
LeGrand	39	1	40	28	28		68	68	31	1	32	11	11		43	43					
Los Banos	290	2	292	92	92	11	395	395	251	2	253	66	66	1	320	320					
Merced	562		562	218	218	2	782	782	344		344	182	182	5	531	531					
Santa Nella				81	81		81	81				82	82		82	82					
*BALANCE IN COUNTY	19		19				19	19		13	13	11	11		24	24					
TOTAL MERCED COUNTY	1,241	14	1,255	574	574	15	1,844	1,844	1,639	2.2%	918	14	932	472	472	31	1,435	1,435	1,352	1,388	1.9%
<u>SAN LUIS OBISPO COUNTY</u> 92,739 100,744																					
Arroyo Grande				25	25		25	25				25	25		25	25					
Atascadero	1		1	25	25		26	26				20	20		20	20					
Avila				30	30		30	30				25	25		25	25					
Cambria	1		1	65	65		66	66				60	60		60	60					
Cayucos				125	125		125	125				120	120		120	120					
Grover City				30	30		30	30				20	20		20	20					
Los Osos				75	75		75	75				60	60		60	60					
Morro Bay				125	125		125	125				110	110		110	110					
Paso Robles				40	40		40	40				40	40		40	40					
Pismo Beach				140	140		140	140				105	105		105	105					
San Luis Obispo	3		3	60	60		63	63	3	3	50	50	50		53	53					
*BALANCE IN COUNTY	1		1	40	40		41	41				35	35		35	35					
TOTAL SAN LUIS OBISPO COUNTY	6		6	780	780		786	786	699	0.7%	3	3	670	670	673	673		634	651	0.6%	
<u>TULARE COUNTY</u> 110,385 125,319																					
Less included in NDM 11,171 12,239																					
BALANCE IN COUNTY 99,214 113,080																					
Earlimart	57	1	58	44	44	100	202	202		38	38	34	34	100	172	172					
Exeter	676	29	705	133	133	143	981	981	469	28	497	87	87	201	785	785					
Farmersville	184	3	187	51	51	1	239	239	103	1	104	54	54	21	179	179					
Goshen	11		11	29	29	1	41	41	8		8	30	30	4	42	42					
Ivanhoe	37		37	10	10	2	49	49	24		24	10	10	5	39	39					
Lindsay	483	16	499	107	107	56	662	662	368	16	384	91	91	108	583	583					
Pixley	98	7	105	20	20	31	156	156	72	7	79	18	18	34	131	131					
Porterville	2,194	31	2,225	547	547	81	2,853	2,853	1,557	19	1,576	391	391	138	2,105	2,105					
Sequoia				100	100		100	100													
Springville	219		219				219	219	177		177				177	177					
Strathmore	148	7	155	3	3		158	158	105	3	108	3	3		111	111					
Terra Bella	81		81	29	29	2	112	112	57		57	29	29	2	88	88					
Three Rivers	144		144	45	45		189	189	109		109	31	31		140	140					
Tipton	50	1	51	26	26		77	77	47	1	48	22	22		70	70					

State County Town	OH's 2000 Census	OH's #1-1-07 Estimate	Sun Core Newspaper											Morning Core Newspaper											Cmbd Avg (Mon.- Fri.)						
			Individually Paid											Individually Paid																	
			Home Delivery & Mail (Sold at <50%)			Single Copy Sales (Sold at <50%)			Other Paid	Total Core Nwsp.	Elec- tronic Editions	Unique Editions	Total Paid	Avg. Proj. Pd. Circ.	Hshld. Cov.	Home Delivery & Mail (Sold at <50%)			Single Copy Sales (Sold at <50%)			Other Paid	Total Core Nwsp.	Elec- tronic Editions		Unique Editions	Total Paid	Avg. Proj. Pd. Circ.	Hshld. Cov.		
			(Sold at ≥50% of basic price)	but ≥25% of basic price)	Total Home Delivery & Mail	(Sold at ≥50% of basic price)	but ≥25% of basic price)	Total Single Copy Sales								(Sold at ≥50% of basic price)	but ≥25% of basic price)	Total Home Delivery & Mail	(Sold at ≥50% of basic price)	but ≥25% of basic price)	Total Single Copy Sales										
<u>CALIFORNIA (Cont'd)</u>																															
<u>TULARE COUNTY</u>																															
Tulare Corporate Zone			2,587	76	2,663	436	436	211	3,310				3,310				1,879	59	1,938	382	382	415	2,735				2,735				
Visalia Corporate Zone			6,530	199	6,729	1,024	1,024	606	8,359				8,359				4,636	115	4,751	735	735	990	6,476				6,476				
Woodlake			232	10	242	53	53	102	397				397				141	6	147	36	36	410	593				593				
*BALANCE IN COUNTY			79	2	81				81				81				61	1	62				62				62				
TOTAL TULARE COUNTY (EXCLUSIVE OF NDM)			13,810	382	14,192	2,657	2,657	1,336	18,185				18,185	16,168	14.3%	9,851	256	10,107	1,953	1,953	2,428	14,488				14,488	13,648	14,017	12.4%		
TOTAL TULARE COUNTY			16,014	536	16,550	3,024	3,024	1,605	21,179				21,179	19,060	15.2%	11,523	391	11,914	2,233	2,233	2,715	16,862				16,862	15,946	16,366	13.1%		
<u>MISCELLANEOUS COUNTIES UNDER 25 COPIES</u>																															
			96		96	4	4		100				100	94		57		57	4	4		61				61	57	59			
TOTAL IN CALIFORNIA			143,380	4,675	148,055	25,174	350	25,524	9,262	182,841			182,841	173,520		112,869	4,337	117,206	18,426	1,245	19,671	16,305	153,182			153,182	147,468	150,926			
<u>ALL OTHER STATES</u>																															
<u>MISCELLANEOUS COUNTIES UNDER 25 COPIES</u>																															
			44		44				44				44	40		22		22				22				22	22	22			
<u>SUMMARY</u>																															
TOTAL CALIFORNIA			143,380	4,675	148,055	25,174	350	25,524	9,262	182,841			182,841			112,869	4,337	117,206	18,426	1,245	19,671	16,305	153,182			153,182					
" ALL OTHER STATES			44		44				44				44			22		22				22				22	22	22			
GRAND TOTAL			143,424	4,675	148,099	25,174	350	25,524	9,262	182,885			182,885	173,560		112,891	4,337	117,228	18,426	1,245	19,671	16,305	153,204			153,204	147,490	150,948			

3B. DISTRIBUTION BY ZIP CODES RECEIVING 25 OR MORE COPIES:

SOURCE - U.S. ZIP Code Directory, #1-1-07 Claritas Inc., See Par. 6B.

STATE ZIP Code	Sun										Morning										Cmbd Avg (Mon- Fri.)	Hshld. Cov.									
	Core Newspaper										Core Newspaper																				
	Individually Paid					Individually Paid					Individually Paid					Individually Paid															
	Home Delivery & Mail					Single Copy Sales					Home Delivery & Mail					Single Copy Sales															
OH's #1-1-07 Estimate	(Sold at ≥50% of basic price)	(Sold at <50% but ≥25% of basic price)	Total Home Delivery & Mail	(Sold at ≥50% of basic price)	(Sold at <50% but ≥25% of basic price)	Total Single Copy Sales	Other Paid	Total Core Nwsp.	Electronic Editions	Unique Editions	Total Paid	Avg. Proj. Pd. Circ.	Hshld. Cov.	(Sold at ≥50% of basic price)	(Sold at <50% but ≥25% of basic price)	Total Home Delivery & Mail	(Sold at ≥50% of basic price)	(Sold at <50% but ≥25% of basic price)	Total Single Copy Sales	Other Paid	Total Core Nwsp.	Electronic Editions	Unique Editions	Total Paid	Tue Avg. Proj. Pd. Circ.	Wed. Avg. Proj. Pd. Circ.	Thu. Avg. Proj. Pd. Circ.	Fri. Avg. Proj. Pd. Circ.			
CALIFORNIA																															
93202	Armona	501	73	73	63	63	1	137			137	130	25.9%	52		52	60		60	1	113				113	109	111	22.2%			
93204	Avenal	2,394	169	14	183	53	62	298			298	283	11.8%	135	12	147	59		59	65	271				271	261	267	11.2%			
93210	Coalinga	4,164	1,065	31	1,096	191	10	1,297			1,297	1,231	29.6%	837	31	868	164		164	114	1,146				1,146	1,103	1,129	27.1%			
93212	Corcoran	3,859	495	15	510	194	4	708			708	672	17.4%	360	14	374	156		156	13	543				543	523	535	13.9%			
93215	Delano	11,492	7	7	70	70		77			77	73	0.6%	7		7	73		73		80				80	77	79	0.7%			
93219	Earlimart	2,572	57	1	58	44	100	202			202	192	7.5%	38		38	34		34	100	172				172	166	169	6.6%			
93221	Exeter	4,840	676	29	705	133	143	981			981	931	19.2%	469	28	497	87		87	201	785				785	756	773	16.0%			
93223	Farmersville	2,488	184	3	187	51	1	239			239	227	9.1%	103	1	104	54		54	21	179				179	172	176	7.1%			
93227	Goshen		11	11	29	29	1	41			41	39		8		8	30		30	4	42				42	40	41				
93230	Hanford	20,525	3,446	47	3,493	801	70	4,364			4,364	4,141	20.2%	2,544	22	2,566	534		534	73	3,173				3,173	3,055	3,126	15.2%			
93234	Huron	2,124	86	1	87	100	1	188			188	178	8.4%	56	1	57	75		75	1	133				133	128	131	6.2%			
93235	Ivanhoe	1,181	37	37	10	10	2	49			49	47	4.0%	24		24	10		10	5	39				39	38	38	3.2%			
93239	Kettleman City	394	10	10	42	42	1	53			53	50	12.7%	11		11	49		49	21	81				81	78	80	20.3%			
93242	Laton	818	197	5	202		1	203			203	193	23.6%	152	4	156			156	1	157				157	151	155	18.9%			
93245	Lemoore/LNAS	10,697	1,611	32	1,643	422	29	2,094			2,094	1,987	18.6%	1,149	19	1,168	248		248	110	1,526				1,526	1,469	1,504	14.1%			
93247	Lindsay	4,327	483	16	499	107	56	662			662	628	14.5%	368	16	384	91		91	108	583				583	561	574	13.3%			
93256	Pixley	1,021	98	7	105	20	31	156			156	148	14.5%	72	7	79	18		18	34	131				131	126	129	12.6%			
93257	Porterville	21,604	2,194	31	2,225	547	81	2,853			2,853	2,708	12.5%	1,557	19	1,576	391		391	138	2,105				2,105	2,026	2,074	9.6%			
93262	Sequoia	25			100	100		100			100	95	380.0%																		
93265	Springville	1,958	219		219			219			219	208	10.6%	177		177			177		177				177	170	174	8.9%			
93266	Stratford	450	32		32			32			32	30	6.7%	27		27			27		27				27	26	27	6.0%			
93267	Strathmore	1,587	148	7	155	3		3			158	150	9.5%	105	3	108	3		3		111				111	107	109	6.9%			
93270	Terra Bella	1,699	81		81	29		29	2	112	112	106	6.2%	57		57	29		29	2	88				88	85	87	5.1%			
93271	Three Rivers	1,129	144		144	45		45		189	189	179	15.9%	109		109	31		31		140				140	135	138	12.2%			
93272	Tipton	740	50	1	51	26		26		77	77	73	9.9%	47	1	48	22		22		70				70	67	69	9.3%			
93274	Tulare	19,615	2,587	76	2,663	436	211	3,310			3,310	3,141	16.0%	1,879	59	1,938	382		382	415	2,735				2,735	2,633	2,695	13.7%			
93277	Visalia	19,235	2,831	82	2,913	908	398	4,219			4,219	4,004	20.8%	2,039	40	2,079	664		664	541	3,284				3,284	3,162	3,236	16.8%			
93286	Woodlake	2,943	232	10	242	53	102	397			397	377	12.8%	141	6	147	36		36	410	593				593	571	584	19.8%			
93291	Visalia	13,015	1,850	58	1,908	89	100	2,097			2,097	1,990	15.3%	1,302	41	1,343	47		47	215	1,605				1,605	1,545	1,581	12.1%			
93292	Visalia	12,202	1,849	59	1,908	27	108	2,043			2,043	1,939	15.9%	1,295	34	1,329	24		24	234	1,587				1,587	1,528	1,564	12.8%			
93401	San Luis Obispo	12,313	3		3	60		60			60	60	0.5%	3		3	50		50		53				53	51	52	0.4%			
93402	Arroyo Grande/ Los Osos	5,925			100	100		100			100	95	1.6%				85		85		85				85	82	84	1.4%			
93422	Atascadero	11,542	1		1	25		25			25	25	0.2%				20		20		20				20	19	20	0.2%			
93424	Avila				30	30		30			30	28					25		25		25				25	24	25				
93428	Cambria	3,073	1		1	65		66			66	63	2.1%				60		60		60				60	58	59	1.9%			

STATE ZIP Code	OH's #1-1-07 Estimate	Sun											Morning											Cmbd Avg (Mon.- Fri.)	Hshld. Cov.							
		Core Newspaper											Core Newspaper																			
		Individually Paid											Individually Paid																			
		Home Delivery & Mail			Single Copy Sales								Home Delivery & Mail			Single Copy Sales																
	(Sold at ≥50% of basic price)	<50% but ≥25% of basic price)	Total Home Delivery & Mail	(Sold at ≥50% of basic price)	<50% but ≥25% of basic price)	Total Single Copy Sales	Other Paid	Total Core Nwsp.	Electronic Editions	Unique Editions	Total Paid	Avg. Proj. Pd. Circ.	Hshld. Cov.	(Sold at ≥50% of basic price)	<50% but ≥25% of basic price)	Total Home Delivery & Mail	(Sold at ≥50% of basic price)	<50% but ≥25% of basic price)	Total Single Copy Sales	Other Paid	Total Core Nwsp.	Electronic Editions	Unique Editions	Total Paid	Tue Avg. Proj. Pd. Circ.	Wed. Avg. Proj. Pd. Circ.	Thu. Avg. Proj. Pd. Circ.	Hshld. Cov.				
CALIFORNIA (Cont'd)																																
93442	Cyucos/Morro Bay	5,510			250	250		250			250	237	4.3%				230		230		230				230	221	227	4.1%				
93443	Grover City				30	30		30			30	28					20		20		20				20	19	20					
93446	Paso Robles	16,308			40	40		40			40	38	0.2%				40		40		40				40	39	39	0.2%				
93449	Pismo Beach/Shell Beach	4,329			140	140		140			140	133	3.1%				105		105		105				105	101	103	2.4%				
93601	Ahwahnee	767	282	1	283	20	1	304			304	288	37.5%	229	1	230	8		8	1	239				239	230	235	30.6%				
93602	Auberry	1,297	335	2	337	150	4	491			491	466	35.9%	277	1	278	70		70	13	361				361	348	356	27.4%				
93604	Bass Lake	251	144		144	30		229			229	217	86.5%	111		111	25		25	50	186				186	179	183	72.9%				
93605	Big Creek		35		35			35			35	33		30		30					30				30	29	30					
93606	Biola		58		58			58			58	55		47		47					47				47	45	46					
93609	Caruthers	1,421	383	5	388	97		488			488	463	32.6%	318	4	322	67		67	186	575				575	554	567	39.9%				
93610	Chowchilla	4,844	818	30	848	283		1,136			1,136	1,078	22.3%	666	29	695	210		210	11	916				916	882	903	18.6%				
93611	Clovis	15,905	8,405	103	8,508	1,070		9,726			9,726	9,230	58.0%	6,829	96	6,925	703		703	311	7,939				7,939	7,643	7,822	49.2%				
93612	Clovis	16,095	5,103	203	5,306	1,048		6,607			6,607	6,270	39.0%	3,958	194	4,152	508		508	390	5,050				5,050	4,862	4,976	30.9%				
93614	Coarsegold	4,716	1,787	14	1,801	208		2,079			2,079	1,973	41.8%	1,384	13	1,397	85		85	50	1,532				1,532	1,475	1,509	32.0%				
93615	Cutler	1,156	170	14	184	100		375			375	356	30.8%	130	14	144	85		85	91	320				320	308	315	27.2%				
93616	Del Rey	461	137	9	146	26		174			174	165	35.8%	113	9	122	22		22	2	146				146	141	144	31.2%				
93618	Dinuba	6,988	1,734	122	1,856	267		2,239			2,239	2,125	30.4%	1,312	106	1,418	195		195	131	1,744				1,744	1,679	1,718	24.6%				
93619	Clovis	5,277	4,857	40	4,897	29		5,040			5,040	4,783	90.6%	3,946	39	3,985	20		20	314	4,319				4,319	4,158	4,255	80.6%				
93620	Dos Palos	3,163	324	11	335	122		459			459	436	13.8%	274	11	285	91		91	25	401				401	386	395	12.5%				
93621	Dunlap	124	28		28			29			29	28	22.6%	19		19				4	23				23	22	23	18.5%				
93622	Firebaugh	2,537	334	20	354	252		610			610	579	22.8%	251	20	271	157		157	35	463				463	446	456	18.0%				
93623	Fish Camp	53	6		6	40		296			296	281	530.2%	6		6	30		30		36				36	35	35	66.0%				
93625	Fowler	1,991	943	15	958	154		1,135			1,135	1,077	54.1%	707	14	721	127		127	66	914				914	880	901	45.3%				
93626	Friant	541	229	1	230			235			235	223	41.2%	189	1	190				17	207				207	199	204	37.7%				
93627	Helm	13	2		2	47		49			49	47	361.5%				31		31		31				31	30	31	238.5%				
93630	Kerman	5,056	1,356	63	1,419	382		1,809			1,809	1,717	34.0%	1,032	60	1,092	175		175	23	1,290				1,290	1,242	1,271	25.1%				
93631	Kingsburg	5,588	2,205	22	2,227	358		2,597			2,597	2,465	44.1%	1,688	20	1,708	227		227	224	2,159				2,159	2,078	2,127	38.1%				
93635	Los Banos	11,487	290	2	292	92		395			395	375	3.3%	251	2	253	66		66	1	320				320	308	315	2.7%				
93636	Madera	3,611	1,894	15	1,909			1,919			1,919	1,821	50.4%	1,471	13	1,484				25	1,509				1,509	1,453	1,487	41.2%				
93637	Madera	10,958	3,115	113	3,228	1,063		4,498			4,498	4,269	39.0%	2,410	108	2,518	578		578	400	3,496				3,496	3,366	3,445	31.4%				
93638	Madera	11,270	1,564	33	1,597	380		2,011			2,011	1,908	16.9%	1,164	32	1,196	252		252	279	1,727				1,727	1,663	1,702	15.1%				
93640	Mendota	2,366	234	12	246	247		565			565	536	22.7%	159	14	173	154		154	45	372				372	358	367	15.5%				
93641	Miramonte	248	43		43			44			44	42	16.9%	34		34				1	35				35	34	34	13.7%				
93643	North Fork	1,187	363	5	368	145		544			544	516	43.5%	274	4	278	84		84	31	393				393	378	387	32.6%				
93644	Oakhurst	4,133	901	7	908	357		1,270			1,270	1,205	29.2%	723	5	728	258		258	17	1,003				1,003	966	988	23.9%				
93645	O'Neals	102	38		38			40			40	38	37.3%	27		27				8	35				35	34	34	33.3%				
93646	Orange Cove	2,342	206	3	209	87		362			362	344	14.7%	165	3	168	44		44	61	273				273	263	269	11.5%				

93647	Orosi	2,521	290	18	308			62	370		370	351	13.9%	223	15	238			65	303		303	292	299	11.9%
93648	Parlier	3,212	571	39	610	4	4	408	1,022		1,022	970	30.2%	422	39	461	4	4	620	1,085		1,085	1,045	1,069	33.3%
93650	Pinedale	1,524	480	22	502	101	101	3	606		606	575	37.7%	396	21	417	82	82	6	505		505	486	498	32.7%
93651	Prather	455	214	3	217	170	170		387		387	367	80.7%	173	3	176	103	103		279		279	269	275	60.4%
93652	Raisin City	53	18	1	19	17	17		36		36	34	64.2%	15	1	16	8	8		24		24	23	24	45.3%
93653	Raymond	439	89		89	18	18		107		107	102	23.2%	61		61	6	6	20	87		87	84	86	19.6%
93654	Reedley	8,023	2,751	115	2,866	495	495	49	3,410		3,410	3,236	40.3%	2,168	108	2,276	277	277	217	2,770		2,770	2,667	2,729	34.0%
93656	Riverdale	1,770	383	33	416	67	67	62	545		545	517	29.2%	304	33	337	45	45	92	474		474	456	467	26.4%
93657	Centerville/ Sanger/Wonder Valley	9,895	3,819	211	4,030	767	767	143	4,940		4,940	4,688	47.4%	3,018	205	3,223	480	480	290	3,993		3,993	3,844	3,934	39.8%
93660	San Joaquin	1,053	132		132	46	46	2	180		180	171	16.2%	103		103	25	25	5	133		133	128	131	12.4%
93662	Selma	8,451	2,698	56	2,754	638	638	12	3,404		3,404	3,230	38.2%	2,051	55	2,106	450	450	60	2,616		2,616	2,518	2,577	30.5%
93664	Shaver	341	121	3	124	300	300		424		424	402	117.9%	108	3	111	120	120		231		231	222	228	66.9%
93667	Tollhouse	924	260	3	263	53	53	14	330		330	313	33.9%	211	3	214	24	24	17	255		255	245	251	27.2%
93668	Tranquility	420	106		106			26	132		132	125	29.8%	81		81		26	107		107	103	105	25.0%	
93669	Wishon	311	44	1	45				45		45	43	13.8%	33	1	34				34		34	33	33	10.6%
93675	Squaw Valley	1,239	371	9	380	163	163		543		543	515	41.6%	289	8	297	76	76		373		373	359	368	29.7%
93701	Fresno	3,532	469	34	503	98	98	29	630		630	598	16.9%	352	34	386	122	122	55	563		563	542	555	15.7%
93702	Fresno	11,161	2,519	279	2,798	435	435	416	3,649		3,649	3,463	31.0%	1,956	273	2,229	404	404	641	3,274		3,274	3,152	3,226	28.9%
93703	Fresno	9,780	3,086	189	3,275	690	690	238	4,203		4,203	3,989	40.8%	2,363	186	2,549	488	488	730	3,767		3,767	3,627	3,712	38.0%
93704	Fresno	11,082	5,311	94	5,405	442	442	426	6,273		6,273	5,953	53.7%	4,439	90	4,529	464	464	774	5,767		5,767	5,552	5,682	51.3%
93705	Fresno	13,421	4,849	242	5,091	352	352	159	5,602		5,602	5,316	39.6%	3,860	234	4,094	233	233	361	4,688		4,688	4,513	4,619	34.4%
93706	Fresno	10,087	2,605	212	2,817	868	350	1,218	5,231	1,196	5,231	4,964	49.2%	2,091	202	2,293	862	845	1,707	5,581		5,581	5,373	5,499	54.5%
93710	Fresno	11,533	4,591	95	4,686	999	999	437	6,122		6,122	5,810	50.4%	3,853	95	3,948	905	905	737	5,590		5,590	5,382	5,508	47.8%
93711	Fresno	15,731	8,891	78	8,969	603	603	84	9,656		9,656	9,164	58.3%	7,850	69	7,919	412	412	183	8,514		8,514	8,196	8,389	53.3%
93712	Fresno		39		39				39		39	37		34		34			34		34	33	33		
93720	Fresno	17,712	9,244	97	9,341	915	915	328	10,584		10,584	10,044	56.7%	7,472	84	7,556	621	621	489	8,666		8,666	8,343	8,538	48.2%
93721	Fresno	1,563	398	19	417	188	188	685	1,290		1,290	1,224	78.3%	338	18	356	533	533	838	1,727		1,727	1,663	1,702	108.9%
93722	Fresno	20,877	9,158	408	9,566	1,274	1,274	341	11,181		11,181	10,611	50.8%	6,920	392	7,312	856	856	836	9,004		9,004	8,668	8,871	42.5%
93723	Fresno	1,482	965	27	992			35	1,027		1,027	975	65.8%	789	25	814			38	852		852	820	839	56.6%
93725	Fresno	6,056	1,819	146	1,965	174	174	24	2,163		2,163	2,053	33.9%	1,460	146	1,606	168	168	75	1,849		1,849	1,780	1,822	30.1%
93726	Fresno	13,980	4,905	215	5,120	683	683	518	6,321		6,321	5,999	42.9%	3,989	208	4,197	471	471	987	5,655		5,655	5,444	5,572	39.9%
93727	Fresno	19,488	7,328	478	7,806	970	970	396	9,172		9,172	8,704	44.7%	5,815	459	6,274	857	857	831	7,962		7,962	7,665	7,845	40.3%
93728	Fresno	6,040	2,021	139	2,160	528	528	14	2,702		2,702	2,564	42.5%	1,529	137	1,666	424	424	39	2,129		2,129	2,050	2,098	34.7%
93730	Fresno	2,864	2,099	14	2,113	29	29	25	2,167		2,167	2,057	71.8%	1,747	13	1,760	30	30	29	1,819		1,819	1,751	1,792	62.6%
93740	Fresno		5		5				5		5	5		5		5		400	400		405	390	399		
95301	Atwater	9,938	7		7	33	33		40		40	38	0.4%	5		5	29	29		34		34	33	33	0.3%
95318	El Portal	127	12		12	141	141		153		153	145	114.2%	9		9	114	114		123		123	118	121	95.3%
95322	Santa Nella	3,211			81		81		81		81	77	2.4%			82		82		82		82	79	81	2.5%
95333	Le Grand	1,122	39	1	40	28	28		68		68	65	5.8%	31	1	32	11	11		43		43	41	42	3.7%
95338	Mariposa	4,368	560	2	562	60	60	3	625		625	593	13.6%	429		429	27	27	9	465		465	448	458	10.5%
95340	Merced	21,665	439		439	192	192	1	632		632	600	2.8%	248		248	161	161	1	410		410	395	404	1.9%
95348	Merced	9,569	123		123	26	26	1	150		150	142	1.5%	96		96	21	21	4	121		121	116	119	1.2%
95389	Wawona/ Yosemite	358	48		48	92	92	3	143		143	136	38.0%	37		37	101	101	6	144		144	139	142	39.7%
Miscellaneous ZIP Codes		297	2	299	47		47	1	347		347	329		201	5	206	52	52	4	262		262	247	259	
GRAND TOTAL		143,424	4,675	148,099	25,174	350	25,524	9,262	182,885		182,885	173,560		112,891	4,337	117,228	18,426	1,245	19,671	16,305	153,204	153,204	147,490	150,948	

ANALYSIS OF HOME DELIVERY & MAIL SUBSCRIPTION SALES (New & Renewal)

4. PREMIUM, COMBINATION, SPECIAL OFFERS, CLUBS AND INSURANCE:

	Term Ordered				Misc. Periods
	4 Wks.	13 Wks.	26 Wks.	52 Wks.	
(e) Special reduced prices, See Par. 5(b) M & S			1,826	87	31,961
M					13
Thu to S			280	7,607	12,172
Wed to S			19	1	503
S & Wed			172	16	1,504
S			294	2	11,503
Cmbd Avg (Mon.-Fri.)					7,042*
Sat					165*
S					3,630*
Cmbd Avg (Mon.-Fri.)					222*
Sat					63*
S					61*

*This figure does not represent the total number of subscriptions received, but represents the average number of copies served during this report period on Newspapers in Education sold at the price(s) shown in Par. 5(b).

**This figure does not represent the total number of subscriptions received, but represents the average number of copies served during this report period on Registered College Student Copies sold at the price(s) shown in Par. 5(b).

5A. BASIC PRICES:	By Mail				By Home Delivery				
	52 Wks.	26 Wks.	13 Wks.	4 Wks.	52 Wks.	26 Wks.	13 Wks.	4 Wks.	1 Wk.
NEWSPAPER DESIGNATED MARKET*:									
M & S**	\$336.44	\$168.22	\$84.11	\$25.88	\$153.92	\$76.96	\$38.48	\$11.84	\$2.96
S to Fri*	269.36	134.68	67.34	20.72	156.00	78.00	39.00	12.00	3.00
Wed to S**					130.00	65.00	32.50	10.00	2.50
Thu to S**	196.56	98.28	49.14	15.12	118.56	59.28	29.64	9.12	2.28
S & Wed					108.16	54.08	27.04	8.32	2.08
S only	149.24	74.62	37.31	11.48	95.16	47.58	23.79	7.32	1.83
OUTSIDE NEWSPAPER DESIGNATED MARKET: By Mail, same as Newspaper Designated Market.					By Home Delivery, same as Newspaper Designated Market.				

*Applicable tax included.

**Subscription prices included postage.

	By Motor Route					Single Copy
	52 Wks.	26 Wks.	13 Wks.	4 Wks.	1 Wk.	
NEWSPAPER DESIGNATED MARKET & OUTSIDE NEWSPAPER DESIGNATED MARKET:						
Same as by Home Delivery in Newspaper Designated Market. (a-b)						
M only						50¢
S only						\$1.50

(a) Newspaper Designated Market; (b) Outside Newspaper Designated Market.

5(b). Special Reduced Prices: To Morning and Sunday subscribers, 10 wks. 59¢, 76¢, \$1.26 discount per week; 20 wks. \$1.18 discount per week; 26 wks. 46¢, 57¢, 81¢, 90¢, \$1.04, \$1.13, \$1.15, \$1.27, \$1.31, \$1.38 discount per week; 52 wks. \$1.96 discount per week from basic prices. To Wednesday, Thursday, Friday, Saturday and Sunday subscribers, 10 wks. 50¢ discount per week; 20 wks. \$1.00 discount per week; 26 wks. 25¢, 48¢, 60¢, \$1.11, \$1.15, \$1.21, \$1.28 discount per week from basic prices. To Thursday, Friday, Saturday and Sunday subscribers, 10 wks. 46¢, \$1.08 discount per week; 20 wks. 91¢ discount per week; 26 wks. 23¢, 34¢, 35¢, 45¢, 58¢, 86¢, 89¢, 96¢, 98¢, \$1.03, \$1.20 discount per week; 52 wks. \$1.46 discount per week from basic prices. To Sunday and Wednesday only subscribers, 26 wks. 25¢, 48¢, 60¢, \$1.00, \$1.04, \$1.11, \$1.53 discount per week from basic prices. To Sunday only subscribers, 10 wks. 33¢, 83¢ discount per week; 20 wks. 73¢ discount per week; 26 wks. 23¢, 35¢, 75¢, 81¢, 86¢ discount per week; 52 wks. \$1.28 discount per week from basic prices. Newspapers in Education for classroom use, 25% to 50% of basic prices. Registered College Student Copies, 25% of basic prices.

6B. EXPLANATORY - OTHER: (Cont'd)

Auto-Pay discounts: Morning and Sunday, \$5.00 discount per month from basic prices for 6 months then convert to standard Auto-Pay reduced rate of \$2.00 discount per month; Wednesday, Thursday, Friday, Saturday and Sunday; Thursday, Friday, Saturday and Sunday; Sunday and Wednesday, \$2.08, \$4.83 discount per month for 6 months then convert to standard Auto-Pay reduced rate of \$1.00 discount per month; Thursday, Friday, Saturday and Sunday, \$3.75 discount per month from basic prices for 6 months then convert to standard Auto-Pay reduced rate of \$1.00 discount per month; Sunday and Wednesday, \$1.08, \$2.08, \$4.33 discount per month for 6 months then convert to standard Auto-Pay reduced rate of \$1.00 discount per month; Sunday only, \$3.25 discount per month for 6 months then convert to standard Auto-Pay reduced rate of \$1.00 discount per month. To long term reduced for Auto-Pay deductions as long as the account stays current and in good standing: To Morning and Sunday subscribers, \$2.00 discount from basic prices; Wednesday, Thursday, Friday, Saturday and Sunday; Thursday, Friday, Saturday and Sunday; Sunday and Wednesday, and Sunday only subscribers, \$1.00 discount per month from basic prices.

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

	Sun	Cmbd Avg (Mon.-Fri.)	Morning						Optional Cmbd Avg (Mon.-Sat.)
			Mon	Tue	Wed	Thu	Fri	Sat	
Other Paid Circulation - Core Newspaper									
Single Copy Sales (Other)									
Hotel/Guest Copies (See Par. 6B)	275	243	251	251	251	230	230	288	251
Educational Programs									
Newspapers in Education	3,630	7,042	5,458	7,516	7,644	7,651	6,942	165	5,896
Registered College Student Copies (See Par. 6B)	61	222	235	256	254	249	118	63	196
Employee/Independent Contractor	1,667	1,669	1,669	1,668	1,669	1,670	1,670	1,664	1,668
Third Party Sales									
Businesses - Available for employees	443	1,781	1,779	1,781	1,782	1,782	1,780	17	1,486
Home Delivered	117	1,241	264	274	275	298	5,094	1,962	1,361
Hospitals and Nursing Homes - Available for patients/hospital staff	837	924	924	924	924	924	924	834	909
Hotels/Motels - Available for guests	675	413	409	404	406	425	423	687	459
Retail/Business - Available for patrons	797	779	761	765	835	761	775	766	777
School Copies - Available for students	6	142	141	158	158	154	101	6	120
Social Functions - Available for patrons		116		578					96
Total Other Paid Circulation - Core Newspaper	8,508	14,572	11,891	14,575	14,198	14,144	18,057	6,452	13,219

6B. EXPLANATORY - OTHER:

Definitions:

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.

SDR: Supplemental Data Report, when included, provides enhanced data for this reporting category.

Regular publishing days on which no paper was issued:

Sun: None.

Morning Mon: None.

Morning Tue: None.

Morning Wed: None.

Morning Thu: None.

Morning Fri: None.

Morning Sat: None.

MARKET DESCRIPTION:

NEWSPAPER DESIGNATED MARKET comprises in FRESNO County, 2000 Census Tracts 1 through 38, 39 (part) 40 through 63, 64.01 (part) 64.03 (part) and 65 through 75, 76 and 77; in KINGS County, tract 1 (part); in MADERA County, Tracts 5 through 10; and in TULARE County, Tracts 2 through 6, all in California.

(NEWSPAPER DESIGNATED MARKET includes the incorporated communities of Clovis, Fowler, Fresno, Kerman, Orange Cove, Reedley, Sanger and Selma in Fresno County; Madera in Madera County and Dinuba in Tulare County.)

6B. EXPLANATORY - OTHER: (Cont'd)

(a) County population and occupied household estimates appearing in ABC reports are obtained from Claritas Inc. Estimates for ABC defined newspaper markets and areas below the county level are projections based upon Claritas Inc. estimates. The Claritas 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 Claritas Inc.

(b) Included in Home Delivery and Mail is an average of the following:

	Newspaper Designated Market	Outside Newspaper Designated Market
Sun	382	92
Cmbd Avg (Mon.-Fri.) & Sat	195	44

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.

(c) Registered College Student Copies sold to schools for registered students during the fall semester. According to the Office of Admissions and Records at each school, enrollment was as follows:

University/College	Student Enrollment
Bakersville College - Delano	15,000
Fresno Pacific College	1,453
Fresno State	21,389
Porterville College	38,369

(d) Single Copy papers sold at participating McDonald's or Burger King locations at 100% of basic prices Morning and Sunday, with 10¢ of each sale donated by McDonald's or Burger King and matched by THE FRESNO BEE, to the Ronald McDonald house or Field of Dreams charities, respectively.

(e) A membership to THE FRESNO BEE'S Press Club, with a value of \$1.00 per month, was offered to all qualifying subscribers.

(f) Guests at selected hotels were offered delivery of THE FRESNO BEE. Room rates included newspaper delivery or guests could receive a credit to their invoice of 13¢ Morning and 38¢ Sunday. An average of 243 Morning, 288 copies Saturday and 275 copies Sunday copies was sold.

PUBLISHER'S RETURN POLICY: Fully Returnable.

The allowances for returns, undelivered, leftover and unsold copies for the period covered by this report were found to have been:

	Newspaper Designated Market	Outside Newspaper Designated Market
Sun	3.5%	6.8%
Cmbd Avg (Mon.-Fri.)	3.2%	6.0%
Sat	3.3%	6.2%

These percentages are based on the gross figures and have been deducted, leaving paid circulation shown in Pars. 1 & 2.

Average Unpaid Distribution: Arrears	Morning								Optional Cmbd Avg (Mon.-Sat.)
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat	
Advertisers, Agencies	47	43	42	42	47	42	43	43	43
Complimentary, Sample, Service	4,161	3,215	3,212	3,187	3,136	3,221	3,319	3,789	3,310
Total	4,208	3,258	3,254	3,229	3,183	3,263	3,362	3,832	3,353

6C. AUDIENCE FAX - EXPLANATORY:

Print/Online Readership Explanatory:

DMA Area: See Individual Publisher's Statements

NDM* Area: See Individual Publisher's Statements

Online Readership and Net Combined Audience reports on the following URL Address(s):

FresnoBee.com
CentralValley.com

Web Site Usage Explanatory:

There was an adjustment of -2.0% to Total Unique Users/Visitors.

There was an adjustment of -1.7% to Page Impressions/Views.

Scope of Verification:

We have performed sufficient tests of the readership study (print, online and net unduplicated) to be satisfied that the study was conducted in accord with Audit Bureau of Circulations Reader Profile Standards. These standards can be found at <http://www.accessabc.com/pdfs/telephonestandards.pdf>. Verification of the Web Site Usage data included a review of the domains represented to be associated with the member newspaper's website and, for server based measurements, such other tests as deemed appropriate to confirm compliance to ABCi definitions and standards. This verification does not include ABC participation in the publisher's choice of data provider for web site usage statistics nor should it be construed as an endorsement by ABC of the methodology or technologies used by the data providers.

Web Site Usage Definitions:

Total Unique Users/Visitors: This site uses the cookie-based method to measure unique users/visitors. If cookies are not accepted, then the IP address & user-agent in combination based method is used to measure unique users/visitors.

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.

Web Site Usage reports on the following URL Address(s):

calendar.fresnobee.com	search2.fresnobee.com	www.legacy.com/fresnobee/*
dwb.fresnobee.com	sports.fresnobee.com	www.marketplacelocal.com
eww.fresnobee.com	videos.fresnobee.com	www.uclick.com/client/frs*
fresnobee.2.homescape.com	www.careerbuilder.com/*Fresno*	www.upuzzles.com/*ref=frs*
localsearch.fresnobee.com	www.cars.com/*aff=fresnobee	www.valleyairquality.com
part-time.careerbuilder.com	www.centralvalley.com	www.vidaenelvalle.com
search.fresnobee.com	www.clovisindependent.com	
search.sierrastar.com	www.fresnobee.com	

To Members of the Audit Bureau of Circulations:

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 the Bureau'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 paid circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average paid circulation.

Audit Bureau of Circulations

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THE FRESNO BEE, published by The McClatchy Company, 1626 E Street, Fresno, CA 93786-0001
The Fresno Bee (Morning & Sunday), Fresno, CA, Page #18 - #216559 - 148 - 175

April, 2008

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01-0180-0

Morning

Calendar Quarter Ended	Sun	Cmbd Avg		Mon	Days	Tue	Days	Wed	Days	Thu	Days	Fri	Days	Sat	Optional Cmbd Avg		Morning	
		Days	(Mon.-Fri.)												Days	(Mon.-Sat.)		Days
March 28, 2004	193,651																164,654	
June 27, 2004	193,612																161,866	
September 26, 2004	188,798																158,419	
December 26, 2004	193,658																168,823	
March 27, 2005	190,748																164,285	
June 26, 2005	187,987																158,798	
September 25, 2005	182,194																155,472	
December 25, 2005	185,158																164,505	
March 26, 2006	182,442		162,481		152,309		168,896		159,016		162,893		169,291		155,851		161,376	
June 25, 2006	178,118		149,513		137,765		137,122		154,281		158,297		160,102		159,188		151,126	
September 24, 2006	177,750		149,469		147,893		137,704		148,003		156,633		157,111		157,303		150,774	
December 31, 2006	182,656		156,486		144,144		151,464		154,623		166,540		165,657		173,022		159,242	
April 1, 2007	177,229	13	158,690	65	145,681	13	168,625	13	152,450	13	161,113	13	165,582	13	151,815	13	157,544	78
July 1, 2007	173,904	13	149,767	65	140,755	13	140,955	13	148,207	13	156,420	13	162,500	13	149,422	13	149,710	78
September 30, 2007	171,111	13	145,827	65	138,848	13	137,916	13	143,142	13	151,064	13	158,165	13	145,281	13	145,736	78
December 30, 2007	171,989	13	149,508	65	142,382	13	142,460	13	146,615	13	158,523	13	157,562	13	146,075	13	148,936	78