



Audit Bureau
of Circulations

**Audit Report
Newspaper**

THE NEWS & OBSERVER

Raleigh (Wake County), North Carolina


52 weeks ended December 26, 2010

	Morning							
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
EXECUTIVE SUMMARY	185,198	133,087	130,813	129,393	130,193	130,071	144,968	138,312
The News & Observer								
Print (See Par. 1A)	183,064	123,160	120,922	118,695	119,770	120,023	136,393	134,717
Digital Replica (See Par. 1B)	2,044	9,837	9,801	10,608	10,333	9,958	8,485	3,505
Digital Non-Replica (See Par. 1C)	90	90	90	90	90	90	90	90
TOTAL AVERAGE CIRCULATION	185,198	133,087	130,813	129,393	130,193	130,071	144,968	138,312

Audience-FAX

PRINT READERSHIP: In Market				ONLINE READERSHIP: In Market			NET COMBINED AUDIENCE: In Market (unduplicated)			WEBSITE USAGE: Total Activity	
Sun	Weekday	Past 7 Days		Past 7 Days	Past 30 Days	Past 7 Days	Past 7 Days Print Past 30 Days Online			6 mos. Sept. 2010	
DMA Readers	543,710	353,376	703,745	DMA Readers	215,978	355,998	DMA Audience	797,458	853,777	Total Unique Cookies	1,920,660
Reach	25.3%	16.5%	32.8%	Reach	10.1%	16.6%	Reach	37.1%	39.8%	Page Impressions/ Views	14,362,308
NDM* Readers	460,173	291,406	557,460	NDM* Readers	151,545	255,799	NDM* Audience	602,699	637,442	Source: Adobe SiteCatalyst, powered by Omniure, See Explanatory	
Reach	42.4%	26.8%	51.4%	Reach	14.0%	23.6%	Reach	55.5%	58.7%		

Publishing Plans

	Frequency: Daily
	Delivery Vehicle(s): Print, online
	Home Delivery print editions are delivered in broadsheet format.
	Digital Non-Replica editions are sold for display of select newspaper content on personal computers, tablets and e-readers.
	Website(s): www.newsobserver.com

	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
1A. THE NEWS & OBSERVER - PRINT								
Paid Circulation								
Individually Paid Circulation								
Home Delivery and Mail	146,270	108,614	107,008	104,628	104,630	105,257	121,548	118,218
Single Copy Sales	34,005	12,409	11,772	11,954	12,992	12,635	12,693	13,157
Total Average Individually Paid Circulation	180,275	121,023	118,780	116,582	117,622	117,892	134,241	131,375
Business/Traveler Paid Circulation								
Hotel Distribution - Room/Lobby Copies	614	434	391	428	442	452	458	708
Total Average Business/Traveler Paid Circulation	614	434	391	428	442	452	458	708
Total Average Paid Circulation - Print	180,889	121,457	119,171	117,010	118,064	118,344	134,699	132,083
Verified Circulation								
Home Delivery								
Targeted	500							1,047
Total Average Home Delivery	500							1,047
Single Copy								
Educational Copies		119	140	100	138	107	109	
University Copies		14	32	25	4	4	3	
Employee/Independent Contractor	1,436	1,432	1,432	1,432	1,432	1,432	1,431	1,428
Retail/Business	239	138	147	128	132	136	151	159
Total Average Single Copy	1,675	1,703	1,751	1,685	1,706	1,679	1,694	1,587
Total Average Verified Circulation - Print	2,175	1,703	1,751	1,685	1,706	1,679	1,694	2,634
Total Average Paid & Verified Circulation - Print	183,064	123,160	120,922	118,695	119,770	120,023	136,393	134,717

	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
1B. THE NEWS & OBSERVER - DIGITAL REPLICA								
Paid Circulation								
Subscription	522	3,234	3,402	3,582	3,594	3,544	2,047	2,105
Total Average Paid Circulation - Digital Replica	522	3,234	3,402	3,582	3,594	3,544	2,047	2,105
Verified Circulation: Opt-in								
Educational Copies	1,522	6,603	6,399	7,026	6,739	6,414	6,438	1,400
Total Average Verified Circulation - Digital Replica	1,522	6,603	6,399	7,026	6,739	6,414	6,438	1,400
Total Average Paid & Verified Circulation - Digital Replica	2,044	9,837	9,801	10,608	10,333	9,958	8,485	3,505
Total Average Circulation - Print & Digital Replica	185,108	132,997	130,723	129,303	130,103	129,981	144,878	138,222
1C. THE NEWS & OBSERVER - DIGITAL NON-REPLICA								
Paid Circulation								
eReaders without Advertising	90	90	90	90	90	90	90	90
Total Average Paid Circulation - Digital Non-Replica	90	90	90	90	90	90	90	90
Total Average Paid & Verified Circulation - Digital Non-Replica	90	90	90	90	90	90	90	90
TOTAL AVERAGE CIRCULATION - PRINT & DIGITAL REPLICA AND NON-REPLICA	185,198	133,087	130,813	129,393	130,193	130,071	144,968	138,312

2. TOTAL AVERAGE PAID & VERIFIED CIRCULATION By Market (See Par. 6 for description of area):

	Sun	Cmbd Avg (Mon.-Fri.)	Morning					
			Mon	Tue	Wed	Thu	Fri	Sat
NEWSPAPER DESIGNATED MARKET - PRINT								
Paid Circulation								
Individually Paid Circulation								
Home Delivery and Mail	98,112	70,223	68,975	67,280	67,288	67,735	79,836	77,542
Single Copy Sales	17,153	4,939	4,452	4,688	5,330	5,101	5,126	4,889
Newspaper Designated Market - Total Average Individually Paid Circulation	115,265	75,162	73,427	71,968	72,618	72,836	84,962	82,431
Business/Traveler Paid Circulation								
Hotel Distribution - Room/Lobby Copies	398	267	244	265	270	267	289	379
Newspaper Designated Market - Total Average Business/Traveler Paid Circulation	398	267	244	265	270	267	289	379
Newspaper Designated Market - Total Average Paid Circulation - Print	115,663	75,429	73,671	72,233	72,888	73,103	85,251	82,810
Verified Circulation								
Home Delivery								
Targeted	500							1,047
Newspaper Designated Market - Total Average Home Delivery	500							1,047
Single Copy								
Educational Copies		65	88	39	88	50	60	
University Copies		14	32	25	4	4	3	
Employee/Independent Contractor	1,161	1,162	1,162	1,162	1,162	1,162	1,161	1,161
Retail/Business	160	97	105	89	94	92	107	124
Newspaper Designated Market - Total Average Single Copy	1,321	1,338	1,387	1,315	1,348	1,308	1,331	1,285
Newspaper Designated Market - Total Average Verified Circulation - Print	1,821	1,338	1,387	1,315	1,348	1,308	1,331	2,332
Newspaper Designated Market - Total Average Paid & Verified Circulation - Print	117,484	76,767	75,058	73,548	74,236	74,411	86,582	85,142
BALANCE IN RETAIL TRADING ZONE - PRINT								
Paid Circulation								
Individually Paid Circulation								
Home Delivery and Mail	26,388	20,080	19,913	19,511	19,510	19,620	21,848	21,299
Single Copy Sales	6,218	2,203	2,165	2,077	2,356	2,241	2,173	2,306
Balance in Retail Trading Zone - Total Average Individually Paid Circulation	32,606	22,283	22,078	21,588	21,866	21,861	24,021	23,605
Business/Traveler Paid Circulation								
Hotel Distribution - Room/Lobby Copies	54	17	18	18	17	17	17	65
Balance in Retail Trading Zone - Total Average Business/Traveler Paid Circulation	54	17	18	18	17	17	17	65
Balance in Retail Trading Zone - Total Average Paid Circulation - Print	32,660	22,300	22,096	21,606	21,883	21,878	24,038	23,670
Verified Circulation								
Single Copy								
Educational Copies		33	32	39	27	37	29	
Employee/Independent Contractor	133	123	123	123	123	123	123	123
Balance in Retail Trading Zone - Total Average Single Copy	133	156	155	162	150	160	152	123
Balance in Retail Trading Zone - Total Average Verified Circulation - Print	133	156	155	162	150	160	152	123
Balance in Retail Trading Zone - Total Average Paid & Verified Circulation - Print	32,793	22,456	22,251	21,768	22,033	22,038	24,190	23,793
ALL OTHER - PRINT								
Paid Circulation								
Individually Paid Circulation								
Home Delivery and Mail	21,770	18,311	18,120	17,837	17,832	17,902	19,864	19,377
Single Copy Sales	10,634	5,267	5,155	5,189	5,306	5,293	5,394	5,962
All Other - Total Average Individually Paid Circulation	32,404	23,578	23,275	23,026	23,138	23,195	25,258	25,339
Business/Traveler Paid Circulation								
Hotel Distribution - Room/Lobby Copies	162	150	129	145	155	168	152	264
All Other - Total Average Business/Traveler Paid Circulation	162	150	129	145	155	168	152	264
All Other - Total Average Paid Circulation - Print	32,566	23,728	23,404	23,171	23,293	23,363	25,410	25,603
Verified Circulation								
Single Copy								
Educational Copies		21	20	22	23	20	20	
Employee/Independent Contractor	142	147	147	147	147	147	147	144
Retail/Business	79	41	42	39	38	44	44	35
All Other - Total Average Single Copy	221	209	209	208	208	211	211	179
All Other - Total Average Verified Circulation - Print	221	209	209	208	208	211	211	179
All Other - Total Average Paid & Verified Circulation - Print	32,787	23,937	23,613	23,379	23,501	23,574	25,621	25,782
Total Average Paid & Verified Circulation - Print	183,064	123,160	120,922	118,695	119,770	120,023	136,393	134,717
Total Digital Replica	2,044	9,837	9,801	10,608	10,333	9,958	8,485	3,505
Total Digital Non-Replica	90	90	90	90	90	90	90	90
TOTAL AVERAGE PAID & VERIFIED CIRCULATION	185,198	133,087	130,813	129,393	130,193	130,071	144,968	138,312

AUDIT STATEMENT

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

This newspaper also participates in the Audit Bureau of Circulations' Coupon Distribution Verification Service and Insert Verification Service. A separate report of this verification is available to all ABC members who subscribe to this service. For more information, contact ABC.

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

Calendar Quarter Ended	Morning							
	Sun Total Avg. Circ.	Cmbd Avg (Mon.-Fri.) Total Avg. Circ.	Mon Total Avg. Circ.	Tue Total Avg. Circ.	Wed Total Avg. Circ.	Thu Total Avg. Circ.	Fri Total Avg. Circ.	Sat Total Avg. Circ.
April 1, 2007	212,543	176,035	178,099	168,885	169,930	171,839	191,420	172,695
July 1, 2007	213,186	166,837	163,388	161,259	163,701	162,167	183,671	173,724
September 30, 2007	209,390	161,759	166,744	153,683	158,909	154,348	175,110	170,085
December 30, 2007	211,781	179,232	205,238	168,670	167,599	168,863	185,791	170,726
March 30, 2008	210,720	172,936	174,166	167,146	169,506	167,169	186,691	170,333
June 29, 2008	206,420	165,398	162,150	160,798	164,623	160,026	179,391	167,252
September 28, 2008	204,904	151,752	149,188	147,191	148,947	147,540	165,893	163,262
December 28, 2008	206,309	156,406	149,069	150,317	153,909	159,407	169,328	160,132
March 29, 2009	204,301	157,414	153,900	152,513	154,051	156,191	170,418	155,955
June 28, 2009	195,991	148,505	145,940	147,380	144,847	143,854	160,505	149,522
September 27, 2009	190,046	131,157	129,312	126,729	128,195	127,259	144,288	143,381
December 27, 2009	189,390	137,327	132,442	132,533	132,448	136,699	152,510	143,782
March 28, 2010	186,677	138,289	135,648	133,688	135,159	134,426	152,521	139,686
June 27, 2010	183,353	135,172	133,750	132,401	132,816	131,223	145,670	137,410
September 26, 2010	182,678	125,937	124,913	122,379	123,668	122,475	136,249	135,382
December 26, 2010	188,077	132,945	128,930	129,094	129,120	132,150	145,431	140,770

Effective with the December 2010 ABC reports, a change was made in the qualification and reporting formats.

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

Sun, November 14, 2010; Morning, November 10, 2010; Sat, November 13, 2010.

(OH's) Occupied Households - #1-1-10 The Nielsen Company (U.S.), Inc.

The "Average Projected Circulation" (Avg. Proj. Circ.) has been arrived at by projecting the audit period averages to the one day distribution figures in this report.

State County	OH's #1-1-10 Estimate	Sun The News & Observer				Verified	Total	Avg. Proj. Circ.*	Hshld. Cov.
		Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid				
NORTH CAROLINA									
ALAMANCE	60,609	329	157		486		486	433	0.7%
BEAUFORT	19,650	70	422		492		492	439	2.2%
BERTIE	7,622	32	60		92		92	82	1.1%
BRUNSWICK	48,043	4	400		404		404	360	0.8%
CARTERET	27,771	1,863	1,648	65	3,576	25	3,601	3,211	11.6%
CHATHAM	26,517	4,155	620		4,775	10	4,785	4,837	18.2%
CHOWAN	5,927	2	106		108		108	96	1.6%
CRAVEN	39,352	1,541	655		2,196		2,196	1,958	5.0%
CUMBERLAND	115,595	21	237		258		258	230	0.2%
DARE	14,531	11	256		267		267	238	1.6%
DUPLIN	20,240	8	208		216		216	193	1.0%
DURHAM	108,826	10,082	2,488	35	12,605	86	12,691	11,318	10.4%
EDGECOMBE	19,388	501	305		806		806	719	3.7%
FRANKLIN	23,339	2,929	851		3,780	20	3,800	3,866	16.6%
GRANVILLE	20,205	712	457		1,169		1,169	1,189	5.9%
GREENE	7,102	48	58		106		106	95	1.3%
HALIFAX	21,811	6	993		999		999	891	4.1%
HARNETT	43,127	2,016	405		2,421		2,421	2,463	5.7%
HERTFORD	8,750	7	164		171		171	153	1.8%
JOHNSTON	64,006	9,854	2,729		12,583	58	12,641	12,553	19.6%
LEE	22,897	1,468	622		2,090	10	2,100	2,137	9.3%
LENOIR	23,310	472	359		831	1	832	742	3.2%
MARTIN	9,322	7	186	11	204		204	182	2.0%
MOORE	36,648	2,057	383		2,440	11	2,451	2,303	6.3%
NASH	37,339	2,273	1,030		3,303	20	3,323	3,128	8.4%
NEW HANOVER	86,516	17	693	12	722	3	725	647	0.8%
NORTHAMPTON	8,333	9	182		191		191	170	2.0%
ONSLOW	54,273	84	536		620		620	553	1.0%
ORANGE	49,703	6,322	975	50	7,347	39	7,386	7,256	14.6%
PAMLICO	5,101	102	70		172		172	153	3.0%
PASQUOTANK	15,890	8	76		84		84	75	0.5%
PENDER	21,458	21	72		93		93	83	0.4%
PERQUIMANS	5,654	3	33		36		36	32	0.6%
PERSON	15,297	24	120		144		144	128	0.8%
PITT	66,269	1,115	705		1,820	24	1,844	1,645	2.5%
ROBESON	45,891	10	55		65		65	58	0.1%

SAMPSON	24,126	194	232		426		426	380	1.6%
SCOTLAND	13,642	1			1		1	1	0.0%
TYRRELL	1,457		78		78		78	70	4.8%
VANCE	16,470	474	373		847	8	855	870	5.3%
WAKE	351,066	94,848	20,174	342	115,364	1,192	116,556	112,133	31.9%
WARREN	7,681	6	330		336		336	342	4.5%
WASHINGTON	5,276	1	224		225		225	201	3.8%
WAYNE	44,369	1,089	506		1,595	10	1,605	1,431	3.2%
WILSON	31,191	2,063	488		2,551	1	2,552	2,574	8.3%
Miscellaneous Counties		199			199	1	200	178	
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TOTAL IN NORTH CAROLINA	147,058	41,721	515	189,294	1,519	190,813	182,796		
All Other	97	200		297	3	300	268		
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TOTAL PRINT CIRCULATION	147,155	41,921	515	189,591	1,522	191,113	183,064		
DIGITAL REPLICATION CIRCULATION	879			879	4,398	5,277	2,044		
DIGITAL NON-REPLICATION CIRCULATION							90		
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TOTAL AVERAGE CIRCULATION	148,034	41,921	515	190,470	5,920	196,390	185,198		

State County	Morning								Sat									
	The News & Observer								The News & Observer									
	OH's #1-1-10 Estimate	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Verified	Total	Cmbd Avg (Mon.-Fri.) Wed Avg. Proj. Circ.*	Avg. Proj. Circ.*	Hshld. Cov.	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Verified	Total	Avg. Proj. Circ.*	Hshld. Cov.
NORTH CAROLINA																		
ALAMANCE	60,609	276	101		377		377	334	340	0.6%	297	105		402		402	340	0.6%
BEAUFORT	19,650	118	203		321		321	284	290	1.5%	121	243		364		364	308	1.6%
BERTIE	7,622	89	46		135		135	120	122	1.6%	89	46		135		135	114	1.5%
BRUNSWICK	48,043	9	195		204		204	181	184	0.4%	10	260		270		270	228	0.5%
CARTERET	27,771	1,555	877	22	2,454	25	2,479	2,196	2,237	8.1%	1,642	1,079	65	2,786	25	2,811	2,375	8.6%
CHATHAM	26,517	2,796	253		3,049	8	3,057	3,003	3,059	11.5%	3,082	261		3,343	8	3,351	2,855	10.8%
CHOWAN	5,927	15	84		99		99	88	89	1.5%	14	88		102		102	86	1.5%
CRAVEN	39,352	1,144	333		1,477		1,477	1,308	1,333	3.4%	1,280	310		1,590		1,590	1,344	3.4%
CUMBERLAND	115,595	33	75		108		108	96	97	0.1%	32	134		166		166	140	0.1%
DARE	14,531	29			29		29	26	26	0.2%	30	196		226		226	191	1.3%
DUPLIN	20,240	36	130		166		166	147	150	0.7%	34	160		194		194	164	0.8%
DURHAM	108,826	7,123	1,019	22	8,164	171	8,335	7,383	7,520	6.9%	7,842	988	35	8,865	97	8,962	7,573	7.0%
EDGECOMBE	19,388	457	158		615	19	634	562	572	3.0%	655	145		800	19	819	692	3.6%
FRANKLIN	23,339	1,841	279		2,120	20	2,140	2,296	2,340	10.0%	2,077	280		2,357	20	2,377	2,765	11.9%
GRANVILLE	20,205	510	146		656		656	704	717	3.6%	569	145		714		714	830	4.1%
GREENE	7,102	69	35		104		104	92	94	1.3%	72	35		107		107	90	1.3%
HALIFAX	21,811	79	626		705		705	624	636	2.9%	79	646		725		725	613	2.8%
HARNETT	43,127	1,450	170		1,620	59	1,679	1,802	1,836	4.3%	1,543	186		1,729	14	1,743	2,027	4.7%
HERTFORD	8,750	56	140		196		196	174	177	2.0%	55	143		198		198	167	1.9%
JOHNSTON	64,006	6,022	904		6,926	44	6,970	7,228	7,404	11.6%	6,821	793		7,614	44	7,658	8,418	13.2%
LEE	22,897	1,027	183		1,210	10	1,220	1,309	1,334	5.8%	1,115	181		1,296	10	1,306	1,519	6.6%
LENOIR	23,310	486	271		757	1	758	671	684	2.9%	490	271		761	1	762	644	2.8%
MARTIN	9,322	45	142	35	222		222	197	200	2.2%	45	134	35	214		214	181	1.9%
MOORE	36,648	1,719	121		1,840	11	1,851	1,734	1,766	4.8%	1,894	161		2,055	11	2,066	1,974	5.4%
NASH	37,339	1,847	412		2,259		2,259	2,147	2,188	5.9%	1,740	407		2,147		2,147	2,070	5.5%
NEW HANOVER	86,516	14	233		247	3	250	221	226	0.3%	15	334		349	3	352	297	0.3%
NORTHAMPTON	8,333	93	122		215		215	190	194	2.3%	93	139		232		232	196	2.4%
ONSLow	54,273	79	118		197		197	175	178	0.3%	83	272		355		355	300	0.6%
ORANGE	49,703	5,573	493	15	6,081	43	6,124	6,418	6,541	13.2%	5,964	548	50	6,562	38	6,600	7,383	14.9%
PAMLICO	5,101	93	61		154		154	136	139	2.7%	94	59		153		153	129	2.5%
PASQUOTANK	15,890	16	68		84		84	74	76	0.5%	16	74		90		90	76	0.5%
PENDER	21,458	26			26		26	23	23	0.1%	26	52		78		78	66	0.3%
PERQUIMANS	5,654	9	26		35		35	31	32	0.6%	10	28		38		38	32	0.6%
PERSON	15,297	36			36		36	32	32	0.2%	38			38		38	32	0.2%
PITT	66,269	968	337	20	1,325	49	1,374	1,217	1,240	1.9%	999	330	35	1,364	24	1,388	1,173	1.8%
ROBESON	45,891	28	131		159		159	141	143	0.3%	28	40		68		68	57	0.1%
SAMPSON	24,126	205	116		321		321	284	290	1.2%	206	123		329		329	278	1.2%
SCOTLAND	13,642	10	23		33		33	29	30	0.2%	10			10		10	8	0.1%
TYRRELL	1,457	33	52		85		85	75	77	5.3%	33	49		82		82	69	4.7%

VANCE	16,470	361	138		499	8	507	544	554	3.4%	385	149		534	8	542	630	3.8%
WAKE	351,066	64,941	7,200	178	72,319	1,353	73,672	71,764	74,210	21.1%	73,804	6,910	323	81,037	1,177	82,214	82,156	23.4%
WARREN	7,681	26	143		169		169	181	185	2.4%	25	165		190		190	221	2.9%
WASHINGTON	5,276	11	189	20	220		220	195	198	3.8%	11	182	60	253		253	214	4.1%
WAYNE	44,369	1,001	354		1,355	10	1,365	1,209	1,232	2.8%	1,040	370		1,410	10	1,420	1,200	2.7%
WILSON	31,191	1,428	256		1,684	1	1,685	1,785	1,819	5.8%	1,523	239	11	1,773	1	1,774	2,023	6.5%
Miscellaneous Counties		290	5		295	1	296	262	267		295	1		296	1	297	251	
TOTAL IN NORTH CAROLINA	104,072	16,968	312	121,352	1,836	123,188	119,692	123,081			116,326	17,461	614	134,401	1,511	135,912	134,499	
All Other		65	20		85	2	87	78	79		73	180		253	2	255	218	
TOTAL PRINT CIRCULATION	104,137	16,988	312	121,437	1,838	123,275	119,770	123,160			116,399	17,641	614	134,654	1,513	136,167	134,717	
DIGITAL REPLICA CIRCULATION		3,867		3,867	6,911	10,778	10,333	9,837			2,510			2,510	4,266	6,776	3,505	
DIGITAL NON-REPLICA CIRCULATION							90	90									90	
TOTAL AVERAGE CIRCULATION	108,004	16,988	312	125,304	8,749	134,053	130,193	133,087			118,909	17,641	614	137,164	5,779	142,943	138,312	

#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.

*Arrived at by relating actual gross distribution figures to average 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, November 14, 2010; Morning, December 10, 2010; Sat, November 13, 2010.

(OH's) Occupied Households - 2000 Census; #1-1-10 The Nielsen Company (U.S.), Inc., See Par. 6.

“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 Raleigh-Durham-Chapel Hill, North Carolina Metropolitan Statistical Area as defined by the Office of Management and Budget.

State County Town	OH's 2000 Census	OH's #1-1-10 Estimate	Sun The News & Observer						Avg. Proj. Circ.	Hshld. Cov.
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NORTH CAROLINA

RALEIGH NEWSPAPER DESIGNATED MARKET as described in Par. 6 is the following:

(MA) <u>WAKE COUNTY</u>	242,040	351,066								
Apex	7,397	12,577	6,859	1,043	24	7,926	45	7,971		
Cary	34,898	50,822	16,844	2,541	86	19,471	105	19,576		
Clayton			127			127		127		
Fuquay Varina	3,122	7,150	3,751	1,110	11	4,872	21	4,893		
Garner	6,950	10,882	2,898	1,650		4,548	50	4,598		
Holly Springs	3,316	7,924	2,791	724		3,515		3,515		
Knightdale			1,513	529		2,042	7	2,049		
Morrisville			1,306	992	15	2,313	11	2,324		
New Hill			122			122		122		
Raleigh	112,608	166,734	49,115	9,113	206	58,434	916	59,350		
" (City Zone)	112,608	517,800								
Rolesville			381	259		640		640		
Wake Forest	4,617	10,152	5,871	1,411		7,282	21	7,303		
Wendell			1,230	219		1,449	6	1,455		
Willow Springs			671	76		747		747		
Youngsville			149			149		149		
Zebulon			1,220	507		1,727	10	1,737		
TOTAL WAKE COUNTY			94,848	20,174	342	115,364	1,192	116,556	112,133	31.9%
(MA) <u>JOHNSTON COUNTY</u>										
<u>(PART)</u>	14,398	19,402								
Clayton			4,097	1,450		5,547	15	5,562		
NDM IN JOHNSTON COUNTY			4,097	1,450		5,547	15	5,562	5,351	27.6%
TOTAL NEWSPAPER DESIGNATED MARKET	256,438	370,468	98,945	21,624	342	120,911	1,207	122,118	117,484	31.7%

METROPOLITAN AREA
 Counties of Chatham,
 Durham, Franklin,
 Johnston, Orange and
 Wake. (Gross Distribution,
 one day only.)

461,097 623,457 128,190 27,837 427 156,454 1,405 157,859 151,963 24.4%

ALAMANCE COUNTY

51,584 60,609

Burlington		150	107		257		257
Mebane		156	50		206		206
*BALANCE IN COUNTY		23			23		23
TOTAL ALAMANCE COUNTY		329	157		486		486 433 0.7%

BEAUFORT COUNTY

18,319 19,650

Bath			32		32		32
Belhaven		2	62		64		64
Chocowinity		62	42		104		104
Washington		5	286		291		291
*BALANCE IN COUNTY		1			1		1
TOTAL BEAUFORT COUNTY		70	422		492		492 439 2.2%

BERTIE COUNTY

7,743 7,622

Windsor		28	38		66		66
*BALANCE IN COUNTY		4	22		26		26
TOTAL BERTIE COUNTY		32	60		92		92 82 1.1%

BRUNSWICK COUNTY

30,438 48,043

Calabash			80		80		80
Oak Island		1	30		31		31
Shallote			50		50		50
Southport			110		110		110
Sunset Beach		1	75		76		76
*BALANCE IN COUNTY		2	55		57		57
TOTAL BRUNSWICK COUNTY		4	400		404		404 360 0.7%

CARTERET COUNTY

25,204 27,771

Atlantic		1	47		48		48
Atlantic Beach		259	309		568		568
Beaufort		285	222	34	541	25	566
Cape Carteret		45	125		170		170
Cedar Point		6	25		31		31
Emerald Isle		211	225	31	467		467
Harkers Island		16	50		66		66
Morehead City		745	463		1,208		1,208

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<u>NORTH CAROLINA (Cont'd)</u>										
<u>CARTERET COUNTY</u>										
Newport			250	129		379		379		
*BALANCE IN COUNTY			45	53		98		98		
TOTAL CARTERET COUNTY			1,863	1,648	65	3,576	25	3,601	3,211	11.6%
(MA) <u>CHATHAM COUNTY</u>	19,741	26,517								
Bear Creek			15	15		30		30		
Chapel Hill Rural Routes			2,112	96		2,208		2,208		
Goldston			9	23		32		32		
Moncure			89	58		147		147		
New Hill Rural Routes			32	15		47		47		
Pittsboro			1,746	311		2,057	10	2,067		
Siler City			135	87		222		222		
*BALANCE IN COUNTY			17	15		32		32		
TOTAL CHATHAM COUNTY			4,155	620		4,775	10	4,785	4,837	18.2%
<u>CHOWAN COUNTY</u>	5,580	5,927								
Edenton			2	106		108		108		
*BALANCE IN COUNTY										
TOTAL CHOWAN COUNTY			2	106		108		108	96	1.6%
<u>CRAVEN COUNTY</u>	34,582	39,352								
Cherry Point Marine Corps Air Station				9		9		9		
Havelock			134	140		274		274		
New Bern			1,404	506		1,910		1,910		
*BALANCE IN COUNTY			3			3		3		
TOTAL CRAVEN COUNTY			1,541	655		2,196		2,196	1,958	5.0%
<u>CUMBERLAND COUNTY</u>	107,358	115,595								
Fayetteville			17	237		254		254		
*BALANCE IN COUNTY			4			4		4		
TOTAL CUMBERLAND COUNTY			21	237		258		258	230	0.2%
<u>DARE COUNTY</u>	12,690	14,531								
Kill Devil Hill			1	64		65		65		

Kitty Hawk			4	54		58		58		
Manteo			3	40		43		43		
Nags Head			2	72		74		74		
*BALANCE IN COUNTY			1	26		27		27		
TOTAL DARE COUNTY			11	256		267		267	238	1.6%
<u>DUPLIN COUNTY</u>	18,267	20,240								
Wallace			2	23		25		25		
Warsaw			1	130		131		131		
*BALANCE IN COUNTY			5	55		60		60		
TOTAL DUPLIN COUNTY			8	208		216		216	193	1.0%
(MA) <u>DURHAM COUNTY</u>	89,015	108,826								
Bahama			157	4		161		161		
Chapel Hill			325			325		325		
Durham	74,976	93,303	9,469	2,455	35	11,959	86	12,045		
Morrisville			57			57		57		
Rougemont			74	29		103		103		
TOTAL DURHAM COUNTY			10,082	2,488	35	12,605	86	12,691	11,318	10.4%
<u>EDGECOMBE COUNTY</u>	20,392	19,388								
Pinetops				45		45		45		
Rocky Mount			71	60		131		131		
Tarboro			428	200		628		628		
*BALANCE IN COUNTY			2			2		2		
TOTAL EDGECOMBE COUNTY			501	305		806		806	719	3.7%
(MA) <u>FRANKLIN COUNTY</u>	17,843	23,339								
Bunn			72	155		227		227		
Franklinton			617	139		756		756		
Louisburg			961	330		1,291	20	1,311		
Youngsville			1,066	227		1,293		1,293		
Zebulon			211			211		211		
*BALANCE IN COUNTY			2			2		2		
TOTAL FRANKLIN COUNTY			2,929	851		3,780	20	3,800	3,866	16.6%
<u>GRANVILLE COUNTY</u>	16,654	20,205								
Butner			80	75		155		155		
Creedmore			327	149		476		476		
Oxford			275	198		473		473		
Stem			30	35		65		65		
TOTAL GRANVILLE COUNTY			712	457		1,169		1,169	1,189	5.9%

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<u>NORTH CAROLINA (Cont'd)</u>										
<u>GREENE COUNTY</u>										
	6,696	7,102								
Snow Hill			46	58		104		104		
*BALANCE IN COUNTY			2			2		2		
TOTAL GREENE COUNTY			48	58		106		106	95	1.3%
<u>HALIFAX COUNTY</u>										
	22,122	21,811								
Enfield			1	62		63		63		
Halifax			1	43		44		44		
Littleton				120		120		120		
Roanoke Rapids			2	528		530		530		
Scotland Neck				140		140		140		
Weldon			2	90		92		92		
*BALANCE IN COUNTY				10		10		10		
TOTAL HALIFAX COUNTY			6	993		999		999	891	4.1%
<u>HARNETT COUNTY</u>										
	33,800	43,127								
Angier			861	115		976		976		
Buies Creek			41	16		57		57		
Coats			177	16		193		193		
Dunn			346	154		500		500		
Erwin			109			109		109		
Fuquay Varina			113			113		113		
Lillington			311	104		415		415		
Willow Springs			31			31		31		
*BALANCE IN COUNTY			27			27		27		
TOTAL HARNETT COUNTY			2,016	405		2,421		2,421	2,463	5.7%
<u>HERTFORD COUNTY</u>										
	8,953	8,750								
Ahoskie			3	128		131		131		
Murfreesboro			2	24		26		26		
*BALANCE IN COUNTY			2	12		14		14		
TOTAL HERTFORD COUNTY			7	164		171		171	153	1.7%
(MA) <u>JOHNSTON COUNTY</u>										
	46,595	64,006								
Less included in NDM	14,398	19,402								
BALANCE IN COUNTY	32,197	44,604								

Angier			98	61	159	14	173		
Benson			643	348	991		991		
Four Oaks			580	128	708	10	718		
Garner			885		885		885		
Kenly			253	107	360		360		
Micro			28	14	42		42		
Middlesex Rural Routes			125		125		125		
Pine Level			86	61	147		147		
Princeton			187	32	219		219		
Raleigh			137		137		137		
Selma			684	92	776		776		
Smithfield	4,417	5,030	1,315	376	1,691	19	1,710		
Wendell			195		195		195		
Willow Springs Rural Routes			400	40	440		440		
Zebulon Rural Routes			122	20	142		142		
*BALANCE IN COUNTY			19		19		19		
<hr/>									
TOTAL JOHNSTON COUNTY (EXCLUSIVE OF NDM)			5,757	1,279	7,036	43	7,079	7,202	16.1%
TOTAL JOHNSTON COUNTY			9,854	2,729	12,583	58	12,641	12,553	19.6%
<u>LEE COUNTY</u>	18,466	22,897							
Broadway			55	10	65		65		
Sanford			1,413	592	2,005	10	2,015		
*BALANCE IN COUNTY				20	20		20		
TOTAL LEE COUNTY			1,468	622	2,090	10	2,100	2,137	9.3%
<u>LENOIR COUNTY</u>	23,862	23,310							
Kinston			424	314	738		738		
La Grange			47	45	92	1	93		
*BALANCE IN COUNTY			1		1		1		
TOTAL LENOIR COUNTY			472	359	831	1	832	742	3.2%
<u>MARTIN COUNTY</u>	10,020	9,322							
Williamston			5	132	11	148	148		
*BALANCE IN COUNTY			2	54	56		56		
TOTAL MARTIN COUNTY			7	186	11	204	204	182	2.0%
<u>MOORE COUNTY</u>	30,713	36,648							
Aberdeen			47	50	97		97		
Carthage			19	30	49		49		
Pinehurst			1,041	78	1,119		1,119		
Seven Lakes			60	37	97		97		

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<u>NORTH CAROLINA (Cont'd)</u>										
<u>MOORE COUNTY</u>										
Southern Pines			494	139		633	11	644		
Vass			30	35		65		65		
West End			179			179		179		
Whispering Pines			164	14		178		178		
*BALANCE IN COUNTY			23			23		23		
TOTAL MOORE COUNTY			2,057	383		2,440	11	2,451	2,303	6.3%
<u>NASH COUNTY</u>										
	33,644	37,339								
Bailey			158	42		200		200		
Battleboro			32			32		32		
Castalia			48	30		78		78		
Middlesex			151	47		198		198		
Nashville			328	191		519		519		
Red Oak			3	58		61		61		
Rocky Mount			1,353	501		1,854	20	1,874		
Sharpsburg			5	45		50		50		
Spring Hope			193	116		309		309		
*BALANCE IN COUNTY			2			2		2		
TOTAL NASH COUNTY			2,273	1,030		3,303	20	3,323	3,128	8.4%
<u>NEW HANOVER COUNTY</u>										
	68,183	86,516								
Carolina Beach			1	82	12	95		95		
Kure Beach				25		25		25		
Wilmington			16	345		361	3	364		
Wrightsville Beach				241		241		241		
TOTAL NEW HANOVER COUNTY			17	693	12	722	3	725	647	0.7%
<u>NORTHAMPTON COUNTY</u>										
	8,691	8,333								
Conway			3	22		25		25		
Gaston				25		25		25		
Henrico				40		40		40		
Jackson				59		59		59		
*BALANCE IN COUNTY			6	36		42		42		
TOTAL NORTHAMPTON COUNTY			9	182		191		191	170	2.0%

<u>ONSLow COUNTY</u>	48,122	54,273								
Holly Ridge				30		30		30		
Jacksonville			8	298		306		306		
Surf City				155		155		155		
Swansboro			73	30		103		103		
*BALANCE IN COUNTY			3	23		26		26		
TOTAL ONSLOW COUNTY			84	536		620		620	553	1.0%
(MA) <u>ORANGE COUNTY</u>	45,863	49,703								
Carrboro	7,570	8,224	488	203		691		691		
Chapel Hill	16,887	18,357	4,689	548	50	5,287	33	5,320		
Durham			140			140		140		
Efland			72	24		96		96		
Hillsborough			926	173		1,099	6	1,105		
Mebane			6	27		33		33		
*BALANCE IN COUNTY			1			1		1		
TOTAL ORANGE COUNTY			6,322	975	50	7,347	39	7,386	7,256	14.6%
<u>PAMLICO COUNTY</u>	5,178	5,101								
Arapahoe			20	20		40		40		
Oriental			62	30		92		92		
*BALANCE IN COUNTY			20	20		40		40		
TOTAL PAMLICO COUNTY			102	70		172		172	153	3.0%
<u>PENDER COUNTY</u>	16,054	21,458								
Hampstead			2	43		45		45		
Topsail Beach				29		29		29		
*BALANCE IN COUNTY			19			19		19		
TOTAL PENDER COUNTY			21	72		93		93	83	0.4%
<u>PERQUIMANS COUNTY</u>	4,645	5,654								
Hertford			3	33		36		36		
TOTAL PERQUIMANS COUNTY			3	33		36		36	32	0.6%
<u>PERSON COUNTY</u>	14,085	15,297								
Roxboro			9	120		129		129		
*BALANCE IN COUNTY			15			15		15		
TOTAL PERSON COUNTY			24	120		144		144	128	0.8%
<u>PITT COUNTY</u>	52,539	66,269								
Ayden				72		72		72		
Farmville			74	80		154		154		
Greenville			917	455		1,372	24	1,396		

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<u>PITT COUNTY</u>										
Winterville			121	80		201		201		
*BALANCE IN COUNTY			3	18		21		21		
TOTAL PITT COUNTY			1,115	705		1,820	24	1,844	1,645	2.5%
<u>ROBESON COUNTY</u> 43,677 45,891										
Lumberton			5	55		60		60		
*BALANCE IN COUNTY			5			5		5		
TOTAL ROBESON COUNTY			10	55		65		65	58	0.1%
<u>SAMPSON COUNTY</u> 22,273 24,126										
Clinton			119	101		220		220		
Newton Grove			73	131		204		204		
*BALANCE IN COUNTY			2			2		2		
TOTAL SAMPSON COUNTY			194	232		426		426	380	1.6%
<u>SCOTLAND COUNTY</u> 13,399 13,642										
Laurinburg			1			1		1		
*BALANCE IN COUNTY										
TOTAL SCOTLAND COUNTY			1			1		1	1	0.0%
<u>VANCE COUNTY</u> 16,199 16,470										
Henderson			446	348		794	8	802		
Kittrell			28	25		53		53		
TOTAL VANCE COUNTY			474	373		847	8	855	870	5.3%
<u>WARREN COUNTY</u> 7,708 7,681										
Littleton				125		125		125		
Norlina				75		75		75		
Warrenton			3	83		86		86		
Wise			1	35		36		36		
*BALANCE IN COUNTY			2	12		14		14		
TOTAL WARREN COUNTY			6	330		336		336	342	4.5%
<u>WASHINGTON COUNTY</u> 5,367 5,276										
Creswell				36		36		36		

Plymouth		1	152		153		153	
Roper			36		36		36	
TOTAL WASHINGTON COUNTY		1	224		225		225	201 3.8%
<u>WAYNE COUNTY</u>	42,612	44,369						
Fremont			27	15		42	42	
Goldsboro			901	406		1,307	10 1,317	
Mount Olive			86	60		146	146	
Pikeville			44	10		54	54	
*BALANCE IN COUNTY			31	15		46	46	
TOTAL WAYNE COUNTY			1,089	506		1,595	10 1,605	1,431 3.2%
<u>WILSON COUNTY</u>	28,613	31,191						
Elm City			85	25		110	110	
Lucama			84	20		104	104	
Sims			103			103	103	
Statonsburg			47	15		62	62	
Wilson	17,296	19,479	1,732	421		2,153	1 2,154	
*BALANCE IN COUNTY			12	7		19	19	
TOTAL WILSON COUNTY			2,063	488		2,551	1 2,552	2,574 13.2%
<u>MISCELLANEOUS COUNTIES</u>								
Columbia (Tyrrell Co)				78		78	78	
Elizabeth City (Pasquotank Co)			8	76		84	84	
Greensboro (Guilford Co)			30			30	30	
Whiteville (Columbus Co)			13			13	13	
UNDER 25 COPIES			156			156	1 157	
TOTAL MISCELLANEOUS COUNTIES			207	154		361	1 362	323
TOTAL IN NORTH CAROLINA			147,058	41,721	515	189,294	1,519 190,813	182,796
<u>ALL OTHER STATES</u>								
<u>MISCELLANEOUS COUNTIES</u>								
Bracey (Mecklenburg Co) VA				40		40	40	
Myrtle Beach (Horry Co) SC				150		150	150	
UNDER 25 COPIES			97	10		107	3 110	
TOTAL ALL OTHER			97	200		297	3 300	268
TOTAL IN PRINT CIRCULATION			147,155	41,921	515	189,591	1,522 191,113	183,064
DIGITAL REPLICIA CIRCULATION			879			879	4,398 5,277	2,044
DIGITAL NON-REPLICIA CIRCULATION								90

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State County Town	OH's 2000 Census	OH's #1-1-10 Estimate	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Verified	Total	Avg. Proj. Circ.	Hshld. Cov.
<u>SUMMARY</u>										
TOTAL NORTH CAROLINA			147,937	41,721	515	190,173	5,917	196,090		
" ALL OTHER STATES			97	200		297	3	300		
TOTAL AVERAGE CIRCULATION			148,034	41,921	515	190,470	5,920	196,390	185,198	

State County Town	Morning The News & Observer								Sat The News & Observer										
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<u>NORTH CAROLINA</u>																			
RALEIGH NEWSPAPER DESIGNATED MARKET as described in Par. 6 is the following:																			
(MA) <u>WAKE COUNTY</u>	242,040	351,066																	
Apex	7,397	12,577	3,958	296		4,254	45	4,299				4,829	301		5,130	45	5,175		
Cary	34,898	50,822	11,393	665	31	12,089	87	12,176				13,317	744	107	14,168	90	14,258		
Clayton			83			83		83				101			101		101		
Fuquay Varina	3,122	7,150	2,259	237		2,496	21	2,517				2,668	264	11	2,943	21	2,964		
Garner	6,950	10,882	2,045	527		2,572	106	2,678				2,262	543		2,805	50	2,855		
Holly Springs	3,316	7,924	1,418	89		1,507		1,507				1,770	109		1,879		1,879		
Knightdale			972	164		1,136	7	1,143				1,089	121		1,210	7	1,217		
Morrisville			724	460	15	1,199	24	1,223				826	451	15	1,292	11	1,303		
New Hill			88			88		88				95			95		95		
Raleigh	112,608	166,734	36,304	4,083	132	40,519	1,026	41,545				40,175	3,721	190	44,086	916	45,002		
" (City Zone)	112,608	517,800																	
Rolesville			213	118		331		331				255	81		336		336		
Wake Forest	4,617	10,152	3,374	232		3,606	21	3,627				4,095	262		4,357	21	4,378		
Wendell			849	115		964	6	970				911	99		1,010	6	1,016		
Willow Springs			358	27		385		385				429	27		456		456		
Youngsville			79			79		79				92			92		92		
Zebulon			824	187		1,011	10	1,021				890	187		1,077	10	1,087		
TOTAL WAKE COUNTY			64,941	7,200	178	72,319	1,353	73,672	71,764	74,210	21.1%	73,804	6,910	323	81,037	1,177	82,214	82,156	23.4%
(MA) <u>JOHNSTON COUNTY</u>																			
<u>(PART)</u>	14,398	19,402																	
Clayton			2,214	309		2,523	15	2,538				2,647	326		2,973	15	2,988		
NDM IN JOHNSTON COUNTY			2,214	309		2,523	15	2,538	2,472	2,557	13.2%	2,647	326		2,973	15	2,988	2,986	15.4%
TOTAL NEWSPAPER DES- IGNATED MARKET	256,438	370,468	67,155	7,509	178	74,842	1,368	76,210	74,236	76,767	20.7%	76,451	7,236	323	84,010	1,192	85,202	85,142	23.0%
METROPOLITAN AREA Counties of Chatham, Durham, Franklin, Johnston, Orange and Wake. (Gross Distribution, one day only.)	461,097	623,457	88,296	10,148	215	98,659	1,639	100,298	98,092	101,074	16.2%	99,590	9,780	408	109,778	1,384	111,162	111,150	17.8%

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<u>NORTH CAROLINA (Cont'd)</u>																			
<u>ALAMANCE COUNTY</u>	51,584	60,609																	
Burlington			143	73		216					149	73		222		222			
Mebane			113	28		141					125	32		157		157			
*BALANCE IN COUNTY			20			20					23			23		23			
TOTAL ALAMANCE COUNTY			276	101		377			334	340	0.6%	297	105		402		402	340	0.6%
<u>BEAUFORT COUNTY</u>	18,319	19,650																	
Bath			12	16		28					12	20		32		32			
Belhaven			6	34		40					6	42		48		48			
Chocowinity			54	23		77					57	23		80		80			
Washington			24	130		154					24	158		182		182			
*BALANCE IN COUNTY			22			22					22			22		22			
TOTAL BEAUFORT COUNTY			118	203		321			284	290	1.5%	121	243		364		364	308	1.6%
<u>BERTIE COUNTY</u>	7,743	7,622																	
Windsor			50	24		74					49	24		73		73			
*BALANCE IN COUNTY			39	22		61					40	22		62		62			
TOTAL BERTIE COUNTY			89	46		135			120	122	1.6%	89	46		135		135	114	1.5%
<u>BRUNSWICK COUNTY</u>	30,438	48,043																	
Calabash				28		28						13		13		13			
Oak Island											2	40		42		42			
Shallote			2	20		22					2	30		32		32			
Southport			1	60		61					1	100		101		101			
Sunset Beach			1	30		31					1	40		41		41			
*BALANCE IN COUNTY			5	57		62					4	37		41		41			
TOTAL BRUNSWICK COUNTY			9	195		204			181	184	0.4%	10	260		270		270	228	0.5%
<u>CARTERET COUNTY</u>	25,204	27,771																	
Atlantic				10		10						10		10		10			
Atlantic Beach			219	196		415					252	276		528		528			
Beaufort			244	132	22	398	25	423			250	154	34	438	25	463			
Cape Carteret			38	30		68		68			43	45		88		88			
Cedar Point			5	15		20		20			6	20		26		26			
Emerald Isle			160	145		305		305			172	205	31	408		408			
Harkers Island			2	20		22		22			2	20		22		22			

Morehead City	653	216	869	869	684	248	932	932									
Newport	194	80	274	274	201	68	269	269									
*BALANCE IN COUNTY	40	33	73	73	32	33	65	65									
TOTAL CARTERET COUNTY	1,555	877	22	2,454	25	2,479	2,196	2,237	8.1%	1,642	1,079	65	2,786	25	2,811	2,375	8.6%
(MA) <u>CHATHAM COUNTY</u>	19,741	26,517															
Bear Creek	2		2	2	2					2		2		2			
Chapel Hill Rural Routes	1,282	34	1,316	1,316	1,429	39	1,468	1,468									
Goldston	1		1	1	1					1		1		1			
Moncure	56	18	74	74	58	13	71	71									
New Hill Rural Routes	18	4	22	22	23	5	28	28									
Pittsboro	1,335	156	1,491	8	1,499		1,452	173	1,625	8	1,633						
Siler City	98	41	139	139	113	31	144	144									
*BALANCE IN COUNTY	4		4	4	4					4		4		4			
TOTAL CHATHAM COUNTY	2,796	253	3,049	8	3,057	3,003	3,059	11.5%	3,082	261		3,343	8	3,351	2,855	10.8%	
<u>CHOWAN COUNTY</u>	5,580	5,927															
Edenton	14	84	98	98	13	88	101	101									
*BALANCE IN COUNTY	1		1	1	1					1		1		1			
TOTAL CHOWAN COUNTY	15	84	99	99	88	89	1.5%	14	88		102		102	86	1.5%		
<u>CRAVEN COUNTY</u>	34,582	39,352															
Cherry Point Marine Corps Air Station		38	38	38						15		15		15			
Havelock	97	50	147	147	109	50	159	159									
New Bern	1,038	245	1,283	1,283	1,161	245	1,406	1,406									
*BALANCE IN COUNTY	9		9	9	10		10	10									
TOTAL CRAVEN COUNTY	1,144	333	1,477	1,477	1,308	1,333	3.4%	1,280	310		1,590		1,590	1,344	3.4%		
<u>CUMBERLAND COUNTY</u>	107,358	115,595															
Fayetteville	27	75	102	102	26	134	160	160									
*BALANCE IN COUNTY	6		6	6	6		6	6									
TOTAL CUMBERLAND COUNTY	33	75	108	108	96	97	0.1%	32	134		166		166	140	0.1%		
<u>DARE COUNTY</u>	12,690	14,531															
Kill Devil Hill	4		4	4	4		46	50	50								
Kitty Hawk	6		6	6	6		32	38	38								
Manteo	16		16	16	16		36	52	52								
Nags Head	3		3	3	3		58	61	61								
*BALANCE IN COUNTY					1		24	25	25								
TOTAL DARE COUNTY	29		29	29	26	26	0.2%	30	196		226		226	191	1.3%		

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<u>NORTH CAROLINA (Cont'd)</u>																				
<u>DUPLIN COUNTY</u>																				
	18,267	20,240																		
Wallace			2	15		17		17				2	32		34		34			
Warsaw			10	80		90		90				11	85		96		96			
*BALANCE IN COUNTY			24	35		59		59				21	43		64		64			
TOTAL DUPLIN COUNTY			36	130		166		166	147	150	0.7%	34	160		194		194	164	0.8%	
(MA) <u>DURHAM COUNTY</u>	89,015	108,826																		
Bahama			128	2		130		130				136	2		138		138			
Chapel Hill			247			247		247				279			279		279			
Durham	74,976	93,303	6,660	1,003	22	7,685	171	7,856				7,334	969	35	8,338	97	8,435			
Morrisville			25			25		25				27			27		27			
Rougemont			63	14		77		77				66	17		83		83			
TOTAL DURHAM COUNTY			7,123	1,019	22	8,164	171	8,335	7,383	7,520	6.9%	7,842	988	35	8,865	97	8,962	7,573	7.0%	
<u>EDGECOMBE COUNTY</u>																				
	20,392	19,388																		
Pinetops			6	22		28		28				6	20		26		26			
Rocky Mount			38	28		66	19	85				225	20		245	19	264			
Tarboro			408	108		516		516				419	105		524		524			
*BALANCE IN COUNTY			5			5		5				5			5		5			
TOTAL EDGECOMBE COUNTY			457	158		615	19	634	562	572	3.0%	655	145		800	19	819	692	3.6%	
(MA) <u>FRANKLIN COUNTY</u>	17,843	23,339																		
Bunn			55	55		110		110				53	62		115		115			
Franklinton			369	43		412		412				420	39		459		459			
Louisburg			657	108		765	20	785				720	111		831	20	851			
Youngsville			614	73		687		687				725	68		793		793			
Zebulon			146			146		146				159			159		159			
TOTAL FRANKLIN COUNTY			1,841	279		2,120	20	2,140	2,296	2,340	10.0%	2,077	280		2,357	20	2,377	2,765	11.8%	
<u>GRANVILLE COUNTY</u>																				
	16,654	20,205																		
Butner			61	33		94		94				62	30		92		92			
Creedmore			194	42		236		236				226	42		268		268			
Oxford			232	61		293		293				251	64		315		315			
Stem			22	10		32		32				29	9		38		38			
*BALANCE IN COUNTY			1			1		1				1			1		1			
TOTAL GRANVILLE COUNTY			510	146		656		656	704	717	3.5%	569	145		714		714	830	4.1%	

<u>GREENE COUNTY</u>	6,696	7,102															
Snow Hill			42	35	77		77		45	35	80		80				
*BALANCE IN COUNTY			27		27		27		27		27		27				
TOTAL GREENE COUNTY			69	35	104		104	92	94	1.3%	72	35	107	107	90	1.3%	
<u>HALIFAX COUNTY</u>	22,122	21,811															
Enfield			8	36	44		44		8	36	44		44				
Halifax			4	32	36		36		4	32	36		36				
Littleton			28	50	78		78		28	61	89		89				
Roanoke Rapids			8	334	342		342		8	341	349		349				
Scotland Neck			11	111	122		122		11	113	124		124				
Weldon			2	55	57		57		2	55	57		57				
*BALANCE IN COUNTY			18	8	26		26		18	8	26		26				
TOTAL HALIFAX COUNTY			79	626	705		705	624	636	2.9%	79	646	725	725	613	2.8%	
<u>HARNETT COUNTY</u>	33,800	43,127															
Angier			558	46	604	14	618		605	54	659	14	673				
Buies Creek			36	5	41		41		39	5	44		44				
Coats			98	6	104		104		106	7	113		113				
Dunn			297	71	368	10	378		303	74	377		377				
Erwin			93		93		93		93		93		93				
Fuquay Varina			79		79		79		107		107		107				
Lillington			275	42	317	35	352		270	46	316		316				
Willow Springs			2		2		2		3		3		3				
*BALANCE IN COUNTY			12		12		12		17		17		17				
TOTAL HARNETT COUNTY			1,450	170	1,620	59	1,679	1,802	1,836	4.3%	1,543	186	1,729	14	1,743	2,027	4.7%
<u>HERTFORD COUNTY</u>	8,953	8,750															
Ahoskie			27	108	135		135		27	111	138		138				
Murfreesboro			14	22	36		36		13	22	35		35				
*BALANCE IN COUNTY			15	10	25		25		15	10	25		25				
TOTAL HERTFORD COUNTY			56	140	196		196	174	177	2.0%	55	143	198	198	167	1.9%	
(MA) <u>JOHNSTON COUNTY</u>	46,595	64,006															
Less included in NDM	14,398	19,402															
BALANCE IN COUNTY	32,197	44,604															
Angier			86		86		86		89		89		89				
Benson			428	104	532		532		459	97	556		556				
Four Oaks			422	66	488	10	498		446	51	497	10	507				
Garner			446		446		446		551		551		551				
Kenly			174	65	239		239		189	43	232		232				
Micro			21	9	30		30		23	9	32		32				
Middlesex Rural Routes			77		77		77		82		82		82				

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(MA) <u>JOHNSTON COUNTY</u>																			
Pine Level			65	23		88		88				71	20		91		91		
Princeton			139	24		163		163				148	21		169		169		
Raleigh			76			76		76				91			91		91		
Selma			457	58		515		515				479	43		522		522		
Smithfield	4,417	5,030	1,021	214		1,235	19	1,254				1,082	168		1,250	19	1,269		
Wendell			103			103		103				126			126		126		
Willow Springs Rural Routes			215	15		230		230				248	8		256		256		
Zebulon Rural Routes			64	17		81		81				74	7		81		81		
*BALANCE IN COUNTY			14			14		14				16			16		16		
TOTAL JOHNSTON COUNTY (EXCLUSIVE OF NDM)			3,808	595		4,403	29	4,432	4,756	4,847	10.9%	4,174	467		4,641	29	4,670	5,432	12.2%
TOTAL JOHNSTON COUNTY			6,022	904		6,926	44	6,970	7,228	7,404	11.6%	6,821	793		7,614	44	7,658	8,418	13.2%
<u>LEE COUNTY</u>		18,466	22,897																
Broadway			43	11		54		54				40	11		51		51		
Sanford			984	168		1,152	10	1,162				1,075	166		1,241	10	1,251		
*BALANCE IN COUNTY				4		4		4					4		4		4		
TOTAL LEE COUNTY			1,027	183		1,210	10	1,220	1,309	1,334	5.8%	1,115	181		1,296	10	1,306	1,519	6.6%
<u>LENOIR COUNTY</u>		23,862	23,310																
Kinston			432	230		662		662				434	230		664		664		
La Grange			48	41		89	1	90				50	41		91	1	92		
*BALANCE IN COUNTY			6			6		6				6			6		6		
TOTAL LENOIR COUNTY			486	271		757	1	758	671	684	2.9%	490	271		761	1	762	644	2.8%
<u>MARTIN COUNTY</u>		10,020	9,322																
Williamston			33	96	35	164		164				33	92	35	160		160		
*BALANCE IN COUNTY			12	46		58		58				12	42		54		54		
TOTAL MARTIN COUNTY			45	142	35	222		222	197	200	2.1%	45	134	35	214		214	181	1.9%
<u>MOORE COUNTY</u>		30,713	36,648																
Aberdeen			51	20		71		71				47	20		67		67		
Carthage			21	13		34		34				20	18		38		38		

Pinehurst	868	47	915		915				954	76	1,030		1,030		
Seven Lakes	50	8	58		58				55	15	70		70		
Southern Pines	404	20	424	11	435				455	20	475	11	486		
Vass	27	10	37		37				29	10	39		39		
West End	144		144		144				159		159		159		
Whispering Pines	132	3	135		135				152	2	154		154		
*BALANCE IN COUNTY	22		22		22				23		23		23		
TOTAL MOORE COUNTY	1,719	121	1,840	11	1,851	1,734	1,766	4.8%	1,894	161	2,055	11	2,066	1,974	5.4%
<u>NASH COUNTY</u>	33,644	37,339													
Bailey	75	13	88		88				78	12	90		90		
Battleboro	29		29		29				29		29		29		
Castalia	35		35		35				37		37		37		
Middlesex	102	12	114		114				102	17	119		119		
Nashville	258	78	336		336				270	76	346		346		
Red Oak	5	15	20		20				5	20	25		25		
Rocky Mount	1,169	223	1,392		1,392				1,041	214	1,255		1,255		
Sharpsburg	3	25	28		28				4	25	29		29		
Spring Hope	164	46	210		210				167	43	210		210		
*BALANCE IN COUNTY	7		7		7				7		7		7		
TOTAL NASH COUNTY	1,847	412	2,259		2,259	2,147	2,188	5.9%	1,740	407	2,147		2,147	2,070	5.5%
<u>NEW HANOVER COUNTY</u>	68,183	86,516													
Carolina Beach	1	18	19		19				1	29	30		30		
Kure Beach	1	40	41		41				1	45	46		46		
Wilmington	12	150	162	3	165				13	165	178	3	181		
Wrightsville Beach		25	25		25					95	95		95		
TOTAL NEW HANOVER COUNTY	14	233	247	3	250	221	226	0.3%	15	334	349	3	352	297	0.3%
<u>NORTHAMPTON COUNTY</u>	8,691	8,333													
Conway	16	20	36		36				16	20	36		36		
Gaston		24	24		24					24	24		24		
Henrico	3	15	18		18				3	28	31		31		
Jackson	34	31	65		65				34	35	69		69		
*BALANCE IN COUNTY	40	32	72		72				40	32	72		72		
TOTAL NORTHAMPTON COUNTY	93	122	215		215	190	194	2.3%	93	139	232		232	196	2.4%
<u>ONSLow COUNTY</u>	48,122	54,273													
Holly Ridge										20	20		20		
Jacksonville	18	87	105		105				18	72	90		90		
Surf City										130	130		130		
Swansboro	57	25	82		82				61	25	86		86		
*BALANCE IN COUNTY	4	6	10		10				4	25	29		29		
TOTAL ONSLOW COUNTY	79	118	197		197	175	178	0.3%	83	272	355		355	300	0.6%

State County Town	Morning The News & Observer								Sat The News & Observer										
	OH's 2000 Census	OH's #1-1-10 Estimate	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Verified	Total	Wed Avg. Proj. Circ.	Cmbd Avg (Mon.-Fri.) Avg. Proj. Circ.	Hshld. Cov.	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Verified	Total	Avg. Proj. Circ.	Hshld. Cov.
<u>NORTH CAROLINA (Cont'd)</u>																			
(MA) <u>ORANGE COUNTY</u>	45,863	49,703																	
Carrboro	7,570	8,224	395	58			453				422	108		530		530			
Chapel Hill	16,887	18,357	4,437	364	15	4,816	38	4,854			4,701	360	50	5,111	33	5,144			
Durham			19			19		19			20			20		20			
Efland			58	10		68		68			64	11		75		75			
Hillsborough			659	61		720	5	725			751	69		820	5	825			
Mebane			4			4		4			5			5		5			
*BALANCE IN COUNTY			1			1		1			1			1		1			
TOTAL ORANGE COUNTY			5,573	493	15	6,081	43	6,124	6,418	6,541	13.2%	5,964	548	50	6,562	38	6,600	7,383	14.9%
<u>PAMLICO COUNTY</u>																			
	5,178	5,101																	
Arapahoe			20	7		27		27			20	7		27		27			
Oriental			52	27		79		79			54	25		79		79			
*BALANCE IN COUNTY			21	27		48		48			20	27		47		47			
TOTAL PAMLICO COUNTY			93	61		154		154	136	139	2.7%	94	59		153		153	129	2.5%
<u>PENDER COUNTY</u>																			
	16,054	21,458																	
Hampstead			2			2		2			2	33		35		35			
Topsail Beach												19		19		19			
*BALANCE IN COUNTY			24			24		24			24			24		24			
TOTAL PENDER COUNTY			26			26		26	23	23	0.1%	26	52		78		78	66	0.3%
<u>PERQUIMANS COUNTY</u>																			
	4,645	5,654																	
Hertford			7	26		33		33			8	28		36		36			
*BALANCE IN COUNTY			2			2		2			2			2		2			
TOTAL PERQUIMANS COUNTY			9	26		35		35	31	32	0.6%	10	28		38		38	32	0.6%
<u>PERSON COUNTY</u>																			
	14,085	15,297																	
Roxboro			26			26		26			26			26		26			
*BALANCE IN COUNTY			10			10		10			12			12		12			
TOTAL PERSON COUNTY			36			36		36	32	32	0.2%	38		38		38		32	0.2%
<u>PITT COUNTY</u>																			
	52,539	66,269																	
Ayden			3	47		50		50			3	42		45		45			
Farmville			80	52		132		132			78	52		130		130			

Greenville	792	179	20	991	49	1,040				816	184	35	1,035	24	1,059		
Winterville	82	44		126		126				91	39		130		130		
*BALANCE IN COUNTY	11	15		26		26				11	13		24		24		
TOTAL PITT COUNTY	968	337	20	1,325	49	1,374	1,217	1,240	1.9%	999	330	35	1,364	24	1,388	1,173	1.8%
<u>ROBESON COUNTY</u>	43,677	45,891															
Lumberton	9	128		137		137				9	40		49		49		
*BALANCE IN COUNTY	19	3		22		22				19			19		19		
TOTAL ROBESON COUNTY	28	131		159		159	141	143	0.3%	28	40		68		68	57	0.1%
<u>SAMPSON COUNTY</u>	22,273	24,126															
Clinton	121	66		187		187				122	73		195		195		
Newton Grove	72	50		122		122				72	50		122		122		
*BALANCE IN COUNTY	12			12		12				12			12		12		
TOTAL SAMPSON COUNTY	205	116		321		321	284	290	1.2%	206	123		329		329	278	1.2%
<u>SCOTLAND COUNTY</u>	13,399	13,642															
Laurinburg	7	20		27		27				7			7		7		
*BALANCE IN COUNTY	3	3		6		6				3			3		3		
TOTAL SCOTLAND COUNTY	10	23		33		33	29	30	0.2%	10			10		10	8	0.1%
<u>VANCE COUNTY</u>	16,199	16,470															
Henderson	346	128		474	8	482				369	139		508	8	516		
Kittrell	15	10		25		25				16	10		26		26		
TOTAL VANCE COUNTY	361	138		499	8	507	544	554	3.4%	385	149		534	8	542	630	3.8%
<u>WARREN COUNTY</u>	7,708	7,681															
Littleton		45		45		45					60		60		60		
Norlina	1	38		39		39				1	38		39		39		
Warrenton	13	40		53		53				13	40		53		53		
Wise	1	10		11		11				1	15		16		16		
*BALANCE IN COUNTY	11	10		21		21				10	12		22		22		
TOTAL WARREN COUNTY	26	143		169		169	181	185	2.4%	25	165		190		190	221	2.9%
<u>WASHINGTON COUNTY</u>	5,367	5,276															
Creswell	1	22		23		23				1	22		23		23		
Plymouth	7	141	20	168		168				7	136	60	203		203		
Roper		26		26		26					24		24		24		
*BALANCE IN COUNTY	3			3		3				3			3		3		
TOTAL WASHINGTON COUNTY	11	189	20	220		220	195	198	3.8%	11	182	60	253		253	214	4.1%

State County Town	Morning The News & Observer								Sat The News & Observer										
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<u>NORTH CAROLINA (Cont'd)</u>																			
<u>WAYNE COUNTY</u>																			
	42,612	44,369																	
Fremont			10	8		18		18				15	3	18		18			
Goldsboro			856	275		1,131	10	1,141				881	303	1,184	10	1,194			
Mount Olive			94	47		141		141				95	42	137		137			
Pikeville			22	10		32		32				30	10	40		40			
*BALANCE IN COUNTY			19	14		33		33				19	12	31		31			
TOTAL WAYNE COUNTY			1,001	354		1,355	10	1,365	1,209	1,232	2.8%	1,040	370	1,410	10	1,420	1,200	2.7%	
<u>WILSON COUNTY</u>																			
	28,613	31,191																	
Elm City			51	13		64		64				54	15	69		69			
Lucama			41	10		51		51				43	12	55		55			
Sims			41			41		41				56		56		56			
Statonsburg			36	10		46		46				34	10	44		44			
Wilson	17,296	19,479	1,248	220		1,468	1	1,469				1,325	199	1,535	1	1,536			
*BALANCE IN COUNTY			11	3		14		14				11	3	14		14			
TOTAL WILSON COUNTY			1,428	256		1,684	1	1,685	1,785	1,819	5.8%	1,523	239	1,773	1	1,774	2,023	6.5%	
<u>MISCELLANEOUS COUNTIES</u>																			
Columbia (Tyrrell Co)			33	52		85		85				33	49	82		82			
Elizabeth City (Pasquotank Co)			16	68		84		84				16	74	90		90			
Greensboro (Guilford Co)			26			26		26				27		27		27			
Whiteville (Columbus Co)			54			54		54				43		43		43			
UNDER 25 COPIES			210	5		215	1	216				225	1	226	1	227			
TOTAL MISCELLANEOUS COUNTIES			339	125		464	1	465	411	420		344	124	468	1	469	396		
TOTAL IN NORTH CAROLINA			104,072	16,968	312	121,352	1,836	123,188	119,692	123,081		116,326	17,461	614	134,401	1,511	135,912	134,499	

ALL OTHER STATES

MISCELLANEOUS

COUNTIES

Bracey (Mecklenburg Co) VA

15

15

15

25

25

25

Myrtle Beach (Horry Co) SC

150

150

150

UNDER 25 COPIES

65

5

70

2

72

73

5

78

2

80

TOTAL ALL OTHER

65

20

85

2

87

78

79

73

180

253

2

255

218

TOTAL IN PRINT CIRCULATION

104,137

16,988

312

121,437

1,838

123,275

119,770

123,160

116,399

17,641

614

134,654

1,513

136,167

134,717

DIGITAL REPLICA CIRCULATION

3,867

3,867

6,911

10,778

10,333

9,837

2,510

2,510

4,266

6,776

3,505

DIGITAL NON-REPLICA

CIRCULATION

90

90

90

SUMMARY

TOTAL NORTH CAROLINA

107,939

16,968

312

125,219

8,747

133,966

118,836

17,461

614

136,911

5,777

142,688

" ALL OTHER STATES

65

20

85

2

87

73

180

253

2

255

TOTAL AVERAGE

CIRCULATION

108,004

16,988

312

125,304

8,749

134,053

130,193

133,087

118,909

17,641

614

137,164

5,779

142,943

138,312

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

SOURCE - U.S. ZIP Code Directory, #1-1-10 The Nielsen Company (U.S.), Inc., See Par. 6.

STATE ZIP Code	OH's #1-1-10 Estimate	Sun The News & Observer				Verified	Total	Avg. Proj. Circ.	Hshld. Cov.
		Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid				
NORTH CAROLINA									
27207	Bear Creek	1,623	15	15		30	30	29	1.8%
27215	Burlington	17,163	142	107		249	249	239	1.4%
27243	Efland	1,536	72	24		96	96	92	6.0%
27252	Goldston	894	9	23		32	32	31	3.5%
27278	Hillsborough	8,717	926	173		1,099	1,099	1,053	12.1%
27302	Mebane	10,645	162	77		239	239	229	2.2%
27312	Pittsboro	8,061	1,746	311		2,057	10 2,067	1,980	24.6%
27330	Sanford	15,218	941	557		1,498	1,498	1,435	9.4%
27332	Sanford	11,361	485	35		520	520	498	4.4%
27344	Siler City	6,957	135	87		222	222	213	3.1%
27376	West End	3,481	179			179	179	171	4.9%
27408	Seven Lakes	8,195	60	37		97	97	93	1.1%
27501	Angier	7,000	959	176		1,135	1,135	1,087	15.5%
27502	Apex	10,295	3,826	635	24	4,485	45 4,530	4,339	42.1%
27503	Bahama	1,278	157	4		161	161	154	12.1%
27504	Benson	6,249	643	348		991	991	949	15.2%
27505	Broadway	2,159	55	10		65	65	62	2.9%
27506	Buies Creek		41	16		57	57	55	
27508	Bunn	765	72	155		227	227	217	28.4%
27509	Butner	1,770	80	75		155	155	148	8.4%
27510	Carrboro	6,456	488	203		691	691	662	10.3%
27511	Cary	12,839	4,459	1,079	60	5,598	102 5,700	5,460	42.5%
27513	Cary	17,656	4,791	824		5,615	2 5,617	5,380	30.5%
27514	Chapel Hill	12,276	1,910	394	25	2,329	32 2,361	2,262	18.4%
27516	Chapel Hill	13,212	2,316	13		2,329	2,329	2,231	16.9%
27517	Chapel Hill	10,041	2,895	230	25	3,150	1 3,151	3,018	30.1%
27518	Cary	7,716	3,110	282	26	3,418	3,418	3,274	42.4%
27519	Cary	11,061	4,484	356		4,840	1 4,841	4,637	41.9%
27520	Clayton	13,172	2,501	1,415		3,916	15 3,931	3,765	28.6%
27521	Coats	2,494	177	16		193	193	185	7.4%
27522	Creedmoor	4,448	327	149		476	476	456	10.3%
27523	Apex	3,536	1,022	238		1,260	1,260	1,207	34.1%
27524	Four Oaks	5,015	580	128		708	10 718	688	13.7%
27525	Franklinton	5,197	617	139		756	756	724	13.9%

27526	Fuquay Varina	14,778	3,864	1,110	11	4,985	21	5,006	4,795	32.4%
27527	Clayton	5,628	1,723	35		1,758		1,758	1,684	29.9%
27529	Garner	15,782	3,783	1,650		5,433	50	5,483	5,252	33.3%
27530	Goldsboro	14,844	418	240		658	10	668	640	4.3%
27534	Goldsboro	12,071	477	153		630		630	603	5.0%
27536	Henderson	6,980	280	200		480	8	488	467	6.7%
27537	Henderson	8,667	166	148		314		314	301	3.5%
27539	Apex	6,195	2,011	170		2,181		2,181	2,089	33.7%
27540	Holly Springs	9,112	2,791	724		3,515		3,515	3,367	37.0%
27542	Kenly	3,830	253	107		360		360	345	9.0%
27544	Kittrell	1,261	28	25		53		53	51	4.0%
27545	Knightdale	7,079	1,513	529		2,042	7	2,049	1,963	27.7%
27546	Lillington	6,879	311	104		415		415	398	5.8%
27549	Louisburg	9,152	961	330		1,291	20	1,311	1,256	13.7%
27555	Micro		28	14		42		42	40	
27557	Middlesex	3,065	276	47		323		323	309	10.1%
27559	Moncure	1,095	89	58		147		147	141	12.9%
27560	Morrisville	9,478	1,363	992	15	2,370	11	2,381	2,281	24.1%
27562	New Hill	694	154	15		169		169	162	23.3%
27563	Norlina	1,152		75		75		75	72	6.3%
27565	Oxford	9,642	275	198		473		473	453	4.7%
27568	Pine Level		86	61		147		147	141	
27569	Princeton	3,056	187	32		219		219	210	6.9%
27571	Rolesville	975	381	259		640		640	613	62.9%
27572	Rougemont	2,636	74	29		103		103	99	3.8%
27574	Roxboro	5,633	9	120		129		129	124	2.2%
27576	Selma	7,280	684	92		776		776	743	10.2%
27577	Smithfield	9,219	1,315	376		1,691	19	1,710	1,638	17.8%
27581	Stem	1,073	30	35		65		65	62	5.8%
27587	Wake Forest	17,001	5,871	1,411		7,282	21	7,303	6,995	41.1%
27589	Warrenton	3,675	3	83		86		86	82	2.2%
27591	Wendell	6,513	1,425	219		1,644	6	1,650	1,581	24.3%
27592	Willow Springs	4,843	1,102	116		1,218		1,218	1,167	24.1%
27594	Wise		1	35		36		36	34	
27596	Youngsville	5,414	1,215	227		1,442		1,442	1,381	25.5%
27597	Zebulon	8,158	1,553	527		2,080	10	2,090	2,002	24.5%
27601	Raleigh	4,494	441	171		612	673	1,285	1,231	27.4%
27603	Raleigh	16,646	3,577	964		4,541		4,541	4,350	26.1%
27604	Raleigh	18,634	3,383	677		4,060	67	4,127	3,953	21.2%
27605	Raleigh	3,307	704	236		940		940	900	27.2%
27606	Raleigh	18,714	3,024	517		3,541	1	3,542	3,393	18.1%
27607	Raleigh	9,067	2,372	250	20	2,642		2,642	2,531	27.9%
27608	Raleigh	5,944	2,058	136		2,194	1	2,195	2,103	35.4%
27609	Raleigh	17,923	4,734	915	115	5,764	2	5,766	5,523	30.8%
27610	Raleigh	22,131	2,847	1,421		4,268	2	4,270	4,090	18.5%

		Sun								
		The News & Observer								
STATE		OH's	Home	Single	Business/	Total	Verified	Total	Avg. Proj.	Hshld.
ZIP Code		#1-1-10	Delivery	Copy	Traveler	Paid			Circ.	Cov.
		Estimate	& Mail	Sales						
NORTH CAROLINA (Cont'd)										
27612	Raleigh	19,339	4,993	777	45	5,815	79	5,894	5,646	29.2%
27613	Raleigh	19,984	5,702	686		6,388		6,388	6,119	30.6%
27614	Raleigh	11,221	4,590	412	15	5,017	65	5,082	4,868	43.4%
27615	Raleigh	20,443	6,951	931		7,882		7,882	7,550	36.9%
27616	Raleigh	14,665	2,542	611		3,153	26	3,179	3,045	20.8%
27617	Raleigh	3,822	1,324	409	11	1,744		1,744	1,671	43.7%
27701	Durham	9,354	393	162		555	40	595	570	6.1%
27703	Durham	15,059	1,028	338	15	1,381		1,381	1,323	8.8%
27704	Durham	12,353	564	27		591		591	566	4.6%
27705	Durham	18,712	2,122	383		2,505	46	2,551	2,444	13.1%
27707	Durham	19,637	1,647	540		2,187		2,187	2,095	10.7%
27709	Durham		10	27		37		37	35	
27712	Durham	7,481	1,257	112		1,369		1,369	1,311	17.5%
27713	Durham	20,713	2,573	619	20	3,212		3,212	3,077	14.9%
27801	Rocky Mount	7,984	75	60		135	20	155	148	1.9%
27803	Rocky Mount	9,133	533	366		899		899	861	9.4%
27804	Rocky Mount	12,163	815	135		950		950	910	7.5%
27807	Bailey	2,519	158	42		200		200	192	7.6%
27808	Bath	921		32		32		32	31	3.4%
27809	Battleboro	1,802	32			32		32	31	1.7%
27810	Belhaven	1,726	2	62		64		64	61	3.5%
27816	Castalia	1,067	48	30		78		78	75	7.0%
27817	Chocowinity	2,808	62	42		104		104	100	3.6%
27820	Conway	1,254	3	22		25		25	24	1.9%
27822	Elm City	2,899	85	25		110		110	105	3.6%
27823	Enfield	2,974	1	62		63		63	60	2.0%
27828	Farmville	3,417	74	80		154		154	148	4.3%
27830	Fremont	1,759	27	15		42		42	40	2.3%
27832	Gaston	1,262		25		25		25	24	1.9%
27834	Greenville	22,387	221	165		386	24	410	393	1.8%
27839	Halifax	1,251	1	43		44		44	42	3.4%
27842	Henrico	686		40		40		40	38	5.5%
27845	Jackson	597		59		59		59	57	9.5%
27850	Littleton	3,126		245		245		245	235	7.5%
27851	Lucama	1,825	84	20		104		104	100	5.5%
27855	Murfreesboro	2,232	2	24		26		26	25	1.1%
27856	Nashville	5,671	328	191		519		519	497	8.8%

27858	Greenville	23,504	696	290	986	986	944	4.0%	
27863	Pikeville	3,925	44	10	54	54	52	1.3%	
27864	Pinetops	1,293		45	45	45	43	3.3%	
27868	Red Oak		3	58	61	61	58		
27870	Roanoke Rapids	11,447	2	528	530	530	508	4.4%	
27878	Sharpsburg		5	45	50	50	48		
27874	Scotland Neck	1,948		140	140	140	134	6.9%	
27880	Sims	873	103		103	103	99	11.3%	
27882	Spring Hope	2,756	193	116	309	309	296	10.7%	
27883	Stantonsburg	1,054	47	15	62	62	59	5.6%	
27886	Tarboro	7,360	428	200	628	628	602	8.2%	
27889	Washington	11,146	5	286	291	291	279	2.5%	
27890	Weldon	852	2	90	92	92	88	10.3%	
27892	Williamston	5,825	5	132	11	148	148	2.4%	
27893	Wilson	16,815	754	318	1,072	1,072	1,027	6.1%	
27896	Wilson	7,316	977	103	1,080	1	1,081	1,035	14.1%
27909	Elizabeth City	15,941	5	76	81	81	78	0.5%	
27910	Ahoskie	4,605	3	128	131	131	125	2.7%	
27925	Columbia	1,364		78	78	78	75	5.5%	
27928	Creswell	805		36	36	36	34	4.2%	
27932	Edenton	5,083	2	106	108	108	103	2.0%	
27944	Hertford	5,145	3	33	36	36	34	0.7%	
27948	Kill Devil Hills	4,756	1	64	65	65	62	1.3%	
27949	Kitty Hawk	2,962	4	54	58	58	56	1.9%	
27954	Manteo	2,540	3	40	43	43	41	1.6%	
27959	Nags Head	3,157	2	72	74	74	71	2.2%	
27962	Plymouth	3,015	1	152	153	153	147	4.9%	
27970	Roper	1,506		36	36	36	34	2.3%	
27983	Windsor	3,743	28	38	66	66	63	1.7%	
28301	Fayetteville	6,312	5	42	47	47	45	0.7%	
28304	Fayetteville	13,791	1	30	31	31	30	0.2%	
28305	Fayetteville	2,767	2	100	102	102	98	3.5%	
28311	Fayetteville	12,968	2	40	42	42	40	0.3%	
28315	Aberdeen	4,958	47	50	97	97	93	1.9%	
28327	Carthage	6,080	183	44	227	227	217	3.6%	
	Whispering Pines								
28328	Clinton	10,204	119	101	220	220	211	2.1%	
28334	Dunn	10,291	346	154	500	500	479	4.7%	
28339	Erwin	2,957	109		109	109	104	3.5%	
28352	Laurinburg	9,379	1		1	1	1	0.0%	
28358	Lumberton	14,189	2	55	57	57	55	0.4%	
28365	Mount Olive	6,184	86	60	146	146	140	2.3%	
28366	Newton Grove	1,877	73	131	204	204	195	10.4%	
28374	Pinehurst	6,848	1,041	78	1,119	1,119	1,072	15.7%	
28387	Southern Pines	6,609	491	139	630	11	641	614	9.3%

		Sun								
		The News & Observer								
STATE		OH's	Home	Single	Business/	Total	Verified	Total	Avg. Proj.	Hshld.
ZIP Code		#1-1-10	Delivery	Copy	Traveler	Paid			Circ.	Cov.
		Estimate	& Mail	Sales						
NORTH CAROLINA (Cont'd)										
28394	Vass	2,081	30	35		65		65	62	3.0%
28398	Warsaw	2,689	1	130		131		131	125	4.6%
28401	Wilmington	10,468	4	269		273	2	275	263	2.5%
28403	Wilmington	15,917	4	48		52		52	50	0.3%
28405	Wilmington	12,296	1	28		29		29	28	0.2%
28428	Carolina Beach	3,231	1	82	12	95		95	91	2.8%
28443	Hampstead	6,799	2	198		200		200	192	2.8%
	Surf City									
28445	Holly Ridge	2,418		59		59		59	57	2.4%
	Topsail Beach									
28449	Kure Beach	1,081		25		25		25	24	2.2%
28461	Southport	7,153		110		110		110	105	1.5%
28465	Long Beach	4,247	1	50		51		51	49	1.2%
	Oak Island									
28466	Wallace	3,697	2	23		25		25	24	0.6%
28467	Calabash	3,851		80		80		80	77	2.0%
28468	Sunset Beach	2,400	1	75		76		76	73	3.0%
28470	Shallotte	4,391		50		50		50	48	1.1%
28472	Whiteville	8,047	13			13		13	12	0.1%
28480	Wrightsville Beach	1,311		241		241		241	231	17.6%
28501	Kinston	8,482	159	112		271		271	260	3.1%
28504	Kinston	8,173	265	202		467		467	447	5.5%
28510	Arapahoe	652	20	20		40		40	38	5.8%
28511	Atlantic	278	1	47		48		48	46	16.5%
28512	Atlantic Beach	1,952	259	309		568		568	544	27.9%
28513	Ayden	3,784		72		72		72	69	1.8%
28516	Beaufort	5,139	285	222	34	541	25	566	542	10.5%
28531	Harkers Island	595	16	50		66		66	63	10.6%
28532	Havelock	8,605	134	140		274		274	262	3.0%
28533	Cherry Point			9		9		9	9	
28540	Jacksonville	17,402	4	298		302		302	289	1.7%
28551	La Grange	4,797	47	45		92	1	93	89	1.9%
28557	Morehead	7,003	745	463		1,208		1,208	1,157	16.5%
28560	New Bern	11,910	425	451		876		876	839	7.0%
28562	New Bern	14,696	978	40		1,018		1,018	975	6.6%
28570	Newport	7,671	250	129		379		379	363	4.7%
28571	Oriental	1,143	62	30		92		92	88	7.7%
28580	Snow Hill	4,248	46	58		104		104	100	2.4%

28584	Cape Carteret Cedar Point Swansboro	3,999	124	180		304		304	291	7.3%
28590	Winterville	7,772	121	80		201		201	193	2.5%
28594	Emerald Isle	1,774	211	225	31	467		467	447	25.2%
	Miscellaneous ZIP Codes		650	940		1,590	35	1,625	1,556	
TOTAL PRINT CIRCULATION		147,155	41,921	515	189,591	1,522	191,113	183,064		
DIGITAL REPLICIA CIRCULATION			879		879	4,398	5,277	2,044		
DIGITAL NON-REPLICIA CIRCULATION									90	
TOTAL AVERAGE CIRCULATION		148,034	41,921	515	190,470	5,920	196,390	185,198		

STATE ZIP Code	Morning The News & Observer							Sat The News & Observer										
	OH's #1-1-10 Estimate	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Verified	Total	Wed Avg. Proj. Circ.	Cmbd Avg (Mon.-Fri.) Avg. Proj. Circ.	Hshld. Cov.	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Verified	Total	Avg. Proj. Circ.	Hshld. Cov.
NORTH CAROLINA																		
27207	Bear Creek	1,623	2		2		2	2	0.1%	2			2		2	2	0.1%	
27215	Burlington	17,163	135	73	208		208	202	1.2%	141	73		214		214	212	1.2%	
27243	Efland	1,536	58	10	68		68	66	4.4%	64	11		75		75	74	4.8%	
27252	Goldston	894	1		1	1	2	2	0.2%	1			1		1	1	0.1%	
27278	Hillsborough	8,717	659	61	720	5	725	704	8.3%	751	69		820	5	825	816	9.4%	
27302	Mebane	10,645	117	28	145		145	141	1.4%	130	32		162		162	160	1.5%	
27312	Pittsboro	8,061	1,335	156	1,491	8	1,499	1,456	18.6%	1,452	173		1,625	8	1,633	1,616	20.0%	
27330	Sanford	15,218	652	162	814	10	824	801	5.4%	705	162		867	10	877	868	5.7%	
27332	Sanford	11,361	335	6	341		341	331	3.0%	373	4		377		377	373	3.3%	
27344	Siler City	6,957	98	41	139		139	135	2.0%	113	31		144		144	142	2.0%	
27376	West End	3,481	144		144		144	140	4.1%	159			159		159	157	4.5%	
27408	Seven Lakes	8,195	50	8	58		58	56	0.7%	55	15		70		70	69	0.8%	
27501	Angier	7,000	644	46	690	14	704	684	10.0%	694	54		748	14	762	754	10.8%	
27502	Apex	10,295	2,155	194	2,349	45	2,394	2,326	23.2%	2,650	195		2,845	45	2,890	2,859	27.8%	
27503	Bahama	1,278	128	2	130		130	126	10.2%	136	2		138		138	137	10.7%	
27504	Benson	6,249	428	104	532		532	517	8.5%	459	97		556		556	550	8.8%	
27505	Broadway	2,159	43	11	54		54	52	2.5%	40	11		51		51	50	2.3%	
27506	Buies Creek		36	5	41		41	40		39	5		44		44	44		
27508	Bunn	765	55	55	110		110	107	14.4%	53	62		115		115	114	14.9%	
27509	Butner	1,770	61	33	94		94	91	5.3%	62	30		92		92	91	5.1%	
27510	Carrboro	6,456	395	58	453		453	440	7.0%	422	108		530		530	524	8.1%	
27511	Cary	12,839	3,482	335	3,848	67	3,915	3,804	30.5%	3,819	361	92	4,272	87	4,359	4,313	33.6%	
27513	Cary	17,656	3,104	250	3,354	8	3,362	3,266	19.0%	3,668	291		3,959	2	3,961	3,919	22.2%	
27514	Chapel Hill	12,276	1,693	238	1,946	32	1,978	1,922	16.1%	1,752	261	25	2,038	32	2,070	2,048	16.7%	
27516	Chapel Hill	13,212	1,852	34	1,886	5	1,891	1,837	14.3%	2,024	13		2,037		2,037	2,015	15.3%	
27517	Chapel Hill	10,041	2,412	117	2,529	1	2,530	2,458	25.2%	2,627	119	25	2,771	1	2,772	2,742	27.3%	
27518	Cary	7,716	2,235	34	2,269	11	2,280	2,215	29.5%	2,536	45	15	2,596		2,596	2,568	33.3%	
27519	Cary	11,061	2,572	46	2,618	1	2,619	2,545	23.7%	3,294	47		3,341	1	3,342	3,306	29.9%	
27520	Clayton	13,172	1,411	304	1,715	15	1,730	1,681	13.1%	1,643	320		1,963	15	1,978	1,957	14.9%	
27521	Coats	2,494	98	6	104		104	101	4.2%	106	7		113		113	112	4.5%	
27522	Creedmoor	4,448	194	42	236		236	229	5.3%	226	42		268		268	265	6.0%	
27523	Apex	3,536	658	66	724		724	703	20.4%	772	66		838		838	829	23.4%	
27524	Four Oaks	5,015	422	66	488	10	498	484	9.9%	446	51		497	10	507	502	10.0%	
27525	Franklinton	5,197	369	43	412		412	400	7.9%	420	39		459		459	454	8.7%	
27526	Fuquay Varina	14,778	2,338	237	2,575	21	2,596	2,522	17.6%	2,775	264	11	3,050	21	3,071	3,038	20.6%	
27527	Clayton	5,628	886	5	891		891	866	15.8%	1,105	6		1,111		1,111	1,099	19.5%	
27529	Garner	15,782	2,491	527	3,018	106	3,124	3,035	19.8%	2,813	543		3,356	50	3,406	3,370	21.4%	

27530	Goldsboro	14,844	403	153		556	10	566	550	565	3.8%	412	161		573	10	583	577	3.9%
27534	Goldsboro	12,071	441	108		549		549	533	548	4.5%	448	135		583		583	577	4.8%
27536	Henderson	6,980	227	70		297	8	305	296	305	4.4%	251	72		323	8	331	327	4.7%
27537	Henderson	8,667	119	58		177		177	172	177	2.0%	118	67		185		185	183	2.1%
27539	Apex	6,195	1,145	36		1,181		1,181	1,147	1,180	19.0%	1,407	40		1,447		1,447	1,432	23.1%
27540	Holly Springs	9,112	1,418	89		1,507		1,507	1,464	1,506	16.5%	1,770	109		1,879		1,879	1,859	20.4%
27542	Kenly	3,830	174	65		239		239	232	239	6.2%	189	43		232		232	230	6.0%
27544	Kittrell	1,261	15	10		25		25	24	25	2.0%	16	10		26		26	26	2.1%
27545	Knightdale	7,079	972	164		1,136	7	1,143	1,111	1,142	16.1%	1,089	121		1,210	7	1,217	1,204	17.0%
27546	Lillington	6,879	275	42		317	35	352	342	352	5.1%	270	46		316		316	313	4.6%
27549	Louisburg	9,152	657	108		765	20	785	763	784	8.6%	720	111		831	20	851	842	9.2%
27555	Micro		21	9		30		30	29	30		23	9		32		32	32	
27557	Middlesex	3,065	179	12		191		191	186	191	6.2%	184	17		201		201	199	6.5%
27559	Moncure	1,095	56	18		74		74	72	74	6.8%	58	13		71		71	70	6.4%
27560	Morrisville	9,478	749	460	15	1,224	24	1,248	1,213	1,247	13.2%	853	451	15	1,319	11	1,330	1,316	13.9%
27562	New Hill	694	106	4		110		110	107	110	15.9%	118	5		123		123	122	17.6%
27563	Norlina	1,152	1	38		39		39	38	39	3.4%	1	38		39		39	39	3.4%
27565	Oxford	9,642	232	61		293		293	285	293	3.0%	251	64		315		315	312	3.2%
27568	Pine Level		65	23		88		88	85	88		71	20		91		91	90	
27569	Princeton	3,056	139	24		163		163	158	163	5.3%	148	21		169		169	167	5.5%
27571	Rolesville	975	213	118		331		331	322	331	33.9%	255	81		336		336	332	34.1%
27572	Rougemont	2,636	63	14		77		77	75	77	2.9%	66	17		83		83	82	3.1%
27574	Roxboro	5,633	26			26		26	25	26	0.5%	26			26		26	26	0.5%
27576	Selma	7,280	457	58		515		515	500	515	7.1%	479	43		522		522	516	7.1%
27577	Smithfield	9,219	1,021	214		1,235	19	1,254	1,218	1,253	13.6%	1,082	168		1,250	19	1,269	1,255	13.6%
27581	Stem	1,073	22	10		32		32	31	32	3.0%	29	9		38		38	38	3.5%
27587	Wake Forest	17,001	3,374	232		3,606	21	3,627	3,524	3,624	21.3%	4,095	262		4,357	21	4,378	4,331	25.5%
27589	Warrenton	3,675	13	40		53		53	51	53	1.4%	13	40		53		53	52	1.4%
27591	Wendell	6,513	952	115		1,067	6	1,073	1,042	1,072	16.5%	1,037	99		1,136	6	1,142	1,130	17.3%
27592	Willow Springs	4,843	575	42		617		617	599	616	12.7%	680	35		715		715	707	14.6%
27594	Wise		1	10		11		11	11	11		15			15	1	16	16	
27596	Youngsville	5,414	693	73		766		766	744	765	14.1%	817	68		885		885	876	16.2%
27597	Zebulon	8,158	1,034	204		1,238	10	1,248	1,213	1,247	15.3%	1,123	194		1,317	10	1,327	1,313	16.1%
27601	Raleigh	4,494	419	244		663	673	1,336	1,298	1,335	29.7%	395	184		579	673	1,252	1,239	27.6%
27603	Raleigh	16,646	2,353	531	11	2,895		2,895	2,813	2,892	17.4%	2,658	458		3,116		3,116	3,083	18.5%
27604	Raleigh	18,634	2,416	357	20	2,793	72	2,865	2,784	2,862	15.4%	2,659	310		2,969	67	3,036	3,004	16.1%
27605	Raleigh	3,307	591	166		757		757	735	756	22.9%	616	117		733		733	725	21.9%
27606	Raleigh	18,714	2,277	280		2,557	13	2,570	2,497	2,568	13.7%	2,489	245		2,734	1	2,735	2,706	14.5%
27607	Raleigh	9,067	2,072	291		2,363	15	2,378	2,310	2,376	26.2%	2,136	224	20	2,380		2,380	2,355	26.0%
27608	Raleigh	5,944	1,834	102		1,936	1	1,937	1,882	1,935	32.6%	1,920	85		2,005	1	2,006	1,985	33.4%
27609	Raleigh	17,923	4,053	402	45	4,500	2	4,502	4,374	4,498	25.1%	4,254	395	115	4,764	2	4,766	4,715	26.3%
27610	Raleigh	22,131	2,060	499		2,559	13	2,572	2,499	2,570	11.6%	2,228	415		2,643	2	2,645	2,617	11.8%
27612	Raleigh	19,339	4,037	243	41	4,321	133	4,454	4,327	4,450	23.0%	4,350	262	40	4,652	79	4,731	4,681	24.2%
27613	Raleigh	19,984	3,715	230		3,945		3,945	3,833	3,941	19.7%	4,457	275		4,732		4,732	4,682	23.4%
27614	Raleigh	11,221	3,184	104		3,288	65	3,353	3,258	3,350	29.9%	3,729	86	15	3,830	65	3,895	3,854	34.3%

STATE ZIP Code	Morning The News & Observer								Sat The News & Observer									
	OH's #1-1-10 Estimate	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Verified	Total	Wed Avg. Proj. Circ.	Cmbd Avg (Mon.-Fri.) Avg. Proj. Circ.	Hshld. Cov.	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Verified	Total	Avg. Proj. Circ.	Hshld. Cov.
	NORTH CAROLINA (Cont'd)																	
27615	Raleigh	20,443	5,349	344		5,693	13	5,706	5,544	5,701	27.9%	5,936	383		6,319	6,319	6,252	30.6%
27616	Raleigh	14,665	1,258	24		1,282	26	1,308	1,271	1,307	8.9%	1,528	194	26	1,722	1,748	1,729	11.8%
27617	Raleigh	3,822	749	76	15	840		840	816	839	22.0%	898	88		986	986	976	25.5%
27701	Durham	9,354	349	96		445	104	549	533	548	5.9%	342	79	40	421	461	456	4.9%
27703	Durham	15,059	527	146	11	684	5	689	669	688	4.6%	605	66	15	686	686	679	4.5%
27704	Durham	12,353	459	122		581		581	564	580	4.7%	375	111		486	486	481	3.9%
27705	Durham	18,712	1,634	204		1,838	46	1,884	1,830	1,882	10.1%	1,872	197	46	2,069	2,115	2,092	11.2%
27707	Durham	19,637	1,248	144		1,392	5	1,397	1,357	1,396	7.1%	1,351	168		1,519	1,519	1,503	7.7%
27709	Durham		27	63		90		90	87	90		10	29		39	39	39	
27712	Durham	7,481	881	25		906		906	880	905	12.1%	982	37		1,019	1,019	1,008	13.5%
27713	Durham	20,713	1,535	203	11	1,749	11	1,760	1,710	1,758	8.5%	1,801	182	20	2,003	2,014	1,993	9.6%
27801	Rocky Mount	7,984	68	28		96	19	115	112	115	1.4%	75	20		95	114	113	1.4%
27803	Rocky Mount	9,133	456	181		637		637	619	636	7.0%	477	174		651	651	644	7.1%
27804	Rocky Mount	12,163	682	42		724		724	703	723	5.9%	713	40		753	753	745	6.1%
27807	Bailey	2,519	75	13		88		88	85	88	3.5%	78	12		90	90	89	3.5%
27808	Bath	921	12	16		28		28	27	28	3.0%	12	20		32	32	32	3.5%
27809	Battleboro	1,802	29			29		29	28	29	1.6%	29			29	29	29	1.6%
27810	Belhaven	1,726	6	34		40		40	39	40	2.3%	6	42		48	48	47	2.7%
27816	Castalia	1,067	35			35		35	34	35	3.3%	37			37	37	37	3.5%
27817	Chocowinity	2,808	54	23		77		77	75	77	2.7%	57	23		80	80	79	2.8%
27820	Conway	1,254	16	20		36		36	35	36	2.9%	16	20		36	36	36	2.9%
27822	Elm City	2,899	51	13		64		64	62	64	2.2%	54	15		69	69	68	2.3%
27823	Enfield	2,974	8	36		44		44	43	44	1.5%	8	36		44	44	44	1.5%
27828	Farmville	3,417	80	52		132		132	128	132	3.9%	78	52		130	130	129	3.8%
27830	Fremont	1,759	10	8		18		18	17	18	1.0%	15	3		18	18	18	1.0%
27832	Gaston	1,262		24		24		24	23	24	1.9%		24		24	24	24	1.9%
27834	Greenville	22,387	170	56	20	246	49	295	287	295	1.3%	177	58	35	270	294	291	1.3%
27839	Halifax	1,251	4	32		36		36	35	36	2.9%	4	32		36	36	36	2.9%
27842	Henrico	686	3	15		18		18	17	18	2.6%	3	28		31	31	31	4.5%
27845	Jackson	597	34	31		65		65	63	65	10.9%	34	35		69	69	68	11.4%
27850	Littleton	3,126	28	95		123		123	120	123	3.9%	28	121		149	149	147	4.7%
27851	Lucama	1,825	41	10		51		51	50	51	2.8%	43	12		55	55	54	3.0%
27855	Murfreesboro	2,232	14	22		36		36	35	36	1.6%	13	22		35	35	35	1.6%
27856	Nashville	5,671	258	78		336		336	326	336	5.9%	270	76		346	346	342	6.0%
27858	Greenville	23,504	622	123		745		745	724	744	3.2%	639	126		765	765	757	3.2%
27863	Pikeville	3,925	22	10		32		32	31	32	0.8%	30	10		40	40	40	1.0%
27864	Pinetops	1,293	6	22		28		28	27	28	2.2%	6	20		26	26	26	2.0%

27868	Red Oak		5	15	20	20	19	20		5	20		25	25	25	
27870	Roanoke Rapids	11,447	8	334	342	342	332	342	3.0%	8	341		349	349	345	3.0%
27878	Sharpsburg		3	25	28	28	27	28		4	25		29	29	29	
27874	Scotland Neck	1,948	11	111	122	122	119	122	6.3%	11	113		124	124	123	6.3%
27880	Sims	873	41		41	41	40	41	4.7%	56			56	56	55	6.3%
27882	Spring Hope	2,756	164	46	210	210	204	210	7.6%	167	43		210	210	208	7.5%
27883	Stantonsburg	1,054	36	10	46	46	45	46	4.4%	34	10		44	44	44	4.2%
27886	Tarboro	7,360	408	108	516	516	501	516	7.0%	419	105		524	524	518	7.0%
27889	Washington	11,146	24	130	154	154	150	154	1.4%	24	158		182	182	180	1.6%
27890	Weldon	852	2	55	57	57	55	57	6.7%	2	55		57	57	56	6.6%
27892	Williamston	5,825	33	96	35 164	164	159	164	2.8%	33	92	35	160	160	158	2.7%
27893	Wilson	16,815	577	164	741	741	720	740	4.4%	607	154	11	772	772	764	4.5%
27896	Wilson	7,316	670	56	726	1 727	706	726	9.9%	717	5		722	1 723	715	9.8%
27909	Elizabeth City	15,941	13	68	81	81	79	81	0.5%	13	74		87	87	86	0.5%
27910	Ahoskie	4,605	27	108	135	135	131	135	2.9%	27	111		138	138	137	3.0%
27925	Columbia	1,364	33	52	85	85	83	85	6.2%	33	49		82	82	81	5.9%
27928	Creswell	805	1	22	23	23	22	23	2.9%	1	22		23	23	23	2.9%
27932	Edenton	5,083	14	84	98	98	95	98	1.9%	13	88		101	101	100	2.0%
27944	Hertford	5,145	7	26	33	33	32	33	0.6%	8	28		36	36	36	0.7%
27948	Kill Devil Hills	4,756	4		4	4	4	4	0.1%	4	46		50	50	49	1.0%
27949	Kitty Hawk	2,962	6		6	6	6	6	0.2%	6	32		38	38	38	1.3%
27954	Manteo	2,540	16		16	16	16	16	0.6%	16	36		52	52	51	2.0%
27959	Nags Head	3,157	3		3	3	3	3	0.1%	3	58		61	61	60	1.9%
27962	Plymouth	3,015	7	141	20 168	168	163	168	5.6%	7	136	60	203	203	201	6.7%
27970	Roper	1,506		26	26	26	25	26	1.7%		24		24	24	24	1.6%
27983	Windsor	3,743	50	24	74	74	72	74	2.0%	49	24		73	73	72	1.9%
28301	Fayetteville	6,312	7	5	12	12	12	12	0.2%	7	10		17	17	17	0.3%
28304	Fayetteville	13,791	3	5	8	8	8	8	0.1%	3	5		8	8	8	0.1%
28305	Fayetteville	2,767	3	50	53	53	51	53	1.9%	3	90		93	93	92	3.3%
28311	Fayetteville	12,968	3	5	8	8	8	8	0.1%	3	20		23	23	23	0.2%
28315	Aberdeen	4,958	51	20	71	71	69	71	1.4%	47	20		67	67	66	1.3%
28327	Carthage	6,080	153	16	169	169	164	169	2.8%	172	20		192	192	190	3.1%
	Whispering Pines															
28328	Clinton	10,204	121	66	187	187	182	187	1.8%	122	73		195	195	193	1.9%
28334	Dunn	10,291	297	71	368	368	358	368	3.6%	303	74		377	377	373	3.6%
28339	Erwin	2,957	93		93	93	90	93	3.1%	93			93	93	92	3.1%
28352	Laurinburg	9,379	7	20	27	27	26	27	0.3%	7			7	7	7	0.1%
28358	Lumberton	14,189	4	128	132	132	128	132	0.9%	4	40		44	44	44	0.3%
28365	Mount Olive	6,184	94	47	141	141	137	141	2.3%	95	42		137	137	136	2.2%
28366	Newton Grove	1,877	72	50	122	122	119	122	6.5%	72	50		122	122	121	6.4%
28374	Pinehurst	6,848	868	47	915	915	889	914	13.3%	954	76		1,030	1,030	1,019	14.9%
28387	Southern Pines	6,609	393	20	413	11 424	412	424	6.4%	454	20		474	11 485	480	7.3%
28394	Vass	2,081	27	10	37	37	36	37	1.8%	29	10		39	39	39	1.9%
28398	Warsaw	2,689	10	80	90	90	87	90	3.3%	11	85		96	96	95	3.5%
28401	Wilmington	10,468	3	100	103	2 105	102	105	1.0%	3	110		113	2 115	114	1.1%

STATE	ZIP Code	Morning The News & Observer							Sat The News & Observer										
		OH's #1-1-10 Estimate	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Verified	Total	Wed Avg. Proj. Circ.	Cmbd Avg (Mon.-Fri.) Avg. Proj. Circ.	Hshld. Cov.	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Verified	Total	Avg. Proj. Circ.	Hshld. Cov.
NORTH CAROLINA (Cont'd)																			
	28403	Wilmington	15,917	4	40		44	44	43	44	0.3%	4	30		34	34	34	0.2%	
	28405	Wilmington	12,296	1	10		11	11	11	11	0.1%	1	25		26	26	26	0.2%	
	28428	Carolina Beach	3,231	1	18		19	19	18	19	0.6%	1	29		30	30	30	0.9%	
	28443	Hampstead Surf City	6,799	2			2	2	2	2	0.0%	2	163		165	165	163	2.4%	
	28445	Holly Ridge Topsail Beach	2,418										39		39	39	39	1.6%	
	28449	Kure Beach	1,081	1	40		41	41	40	41	3.8%	1	45		46	46	46	4.3%	
	28461	Southport	7,153	1	60		61	61	59	61	0.9%	1	100		101	101	100	1.4%	
	28465	Long Beach Oak Island	4,247	2	35		37	37	36	37	0.9%	2	50		52	52	51	1.2%	
	28466	Wallace	3,697	2	15		17	17	17	17	0.5%	2	32		34	34	34	0.9%	
	28467	Calabash	3,851		28		28	28	27	28	0.7%		13		13	13	13	0.3%	
	28468	Sunset Beach	2,400	1	30		31	31	30	31	1.3%	1	40		41	41	41	1.7%	
	28470	Shallotte	4,391	2	20		22	22	21	22	0.5%	2	30		32	32	32	0.7%	
	28472	Whiteville	8,047	54			54	54	52	54	0.7%	43		43	43	43	43	0.5%	
	28480	Wrightsville Beach	1,311		25		25	25	24	25	1.9%		95		95	95	94	7.2%	
	28501	Kinston	8,482	173	70		243	243	236	243	2.9%	167	70		237	237	234	2.8%	
	28504	Kinston	8,173	259	160		419	419	407	419	5.1%	267	160		427	427	422	5.2%	
	28510	Arapahoe	652	20	7		27	27	26	27	4.1%	20	7		27	27	27	4.1%	
	28511	Atlantic	278		10		10	10	10	10	3.6%		10		10	10	10	3.6%	
	28512	Atlantic Beach	1,952	219	196		415	415	403	415	21.3%	252	276		528	528	522	26.7%	
	28513	Ayden	3,784	3	47		50	50	49	50	1.3%	3	42		45	45	45	1.2%	
	28516	Beaufort	5,139	244	132	22	398	25	423	411	8.2%	250	154	34	438	25	463	458	8.9%
	28531	Harkers Island	595	2	20		22	22	21	22	3.7%	2	20		22	22	22	3.7%	
	28532	Havelock	8,605	97	50		147	147	143	147	1.7%	109	50		159	159	157	1.8%	
	28533	Cherry Point			38		38	38	37	38			15		15	15	15		
	28540	Jacksonville	17,402	11	87		98	98	95	98	0.6%	11	72		83	83	82	0.5%	
	28551	La Grange	4,797	48	41		89	1	90	87	1.9%	50	41		91	1	92	91	1.9%
	28557	Morehead	7,003	653	216		869	869	844	868	12.4%	684	248		932	932	922	13.2%	
	28560	New Bern	11,910	317	232		549	549	533	548	4.6%	382	232		614	614	607	5.1%	
	28562	New Bern	14,696	720	8		728	728	707	727	4.9%	778	8		786	786	778	5.3%	
	28570	Newport	7,671	194	80		274	274	266	274	3.6%	201	68		269	269	266	3.5%	
	28571	Oriental	1,143	52	27		79	79	77	79	6.9%	54	25		79	79	78	6.8%	
	28580	Snow Hill	4,248	42	35		77	77	75	77	1.8%	45	35		80	80	79	1.9%	

28584	Cape Carteret Cedar Point Swansboro	3,999	100	70	170	170	165	170	4.3%	110	90	200	200	198	5.0%	
28590	Winterville	7,772	82	44	126	126	122	126	1.6%	91	39	130	130	129	1.7%	
28594	Emerald Isle	1,774	160	145	305	305	296	305	17.2%	172	205	31	408	408	404	22.8%
	Miscellaneous ZIP Codes		901	546	1,447	13	1,460	1,429	1,448	908	700	1,608	3	1,611	1,582	
TOTAL PRINT CIRCULATION		104,137	16,988	312	121,437	1,838	123,275	119,770	123,160	116,399	17,641	614	134,654	1,513	136,167	134,717
DIGITAL REPLICIA CIRCULATION		3,867			3,867	6,911	10,778	10,333	9,837	2,510		2,510	4,266	6,776	3,505	
DIGITAL NON-REPLICIA CIRCULATION								90	90						90	
TOTAL AVERAGE CIRCULATION		108,004	16,988	312	125,304	8,749	134,053	130,193	133,087	118,909	17,641	614	137,164	5,779	142,943	138,312

4. BASIC PRICES:

	By Home Delivery 52 Wks./1 Yr.	Single Copy	By Mail 52 Wks./1 Yr.
M & S	\$195.00		\$342.00
M only	120.00	75¢	214.00
M (Mon.-Fri.) only	115.00		
Fri, Sat & S	150.00		222.00
S only	110.00	\$2.00	152.00
DIGITAL:			
M & S	\$65.00		
HYBRID:			
Fri, Sat & S	\$150.00		
S only	110.00		

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

Newspapers will report home delivery/mail subscription circulation above and below 25 percent of basic price of the member newspaper. 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.

6. EXPLANATORY - OTHER:

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

	Total
Sun	168
Cmbd Avg (Mon.-Fri.) & Sat	168

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.

PUBLISHER'S RETURN POLICY: Fully Returnable.

VERIFIED RETAIL/BUSINESS: Included in Verified Retail/Business are copies distributed through publisher-maintained venues. Verification is made of distribution to location only, and not of actual pick-up.

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

	Total
Sun	4.4%
Cmbd Avg (Mon.-Fri.)	3.7%
Sat	3.7%

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

MARKET DESCRIPTION:

Zone Reporting for this newspaper is defined as:

NEWSPAPER DESIGNATED MARKET comprises Wake County; in Johnston County, tracts 402 (part), 409 (part), 410 and 411, all in North Carolina.

BALANCE OF RETAIL TRADING ZONE includes, with exception of City Zone, counties of Franklin, Granville, Harnett, Johnston, Lee, Vance and Warren; in CHATHAM County, townships of Baldwin, Cape Fear, Center, Gulf, Hadley, Haw River, Hickory Mountain, New Hope, Oakland and Williams; in MOORE County, townships 1, 5, 6 and 7; in NASH County, townships of Bailey, Castalia, Coopers, Dry Wells, Ferrells, Jackson, Mannings and Nashville; in ORANGE County, townships of Bingham and Chapel Hill; and in WILSON County, townships of Cross Roads and Old Fields.

6. EXPLANATORY - OTHER: (Continued)

MARKET PENETRATION: #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.

PERCENTAGE OF TOTAL PAID & VERIFIED CIRCULATION - PRINT AND HOUSEHOLD COVERAGE PERCENT:

		Population	Occupied Households	Sun			Cmbd Avg (Mon.-Fri.)			Sat		
				Total Circ.	% of Total Circ.	Household Coverage	Total Circ.	% of Total Circ.	Household Coverage	Total Circ.	% of Total Circ.	Household Coverage
Newspaper Designated Market	2000 Census	704,070	272,752									
	#1-1-10 Est.	970,249	370,468	117,484	64.2	31.7%	76,767	62.3	20.7%	85,142	63.2	23.0%
Balance in Retail Trading Zone	2000 Census	613,557	234,099									
	#1-1-10 Est.	733,280	280,027	32,793	17.9	11.7%	22,456	18.3	8.0%	23,793	17.6	8.5%
Total NDM & BRTZ*	2000 Census	1,317,627	506,851									
All Other	#1-1-10 Est.	1,703,529	650,495	150,277	82.1	23.1%	99,223	80.6	15.3%	108,935	80.8	16.7%
				32,787	17.9		23,937	19.4		25,782	19.2	
Total Paid & Verified Circulation - Print				183,064	100.0%		123,160	100.0%		134,717	100.0%	

#Source: The Nielsen Company (U.S.), Inc. *NDM = Newspaper Designated Market; BRTZ = Balance in Retail Trading Zone.

PRINT ADVERTISING POLICY: Publisher's declared policy is that all editions carry all national advertising and classified advertising scheduled for the day. A small percentage of local advertising from the advertisers located outside of the Raleigh Metropolitan Area is eliminated from the last edition of the Morning and Sunday issues.

DIGITAL REPLICA ADVERTISING POLICY: Publisher's declared policy is that the e-edition carries all ROP advertising and classified ads that appear in our final edition for the day.

DIGITAL NON-REPLICA ADVERTISING POLICY: The Kindle and Sony E-Reader editions do not contain advertisements.

AVERAGE UNPAID DISTRIBUTION:

	Total
Sun	2,922
Cmbd Avg (Mon.-Fri.)	2,737
Mon	2,544
Tue	2,636
Wed	2,777
Thu	2,792
Fri	2,934
Sat	3,214

6A. 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):

www.newsObserver.com

www.triangle.com

6A. AUDIENCE FAX - EXPLANATORY: (Continued)**Website Usage Explanatory:****For Publisher's Statement period ended September 26, 2010:**

There was an adjustment of -1.5% to Total Unique Cookies.
There was an adjustment of -0.8% to Page Impressions/Views.

	Total Unique Users/Visitors	Page Impressions/ Views
2010		
April	1,922,536	12,999,061
May	1,819,375	13,231,084
June	1,880,869	13,225,004
July	1,768,984	13,066,660
August	1,825,840	15,202,353
September	2,306,358	18,449,686

For Publisher's Statement period ended March 28, 2010:

There was an adjustment of -1.2% to Total Unique Cookies.
There was an adjustment of -1.0% to Page Impressions/Views.

	Total Unique Users/Visitors	Page Impressions/ Views
2009		
October	1,926,035	11,387,311
November	2,082,424	11,990,972
December	1,829,286	10,971,636
2010		
January	1,928,015	12,786,234
February	2,273,187	13,825,501
March	2,058,606	14,650,171

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.

Website Usage Definitions:

Total Unique Cookies: This site employs a cookie-based method for reporting of a Unique. In the absence of a cookie a combination of the IP address and user agent string is used to establish a 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 or identified 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 Website 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.) Additionally, identifying non-cookied users by the IP address & user agent string in combination may over or understate the number of individual people due to dynamic IP addressing.

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.

6A. AUDIENCE FAX - EXPLANATORY: (Continued)

Website Usage reports on the following URL Address(s):

apps.newsobserver.com	projects.newsobserver.com	www.carynews.com
blogs.newsobserver.com	search.theherald-nc.com	www.chapelhillnews.com
blogsarchive.newsobserver.com	secure.newsobserver.com	www.easternwakenews.com
classads.triangle.com	share.triangle.com	www.garnerclayton.com
drupal5.triangle.com	studio-5.financialcontent.com/ *Account=newsobserver*	www.legacy.com/*newsobserver*
events.triangle.com	triangle.adperfect.com	www.legalnotice.org/pl/newsobserver/
gallery.pictopia.com/raleighno/	triangle.com	www.newsobserver.com
jobs.careerbuilder.com/*lr=cbbc_no*	trianglejobs.com	www.southwestwakenews.com
know.triangle.com	videos.newsobserver.com	www.thedurhamnews.com
localsearch.triangle.com	www.apartments.com/*partner=triangle*	www.theherald-nc.com
ncaa.newsobserver.com	www.careerbuilder.com/*lr=cbbc_no*	www.triangle.com
newsobserver.accuweather.com	www.cars.com/*aff=triangle*	www.trianglejobs.com
nl.newsbank.com/*place=RLOB*		www.trianglemom2mom.com

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Raleigh, NC 27602-0191
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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 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 circulation.

Audit Bureau of Circulations

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