

NEWSPAPER PERFORMANCE REPORT

CIRCULATION, PENETRATION, REACH AND FREQUENCY ANALYZER

Newspaper(s): **BOULDER DAILY CAMERA (Monday-Saturday Morning)**

Market: **Denver-Aurora-Lakewood, CO; Boulder, CO**

CMSA Population (Adults 18+)	CMSA Households	Total Avg. Print Circulation	Market Penetration	% of Market Not Reached
2,352,323	1,230,100	17,328	1%	99%

Readers per Copy	Average Daily Readers
2.2	38,122

TRENDING DATA

YEAR	CMSA HOUSEHOLDS		TOTAL AVG. PRINT CIRCULATION		ADVERTISING COST	
	NUMBER	% CHANGE	NUMBER	% CHANGE	SAU RATE	% CHANGE
2009-S/S <small>Base</small>	1,115,500	0.0%	26,416	0.0%	\$ 49.25	0.0%
2010-F/W	1,115,500	0.0%	26,552	0.5%	\$ 49.25	0.0%
2010-S/S	1,149,000	3.0%	26,296	-0.5%	\$ 49.25	0.0%
2011-F/W	1,419,000	27.2%	24,656	-6.7%	\$ 49.25	0.0%
2011-S/S	1,184,800	6.2%	22,939	-13.2%	\$ 49.25	0.0%
2012-F/W	1,184,800	6.2%	21,585	-18.3%	\$ 49.25	0.0%
2012-S/S	1,182,000	6.0%	20,492	-22.4%	\$ 49.25	0.0%
2013-F/W	1,182,000	6.0%	19,900	-24.7%	\$ 49.25	0.0%
2013-S/S	1,203,300	7.9%	18,954	-28.2%	\$ 49.25	0.0%
2014-F/W	1,203,300	7.9%	17,974	-32.0%	\$ 49.25	0.0%
2014-S/S	1,230,100	10.3%	17,328	-34.4%	\$ 49.25	0.0%

AVERAGE DAILY ONLINE CIRCULATION: Digital Replica: Monday-Friday @ 2,257; Saturday @ 1,936
Digital Non-Replica: Monday-Saturday @ 11,790
Branded Editions (Print & Digital): Mon-Fri Avg = 8,966 (Thursday @ 10,753)
Monday-Friday @ 17,167; Saturday @ 18,100

AVERAGE DAILY PRINT CIRCULATION: **40,287** (Monday-Friday @ 41,967; Saturday @ 31,826)

AVERAGE DAILY PRINT/ONLINE CIRCULATION: **40,287** (Monday-Friday @ 41,967; Saturday @ 31,826)

PRINT NEWSPAPER REACH

	1st Day	2nd Day*	3rd Day*	4th Day*	5th Day*
Number of Persons Reached by Print:	38,122	43,840	46,890	48,414	49,939
Newspaper's Reach Rating (% of Population)	1.6	1.9	2.0	2.1	2.1
Frequency	1	1.7	2.4	3.1	3.9

* Assumes same ad is placed over multiple days

PRINT REACH & DELIVERY

Ad Size	Noting Factor		% of Population Reached: Persons Reached: GRPs				
Full Page Ad	42%	Reach (#)	16,011	18,413	19,694	20,334	20,975
		Reach (%)	0.7%	0.8%	0.8%	0.9%	0.9%
		GRPs	0.7	1.3	2.0	2.7	3.5
3/4 Page Ad	38%	Reach (#)	14,486	16,659	17,818	18,397	18,977
		Reach (%)	0.6%	0.7%	0.8%	0.8%	0.8%
		GRPs	0.6	1.2	1.8	2.4	3.1
1/2 Page Ad	34%	Reach (#)	12,961	14,906	15,942	16,461	16,979
		Reach (%)	0.6%	0.6%	0.7%	0.7%	0.7%
		GRPs	0.6	1.1	1.6	2.2	2.8
1/4 Page Ad	28%	Reach (#)	10,674	12,275	13,129	13,556	13,983
		Reach (%)	0.5%	0.5%	0.6%	0.6%	0.6%
		GRPs	0.5	0.9	1.3	1.8	2.3
1/8 Page Ad	23%	Reach (#)	8,768	10,083	10,785	11,135	11,486
		Reach (%)	0.4%	0.4%	0.5%	0.5%	0.5%
		GRPs	0.4	0.7	1.1	1.5	1.9

SOURCES: Circulation: Alliance for Audited Media (formerly Audit Bureau of Circulations) Snapshot (9/30/09-9/30/14); Rates: SRDS National Standard Advertising Unit Rate or Modular Rate Households and Population: Nielsen Claritas 2014

Noting Factors: Starch Newspaper Ad Readership Studies; F/W=Audit period ending 3/31; S/S=Audit period ending 9/30

PRINT=Individually paid (1 cent or more), business/traveler and verified (consumer copies that are nonpaid or paid by someone other than the individual);

DIGITAL REPLICA=Digital format containing all editorial and ROP ad content; may contain additional editorial and advertising (FSIs not required);

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DIGITAL REPLICA/NONREPLICA numbers are not synonymous with daily website visitors, page views, or other common web traffic terms.

NEWSPAPER PERFORMANCE REPORT
CIRCULATION, PENETRATION, REACH AND FREQUENCY ANALYZER

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PRINT NEWSPAPER REACH

	<u>1st Day</u>	<u>2nd Day*</u>	<u>3rd Day*</u>	<u>4th Day*</u>	<u>5th Day*</u>
Number of Persons Reached by Print	38,122	43,840	46,890	48,414	49,939
Newspaper's Reach Rating (% of Population)	1.6	1.9	2.0	2.1	2.1
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PRINT REACH & DELIVERY

<u>Section</u>	<u>Read Regularly</u>	<u>% of Population Reached; Persons Reached; GRPs</u>					
Section 1	36%	Reach (#)	13,724	15,782	16,880	17,429	17,978
Front Page Section		Reach (%)	0.6%	0.7%	0.7%	0.7%	0.8%
		GRPs	0.6	1.1	1.7	2.3	3.0
Sports	19%	Reach (#)	7,243	8,330	8,909	9,199	9,488
		Reach (%)	0.3%	0.4%	0.4%	0.4%	0.4%
		GRPs	0.3	0.6	0.9	1.2	1.6
Business	19%	Reach (#)	7,243	8,330	8,909	9,199	9,488
		Reach (%)	0.3%	0.4%	0.4%	0.4%	0.4%
		GRPs	0.3	0.6	0.9	1.2	1.6
Automotive Classified	5%	Reach (#)	1,906	2,192	2,344	2,421	2,497
		Reach (%)	0.1%	0.1%	0.1%	0.1%	0.1%
		GRPs	0.1	0.2	0.2	0.3	0.4
Employment/ Classified	5%	Reach (#)	1,906	2,192	2,344	2,421	2,497
		Reach (%)	0.1%	0.1%	0.1%	0.1%	0.1%
		GRPs	0.1	0.2	0.2	0.3	0.4

SOURCES: Circulation: Alliance for Audited Media (formerly Audit Bureau of Circulations) Snapshot (9/30/09-9/30/14); Rates: SRDS National Standard Advertising Unit Rate or Modular Rate Households and Population: Nielsen Claritas 2014

Sectional Readership: The Media Audit Regular Readers (1/12-3/13); F/W=Audit period ending 3/31; S/S=Audit period ending 9/30

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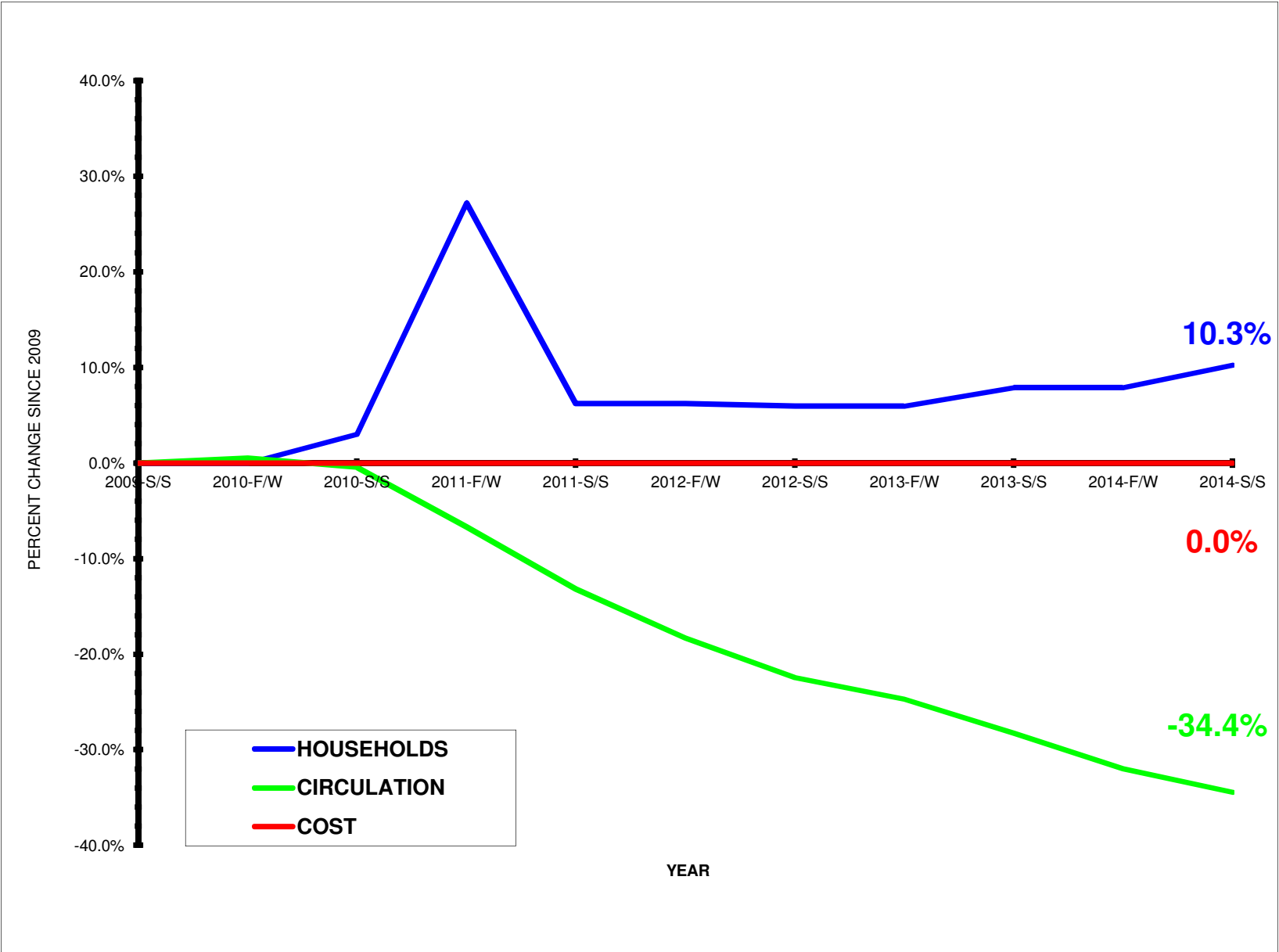
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NEWSPAPER PERFORMANCE TREND REPORT

BOULDER DAILY CAMERA (Monday-Saturday Morning)



NEWSPAPER PERFORMANCE REPORT

CIRCULATION, PENETRATION, REACH AND FREQUENCY ANALYZER

Newspaper(s): **BOULDER DAILY CAMERA (Sunday)**

Market: **Denver-Aurora-Lakewood, CO; Boulder, CO**

CMSA Population (Adults 18+)	CMSA Households	Total Avg. Print Circulation	Market Penetration	% of Market Not Reached
2,352,323	1,230,100	19,459	2%	98%

Readers per Copy	Average Daily Readers
2.5	48,648

TRENDING DATA

YEAR	CMSA HOUSEHOLDS		TOTAL AVG. PRINT CIRCULATION		ADVERTISING COST	
	NUMBER	% CHANGE	NUMBER	% CHANGE	64.02	% CHANGE
2009-S/S ^{Base}	1,115,500	0.0%	29,151	0.0%	\$ 64.02	0.0%
2010-F/W	1,115,500	0.0%	30,003	2.9%	\$ 64.02	0.0%
2010-S/S	1,149,000	3.0%	29,901	2.6%	\$ 64.02	0.0%
2011-F/W	1,419,000	27.2%	28,536	-2.1%	\$ 64.02	0.0%
2011-S/S	1,184,800	6.2%	25,628	-12.1%	\$ 64.02	0.0%
2012-F/W	1,184,800	6.2%	24,471	-16.1%	\$ 64.02	0.0%
2012-S/S	1,182,000	6.0%	23,242	-20.3%	\$ 64.02	0.0%
2013-F/W	1,182,000	6.0%	22,479	-22.9%	\$ 64.02	0.0%
2013-S/S	1,203,300	7.9%	21,554	-26.1%	\$ 64.02	0.0%
2014-F/W	1,203,300	7.9%	20,439	-29.9%	\$ 64.02	0.0%
2014-S/S	1,230,100	10.3%	19,459	-33.2%	\$ 64.02	0.0%

AVERAGE SUNDAY ONLINE CIRCULATION: Digital Replica: 1,504
 Digital Non-Replica: 11,790
 Branded Editions (Print & Digital): 18,646

AVERAGE SUNDAY PRINT/ONLINE CIRCULATION: 51,399

PRINT NEWSPAPER REACH

	1st Week	2nd Week*	3rd Week*	4th Week*	5th Week*
Number of Persons Reached by Newspaper	48,648	55,945	59,836	61,782	63,728
Newspaper's Reach Rating (% of Population)	2.1	2.4	2.5	2.6	2.7
Frequency	1	1.7	2.4	3.1	3.9

* Assumes same ad is placed over multiple days

PRINT REACH & DELIVERY

Ad Size	Noting Factor	% of Population Reached; Persons Reached; GRPs					
Full Page Ad	42%	Reach (#)	20,432	23,497	25,131	25,949	26,766
		Reach (%)	0.9%	1.0%	1.1%	1.1%	1.1%
		GRPs	0.9	1.7	2.6	3.4	4.4
3/4 Page Ad	38%	Reach (#)	18,486	21,259	22,738	23,477	24,217
		Reach (%)	0.8%	0.9%	1.0%	1.0%	1.0%
		GRPs	0.8	1.5	2.3	3.1	4.0
1/2 Page Ad	34%	Reach (#)	16,540	19,021	20,344	21,006	21,668
		Reach (%)	0.7%	0.8%	0.9%	0.9%	0.9%
		GRPs	0.7	1.4	2.1	2.8	3.6
1/4 Page Ad	26%	Reach (#)	12,648	14,546	15,557	16,063	16,569
		Reach (%)	0.5%	0.6%	0.7%	0.7%	0.7%
		GRPs	0.5	1.1	1.6	2.1	2.7
1/8 Page Ad	23%	Reach (#)	11,189	12,867	13,762	14,210	14,657
		Reach (%)	0.5%	0.5%	0.6%	0.6%	0.6%
		GRPs	0.5	0.9	1.4	1.9	2.4

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PRINT REACH & DELIVERY

Section	Read Regularly	% of Population Reached: Persons Reached: GRPs					
Section 1	37%	Reach (#)	18,000	20,700	22,139	22,859	23,579
Front Page Section		Reach (%)	0.8%	0.9%	0.9%	1.0%	1.0%
		GRPs	0.8	1.5	2.3	3.0	3.9
Sports	19%	Reach (#)	9,243	10,629	11,369	11,739	12,108
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		GRPs	0.4	0.8	1.2	1.5	2.0
Automotive	5%	Reach (#)	2,432	2,797	2,992	3,089	3,186
Classified Ads		Reach	0.1%	0.1%	0.1%	0.1%	0.1%
		GRPs	0.1	0.2	0.3	0.4	0.5
Sunday Ad Inserts	26%	Reach (#)	12,648	14,546	15,557	16,063	16,569
		Reach	0.5%	0.6%	0.7%	0.7%	0.7%
		GRPs	0.5	1.1	1.6	2.1	2.7

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