



2015 Ohio Circulation Conference



*Alliance for
Audited Media*

TRANSACT WITH TRUST

“MAY **AAM** BE WITH YOU”

How AAM Can Support Newspapers with Brand Empowerment



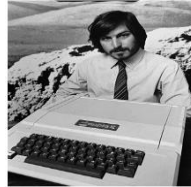
2015 Newspaper Circulation
Management & Audience
Development Conference

**NEWS
AWAKEN THE FORCE
WARS**

September 27-28, 2015
in Columbus, Ohio

A Look Back in Time- 1977

- Apple introduces Apple II the first personal computer with color graphics



- Four Main TV Stations: ABC, NBC, CBS & PBS



- Phones were Just Phones and Used Land Lines



- 1st Star Wars Movie Released



- Common for Newspapers to have both Morning and Evening Editions



- Grow Newspaper Revenue and Audience in a “Touch Of a Button World” (Media Wars)



- Oh and by the way..... Do more with Less



- How Can AAM Help???



- **The Foundation of AAM**
- **The Power Behind AAM (Media Intelligence Center-MIC)**
- **Open Access**
 - **What Does Open Access Mean to AAM/CAC Members**
 - **Unleash the Power of the MIC**
- **Measuring Value: What Metrics Do You Want To Emphasize Your Brand View?**
 - What Do Media Buyers use to measure your audience value?
 - Paid Vs Qualified Vs Verified
 - Affiliated Publications
 - Digital Access
 - Cross Media Metrics
- **Sale Opportunities: Expanding Your AAM Data Profile**



AAM's Motto:
**To Transact with Trust: Help
Buyers Buy and Sellers Sell**



Our Mission: Facilitate Commerce



Provide relevant, trusted actionable
information to the media marketplace.

- AAM Has been around since 1914
- AAM connects North America's top advertisers, ad agencies and , media companies and platform providers
- AAM provides its members trusted media analysis across all brand platforms, print, web, mobile, social media, and more.....

- Effective June 2014, IM Services Group merged with AAM
- Merger created a leading independent digital service provider that helps address client issues with interactive advertising such as unseen ads, illegitimate clicks, fraudulent traffic etc.
- AAM/IM Service clients include: Yahoo!, AOL, eBay, Pandora, just to name a few

- AAM acquired Certified Audit of Circulation (CAC) in the Fall of 2012
- No difference in cost between AAM Vs. CAC
- CAC members have been integrated into AAM's database
- All CAC Newspaper members began quarterly filing effective with the June 2015 quarter



AAM's Media Intelligence Center



It's a FACT

5,000 registered users know the Media Intelligence Center is the place to find circulation, readership, subscriber demographics or digital activity metrics.

Nearly **450,000** user engagements

An average of **6,000** monthly site visits and **1,300** unique users

All told, AAM pushes member data out to nearly **5 MILLION** contacts each year.

BRAND VIEW

What Is It?

Brand View is a bridge. It spans an river of electronic data flow within AAM's *MIC - Media Intelligence Center.

On one side of the span are static PDF reports, (e.g. Publisher's Statements) including the current cross-media static report called the Consolidated Media Report or CMR.

On the other side of the span is AAM's robust drill-down data query tool called "the analyzer". It is ideal for mining and downloading complex, detailed, targeted information.

Brand View is not a replacement structure, but an enhancement to the speed and breadth at which AAM Publisher cross-media information may be input, accessed, understood and put to use.





BRAND VIEW

Features

Report Writer

Download Link

Tabbed Interface

Brand Mission Statement or Video Message

Link To Media Kit

Data Charting

Data Table

Overview **Circulation** **Readership** **Website** **Newsletters** **Social Media**

Pharmaceutical Technology

Business Classification

- Pharm, Biopharm/Med
- Chemicals, Bulk Drugs, Materials Producers
- University Research Institution
- Contract Research, Analytical, Manufactur
- Other

Mission Statement

lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Product	Average Contacts	Period
Circulation	33,563	6 months ended Decem
Web Traffic (unique browsers)	47,346	6 months ended Decem
Newsletter Distribution (per issue)	22,404	6 months ended Decem
Social Media Traffic	50,000	12 months ended Decem

BRAND VIEW

What Is Its Impact on Sales?

Brand View supports the publisher's sales efforts in 3 important ways:

1

SPEED TO MARKET

Brand View greatly improves on the frequency by which publisher information is posted compared to the current bi-annual schedule. Monthly data updates can be done easily and automatically so that the most current data is available for selling.

2

FORMATTED FOR SALES PROCESS

Brand View information is fully downloadable into a variety of formats for use in sales presentations, proposals and marketing documents - in particular it is fully adaptable to tablet and mobile devices for in-person meetings.

3

AVAILABLE IN MIC FOR BUYER ACCESS

As the new centerpiece of the AAM MIC, Brand View information will provide buyers with direct access to the latest information for the buying and planning process. If desired, buyers will also be able to navigate quickly and easily to standard PDF reports or to the analyzer tool.

Open Access: Unleash the Power



Alliance for
Audited Media
TRANSACT WITH TRUST



- ALL AAM/CAC Members have Open Access to the MIC
- Searchable data and analysis tools
 - Research publications and verify claims
 - Monitor competition
 - Build media plans, presentations and proposals
 - Conduct market analysis
 - Define market penetration



Save yourself time!



The screenshot shows the Alliance for Audited Media website. At the top left is the logo with the tagline 'TRANSACTION WITH TRUST'. A navigation bar includes links for Services, Data, Resources, Join, News, About, and Contact. Below this is a 'What's New for' section with links to Newspapers, Magazines, Business Publications, Media Buyers, and Digital. A featured article titled 'AAM Digital Certification of La Presse+ Aims to Make Advertisers Feel Safe and Confident' is highlighted with a 'Case Study' badge. A 'QUICK LINKS' sidebar on the right lists: Visit AAM Canada, Media Intelligence Center, Publisher Filing Center, and Online Payment. A search bar is visible at the top right.

Member Login

RETURNING USER

AAM Member Number

Email Address

Password

Remember me?


SIGN IN

- Use the Tool Bar on Left side to Customize your search
- Search by Circulation, City, Parent Company, etc.


FILTER BY:

- Publication (-)**
 - Newspaper (1)
 - Daily (0)
 - Affiliated Publication (0)
 - Weekly (1)
 - Magazine (0)
 - Business (0)
 - Farm (0)
 - Religious (0)
 - Interactive (0)
- Status (-)**
 - Active (1)
 - Inactive (0)
- Audit Source (-)**
 - AAM (1)
 - CAC (0)
- Cross Media (+)**
- Quarterly Reporting (-)**
 - YES (1)
 - NO (0)
- CMR (+)**
- Country (+)**
- Digital Editions (+)**
- Circulation (+)**
- Newspaper Frequency (+)**
- City**
- Parent Company**
- SRDS Classification**
- CARD Classification**
- Market Search (+)**

- Use the Search By Bar to customize search: ZIP Codes, City, Member Name, Etc.

Search by: 60174,60175,60015 

RESET | SAVE SEARCH | SHOW FILTERS

FILTER BY: **ANALYZE DATA ▶** **SAVE LISTS ▶**  # of Results: 13 Page 1 of 1 Results Per Page 50 ▼

Publication	Parent Company	City	State	Type	Audit Source	Report Date	Sun/Sat	Wkdy
<input checked="" type="checkbox"/> Chicago Sun-Times	Wrapports, LLC	Chicago	IL	DLY	AAM	03/2014-AR	244,613	255,249
<input checked="" type="checkbox"/> Chicago Sun-Times-Buffalo Grove Countryside	Wrapports, LLC	Chicago	IL	AP	AAM	03/2014-AR		1,799
<input checked="" type="checkbox"/> Chicago Sun-Times-Deerfield Review	Wrapports, LLC	Chicago	IL	AP	AAM	03/2014-AR		2,106
<input checked="" type="checkbox"/> Chicago Sun-Times-Highland Park News	Wrapports, LLC	Chicago	IL	AP	AAM	03/2014-AR		2,735
<input checked="" type="checkbox"/> Chicago Sun-Times-Lake County News-Sun	Wrapports, LLC	Chicago	IL	AP	AAM	03/2014-AR	11,437	9,684
<input checked="" type="checkbox"/> Chicago Sun-Times-Lincolnshire Review	Wrapports, LLC	Chicago	IL	AP	AAM	03/2014-AR		484
<input checked="" type="checkbox"/> Chicago Sun-Times-Northbrook Star	Wrapports, LLC	Chicago	IL	AP	AAM	03/2014-AR		2,915
<input checked="" type="checkbox"/> Chicago Sun-Times-The Beacon-News	Wrapports, LLC	Chicago	IL	AP	AAM	03/2014-AR	13,017	11,587
<input checked="" type="checkbox"/> Chicago Sun-Times-The Courier-News	Wrapports, LLC	Chicago	IL	AP	AAM	03/2014-AR	2,846	2,678
<input checked="" type="checkbox"/> Chicago Tribune	Tribune Publishing Company	Chicago	IL	DLY	AAM	03/2014-AR	798,554	515,776
<input checked="" type="checkbox"/> Daily Herald, The Sunday Herald	Paddock Publications, Inc.	Arlington Heights	IL	DLY	AAM	03/2014-AR	98,859	94,702
<input checked="" type="checkbox"/> Kane County Chronicle	Shaw Media	St. Charles	IL	CND	AAM	03/2013-AR	11,116	12,594
<input checked="" type="checkbox"/> New York Post	News Corporation	New York	NY	DLY	AAM	09/2014-AR	445,517	502,899

Publication (-)

Newspaper (13)

Magazine (0)

Business (0)

Farm (0)

Religious (0)

Interactive (0)

Status (-)

Active (13)

Inactive (0)

Audit Source (+)

Cross Media (+)

Quarterly Reporting (+)

CMR (+)

Country (+)

Digital Editions (+)

Circulation (+)

Newspaper Frequency (+)

City



of Results: 2 Page 1 of 1 Results Per Page 50

FILTER BY:

- Publication (-)**
 - Newspaper (2)
 - Daily (1)
 - Affiliated Publication (0)
 - Weekly (1)
 - Magazine (0)
 - Business (0)
 - Farm (0)
 - Religious (0)
 - Interactive (0)
- Status (-)**
 - Active (2)
 - Inactive (0)
- Audit Source (-)**
 - AAM (2)
 - CAC (0)
- Cross Media (+)**
- Quarterly Reporting (-)**
 - YES (2)
 - NO (0)
- CMR (+)**
- Country (+)**
- Digital Editions (+)**
- Circulation (+)**
- Newspaper Frequency (+)**
- City**
- Parent Company**
- SRDS Classification**
- CARD Classification**
- Market Search (+)**

Publication Name	Parent Company	City	State	Type	Audit Source	Report Date	Sun/Sat	Wkdy
<input type="checkbox"/> JOURNAL NEWS	Cox Media Group Ohio, Inc.	Hamilton	OH	DLY	AAM	03/2014-AR	21,615	18,887
<input type="checkbox"/> Oxford Press	Cox Media Group Ohio, Inc.	Oxford	OH	WKL	AAM	03/2014-AR		1,864

of Results: 2 Page 1 of 1 Results Per Page 50

Rectangular Snip

City, State **APPLY & CLOSE**

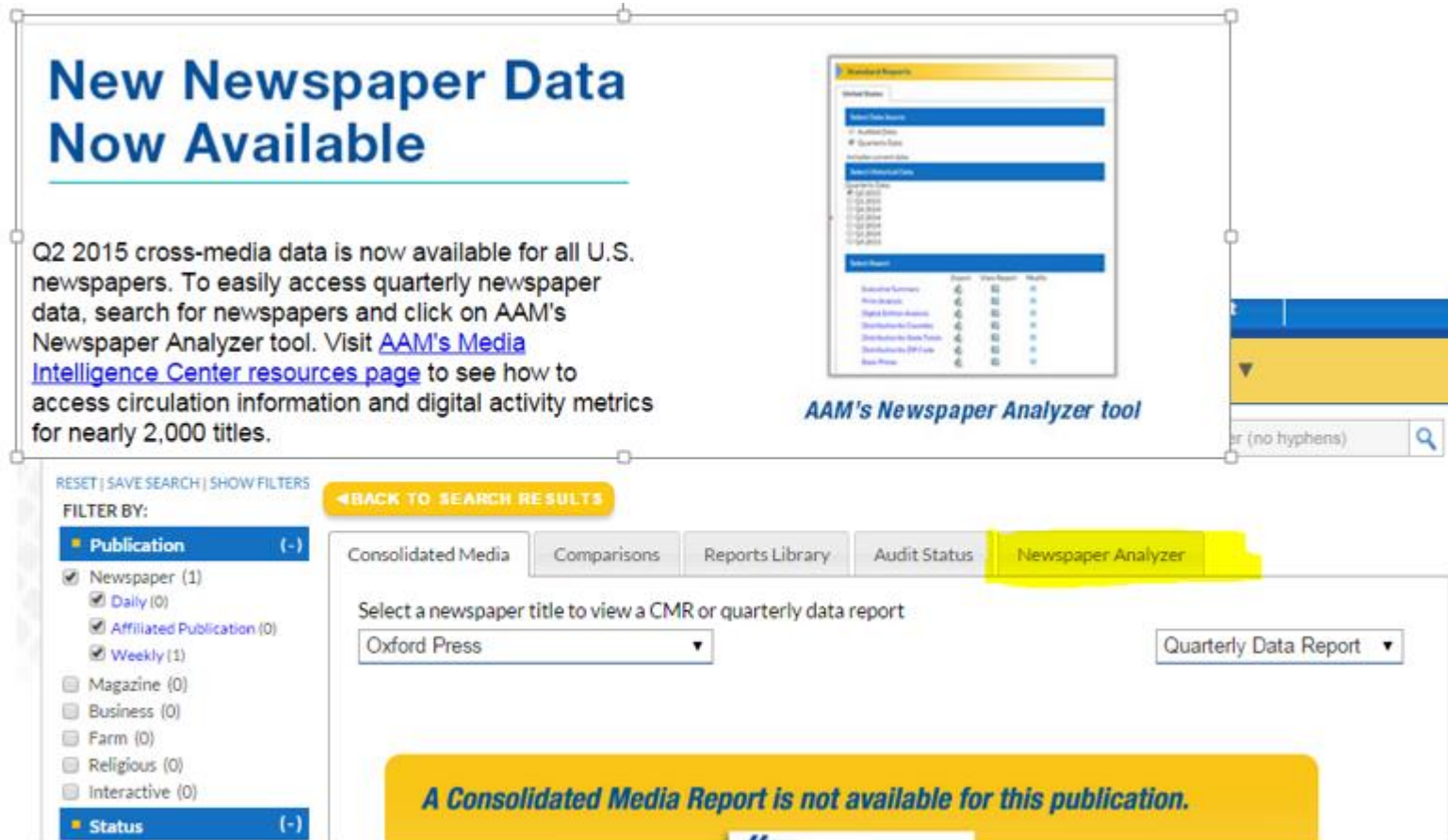
RESET

Search: SEARCH

Available

<input type="checkbox"/> Abbotsford, BC (1)	<input type="checkbox"/> Granby, QC (1)	<input type="checkbox"/> Opelika, AL (1)
<input type="checkbox"/> Abilene, TX (1)	<input type="checkbox"/> Grand Junction, CO (1)	<input type="checkbox"/> Opelousas, LA (1)
<input type="checkbox"/> Abington & Rockland, MA (1)	<input type="checkbox"/> Grand Rapids, MI (2)	<input type="checkbox"/> Orangeburg, SC (1)
<input type="checkbox"/> Acton, MA (1)	<input type="checkbox"/> Grande Prairie, AB (1)	<input type="checkbox"/> Orlando, FL (2)
<input type="checkbox"/> Adrian, MI (1)	<input type="checkbox"/> Grants Pass, OR (1)	<input type="checkbox"/> Orleans, MA (1)
<input type="checkbox"/> Aiken, SC (1)	<input type="checkbox"/> Great Falls, MT (1)	<input type="checkbox"/> Oshkosh, WI (1)
<input type="checkbox"/> Akron, OH (1)	<input type="checkbox"/> Green Bay, WI (2)	<input type="checkbox"/> Ottawa, ON (2)
<input type="checkbox"/> Alamogordo, NM (1)	<input type="checkbox"/> Greenfield, MA (1)	<input type="checkbox"/> Ottawa-Ontario, ON (1)
<input type="checkbox"/> Albany, NY (1)	<input type="checkbox"/> Greensboro, NC (1)	<input checked="" type="checkbox"/> Oxford, OH (1)
<input type="checkbox"/> Albany, OR (1)	<input type="checkbox"/> Greenville, MS (1)	<input type="checkbox"/> Pacifica, CA (1)
<input type="checkbox"/> Albuquerque, NM (9)	<input type="checkbox"/> Greenville, SC (1)	<input type="checkbox"/> Palm Springs-Palm Desert, CA (1)
<input type="checkbox"/> Alexandria-Pineville, LA (1)	<input type="checkbox"/> Greenville, NC (2)	<input type="checkbox"/> Park Hills, MO (1)
<input type="checkbox"/> Allentown, PA (2)	<input type="checkbox"/> Greenwich, CT (1)	<input type="checkbox"/> Parkersburg, WV (1)
<input type="checkbox"/> Allston & Brighton, MA (1)	<input type="checkbox"/> Greenwood, MS (1)	<input type="checkbox"/> Parkville, BC (1)
<input type="checkbox"/> Alpena, MI (1)	<input type="checkbox"/> Greenwood, SC (1)	<input type="checkbox"/> Pasco-Kennewick-Richland, WA (2)
<input type="checkbox"/> Altoona, PA (1)	<input type="checkbox"/> Hamilton, FOR (1)	<input type="checkbox"/> Pawtucket-Central Falls, RI (1)
<input type="checkbox"/> Amarillo, TX (1)	<input type="checkbox"/> Hamilton, MA (1)	<input type="checkbox"/> Pensacola, FL (2)
<input type="checkbox"/> Amesbury, MA (1)	<input checked="" type="checkbox"/> Hamilton, OH (1)	<input type="checkbox"/> Penticton, BC (1)
<input type="checkbox"/> Anchorage, AK (2)	<input type="checkbox"/> Hanford, CA (3)	<input type="checkbox"/> Peoria, IL (2)

- The Power of the Newspaper Analyzer



New Newspaper Data Now Available

Q2 2015 cross-media data is now available for all U.S. newspapers. To easily access quarterly newspaper data, search for newspapers and click on AAM's Newspaper Analyzer tool. Visit [AAM's Media Intelligence Center resources page](#) to see how to access circulation information and digital activity metrics for nearly 2,000 titles.

AAM's Newspaper Analyzer tool

RESET | SAVE SEARCH | SHOW FILTERS

FILTER BY:

- Publication** (-)
- Newspaper (1)
 - Daily (0)
 - Affiliated Publication (0)
 - Weekly (1)
- Magazine (0)
- Business (0)
- Farm (0)
- Religious (0)
- Interactive (0)
- Status** (-)

BACK TO SEARCH RESULTS

Consolidated Media | Comparisons | Reports Library | Audit Status | **Newspaper Analyzer**

Select a newspaper title to view a CMR or quarterly data report

Oxford Press

Quarterly Data Report

A Consolidated Media Report is not available for this publication.

Select Report	Pages	View Report	Metrics
Executive Summary	4	62	11
Price Analysis	4	62	11
Digital Edition Analysis	4	62	11
Distribution Overview	4	62	11
Distribution by State/Region	4	62	11
Distribution by ZIP Code	4	62	11
Basic Profile	6	62	11

- Analyze either Quarterly or Audited Data (Executive Summary, Print, Digital, ZIPs, etc.)
- Export to Excel for further analysis

◀ BACK TO SEARCH RESULTS

Consolidated Media Comparisons Reports Library Audit Status Newspaper Analyzer Cross Media

Selected Publications: Blade ...click to see more

Standard Reports

United States



















Select Data Source

Audited Data
 Quarterly Data

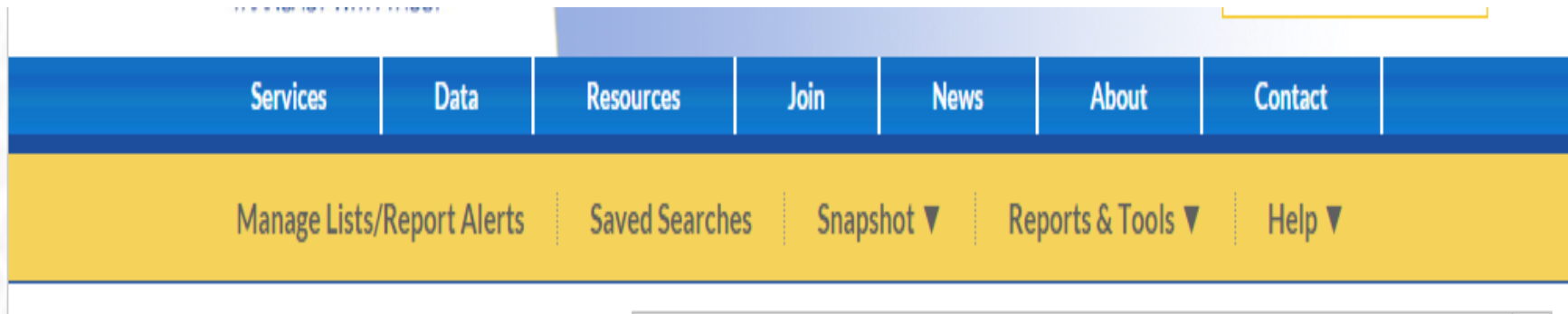
Includes current data

Select Historical Data

Select Report

	Export	View Report	Modify
Executive Summary			
Print Analysis			
Digital Edition Analysis			
Distribution by Market			
Distribution by ZIP Code			
Basic Prices			

- Sign Up for Report alerts (Your data or competitor data reports)
- Save Your Filters



- Ongoing Basic Training Seasons for MIC
- Customize Training
 - One on One Training
 - Group Training



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Q: What metrics do media buyers use to determine your audience value?



- **Flagship Newspaper**
 - Circulation units
 - Home delivery, single issue sales, Business Traveler-hotels, business distribution, Qualified-residential requests vs. Verified-samples, public access
 - Digital editions paid for or accessed
 - ZIP code level analysis
- **Other print – Affiliated Publications**
 - Circulation units – Print and Digital Editions
 - Home delivery, single issue sales, Business Traveler-hotels, business distribution, Qualified-residential requests vs. Verified-samples, public access
 - ZIP code level analysis
- **Readership- Readers and reach in market**
- **Cross Media Metrics (Web activity, Social Media, etc.)**

- Home Delivery

Category	Requirements	Address known?
Paid	<ul style="list-style-type: none">• Payment of one cent, net of considerations.	Yes.
Qualified - Requested	<ul style="list-style-type: none">• Residential delivery• Opt-in• 12-week minimum term• Delivery addresses	Yes.
Qualified - Targeted	<ul style="list-style-type: none">• Residential delivery• Opt-out• Address specific route lists	Yes.
Verified	<ul style="list-style-type: none">• Residential delivery-Home Delivery Market Coverage	No. Only general distribution area (Detail Routes Maps must be available)

- Single Copy

Category	Requirements
Paid	<ul style="list-style-type: none">• Payment of one cent, net of considerations
Qualified – Retail/Business	<ul style="list-style-type: none">• Non-residential delivery to retailers or other established business locations (hospitals, restaurants, etc..)• Request or agreement with retailer or business exists and available for audit• Distribution is recurring
Verified – Racks & Other Distribution (Events, Kiosk)	<ul style="list-style-type: none">• Non-residential delivery• Distribution locations

- Effective October 1, 2014
 - Re-labeled as an “affiliated publication”.
 - “Edition of” phrasing no longer required.
- Affiliated Publications
 - Any newspaper or periodical you publish
 - May be any frequency (weekly, daily, monthly, etc.)
 - Reflects own averages for its frequency
 - Reporting will show:
 - ~ Total circulation for primary AAM newspaper
 - ~ Total circulation for each affiliated publication
 - ~ Combined total.

**Contact
Client
Solutions
Prior to
Reporting**

Affiliated Publications Example





- **Digital Replica:**

- Consistent with the print edition in layout
- Consistent with editorial & advertising content
- It may exclude FSI (Free Standing Inserts)

- **Digital Non-Replica:**

- Consistent in character of the print edition
- Editorial Content Same as print
- Advertising may differ



- Three options to qualify paid digital circulation units:
 1. Paid Digital Only
 2. Incremental pricing, or
 3. Recipient usage
- Key Points:
 - Only **issues actually accessed** are eligible as circulation units if incremental pricing isn't presented.
 - Applies to paid and qualified circulation
 - Daily usage reports needed.

- **Qualified Digital Units:**
 - Subscription
 - ~ Registration and Activation (or download and open)
 - ~ Day of Access
 - Educational Copies (NIE)
 - ~ Order and affidavits from teachers/school
 - University Copies
 - ~ Access for each issue and tie to student status
 - Employee Copies
 - ~ List of employees and proof it was made available
 - Retail/Business
 - ~ Digital only permitted for libraries



Cross Media Metrics:



Website analytics



Mobile apps



Social Media



E-newsletters

*Contact
Client
Solutions
Prior to
Reporting*

- All cross media metrics are optional, but help you tell a smarter, more complete brand story.
- Monthly totals
- Analytics vary by platform
- Website, apps, social media, etc.
- Can access the Cross Media Metrics Application through Quarterly Filing Tool

Measuring Value: Cross Media: What Metrics can we Report?



Web Traffic

- Monthly Unique Browsers
- Weekly Unique Browsers
- Daily Unique Browsers
- Page Views
- Visits
- Visit Duration
- Unique Browser Duration
- Top URL's



Mobile Web Traffic

- Monthly Unique Browsers
- Weekly Unique Browsers
- Daily Unique Browsers
- Page Views
- Visits
- Visit Duration
- Unique Browser Duration
- Top URL's



Mobile/Text Alerts

- Sends
- Subscribers



Mobile Applications

- Unique Devices
- Page Impressions
- Visits
- Visit Duration
- Downloads
- Subscribers



eNewsletters

- Sends
- Receives/Delivered
- Bounces
- Subscribers
- Opt-Ins



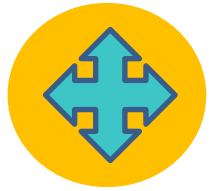
Social Media

- Facebook Fans/Likes
- Twitter Followers
- LinkedIn Connections
- Foursquare Followers
- Tumblr Users

Auditable Products	Metrics					
	Reach	Volume	Engagement			
Web Traffic	Unique Browsers	Page Impressions	Visits, Visit Duration			
Mobile Web Traffic	Unique Browsers	Page Impressions	Visits, Visit Duration			
Mobile Alerts	Subscribers	Net Distribution	Opens			
Apps	Downloads	Page Impressions	Visits, Visit Duration			
E-Newsletter	Subscribers	Net Distribution	Opens			
Social Media	Subscribers					
Print	Products	Circulation	Readership			



- **How else do you distribute your publishing brand's content?**
- **Do you monetize these efforts (via ad sales)?**
- **If so, what metrics are requested of your ad sales team?**



2015: Total Audience

Circulation units

- Print
- Digital replica
- Website
- Smartphone app
- Tablet app

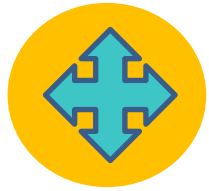
Other print reach

- Community news
- TMCs
- Alternative
- Foreign language
- Entertainment
- Local magazines

Cross Media metrics

- Additional websites
- Mobile apps
- Social media
- E-newsletters





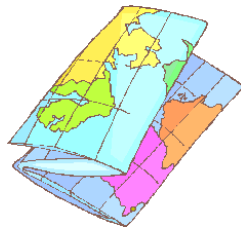
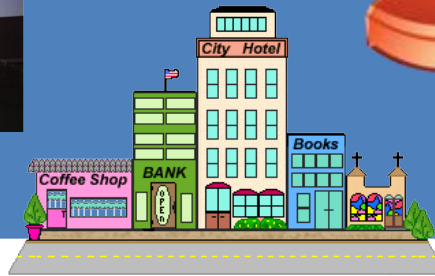
2015: What will media buyers see via AAM?



OR



Add visual appeal to your AAM data.





How much color do you want to show buyers?

- Cover image only
 - Known as the 'Standard CMR'
 - Included with membership
- Enhance the data within the report
 - Known as the 'Enhanced CMR'
 - Additional customized investment

Quarterly Data Report



Alliance for Audited Media



Quarterly Data Report

Q1 2015
Subject to Audit

TIMES HERALD-RECORD

Middletown (Orange County)
www.recordonline.com

CIRCULATION SUMMARY

	Sun	Avg Mon-Fri	Mon	Tue	Wed
TOTAL COMBINED AVERAGE CIRCULATION	51,541	39,702	38,807	39,204	39,766
TIMES HERALD-RECORD					
Print (See Par. 1A)	50,751	37,540	36,500	36,899	37,477
Digital Replica (See Par. 1B)	790	2,162	2,307	2,305	2,289
Total Combined Average Circulation	51,541	39,702	38,807	39,204	39,766

CIRCULATION DATA BY PUBLICATION

1A. TIMES HERALD-RECORD - PRINT					
Paid Circulation					
Individually Paid Circulation					
Home Delivery and Mail	34,999	30,806	30,484	30,481	30,481
Single Copy Sales	15,330	6,309	5,592	5,994	6,566
Total Average Individually Paid Circulation	50,329	37,115	36,076	36,475	37,051
Business/Traveler Paid Circulation					
Hotel Distribution - Room/Lobby Copies	16	15	15	15	15
Total Average Business/Traveler Paid Circulation	16	15	15	15	15
Total Average Paid Circulation - Print	50,345	37,130	36,091	36,490	37,066
Qualified Circulation					
Home Delivery					
Requested	12	11	10	10	1
Total Average Home Delivery	12	11	10	10	1
Single Copy					
Employee/Independent Contractor	345	345	345	345	34
Retail/Business	49	54	54	54	5
Total Average Single Copy	394	399	399	399	39
Total Average Qualified Circulation - Print	406	410	409	409	41
Total Average Circulation - Print	50,751	37,540	36,500	36,899	37,477

1B. TIMES HERALD-RECORD - DIGITAL REPLICA					
Paid Circulation					
Subscription					
	790	2,123	2,253	2,251	2,251
Total Average Paid Circulation - Digital Replica	790	2,123	2,253	2,251	2,251
Qualified Circulation: Opt-in					
Educational Copies					
		39	54	54	3
Total Average Qualified Circulation - Digital Replica		39	54	54	3
Total Average Circulation - Digital Replica	790	2,162	2,307	2,305	2,289
Total Average Circulation - Print & Digital Replica	51,541	39,702	38,807	39,204	39,766

2. TOTAL AVERAGE CIRCULATION By Market (Optional)

NOTES

CREDIT AND ARREARS ALLOWANCE

Included in Individually Paid Home Delivery and Mail is an average of the following:

	Total
Sunday	393
Daily	79

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.

QUALIFIED RETAIL/BUSINESS

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

Publishing Plans

TIMES HERALD-RECORD	Frequency: Daily
	Delivery Vehicle(s): Print, online
	Primary Circulation Classification: Paid
	Website(s): www.recordonline.com

Gail Whiting, Advertising Director
Telephone (845) 346-3080 - FAX (845) 343-6414
P.O. Box 2046
Middletown, NY 10940
e-mail: gwhiting@th-record.com

We certify that to the best of our knowledge all data set forth in this Quarterly Data Report are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

Parent Company: Local Media Group, Inc.

TIMES HERALD-RECORD P.O. Box 2046, 40 Mulberry Street Middletown, NY 10940

STEVE PIERSA
Operations Manager

JOE VANDERHOOF
President and Publisher

Standard CMR



Alliance for Audited Media

TRANSACT WITH TRUST



Consolidated Media Report

1 Quarter ending March 31, 2015
Subject to Audit



40 Mulberry Street, Middletown, NY 10940
48 W. Seegers Road • Arlington Heights, IL 60004



Quarterly Data Report

Q1 2015
Subject to Audit

CIRCULATION SUMMARY

TOTAL COMBINED AVERAGE CIRCULATION
TIMES HERALD-RECORD
Print (See Par. 1A)
Digital Replica (See Par. 1B)
Total Combined Average Circulation

CIRCULATION DATA BY PUBLICATION

1A. TIMES HERALD-RECORD - PRINT
Paid Circulation
Individually Paid Circulation
Home Delivery and Mail
Single Copy Sales
Total Average Individually Paid Circulation
Business/Traveler Paid Circulation
Hotel Distribution - Room/Lobby Copies
Total Average Business/Traveler Paid Circulation
Total Average Paid Circulation - Print
Qualified Circulation
Home Delivery
Requested
Total Average Home Delivery
Single Copy
Employee/Independent Contractor
Retail/Business
Total Average Single Copy
Total Average Qualified Circulation - Print
Total Average Circulation - Print

1B. TIMES HERALD-RECORD - DIGITAL REPLICA
Paid Circulation
Subscription
Total Average Paid Circulation - Digital Replica
Qualified Circulation: Opt-in
Educational Copies
Total Average Qualified Circulation - Digital Replica
Total Average Circulation - Digital Replica
Total Average Circulation - Print & Digital Replica
2. TOTAL AVERAGE CIRCULATION By Market (Optional)

NOTES

CREDIT AND ARREARS ALLOWANCE

Included in Individually Paid Home Delivery and Mail is an average of the following:

	Total
Sunday	393
Daily	79

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.

QUALIFIED RETAIL/BUSINESS

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

Publishing Plans

TIMES HERALD-RECORD	Frequency: Daily
	Delivery Vehicle(s): Print, online
	Primary Circulation Classification: Paid
	Website(s): www.recordonline.com

Gail Whiting, Advertising Director
Telephone (845) 346-3080 - FAX (845) 343-6414
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Middletown, NY 10940
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We certify that to the best of our knowledge all data set forth in this Quarterly Data Report are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

Parent Company: Local Media Group, Inc.
TIMES HERALD-RECORD P.O. Box 2046, 40 Mulberry Street Middletown, NY 10940
STEVE PIERSA Operations Manager
JOE VANDERHOOF President and Publisher

<http://auditedmedia.com/resources/newspaper-brand-reporting/standard-cmr-gallery/>

Standard CMR Gallery

Many of the industry's leading U.S. newspaper publishers already know the value of AAM's standard CMR. Browse our gallery to see how media companies are using the CMR format. By creating a standard CMR, you'll provide advertisers a more complete view of your brand and showcase your newspaper data to the Media Intelligence Center's more than 5,000 users (and counting) via **AAM's new consolidated media portal**.

For CMR templates, guidelines and instructions, please visit our **circulation reporting resources section**. Contact your **Client Solutions representative** with any questions.



Enhanced CMR



Alliance for Audited Media

TRANSACT WITH TRUST

CONSOLIDATED MEDIA REPORT Newspaper

ALBUQUERQUE JOURNAL
6 months ended September 30, 2014
Albuquerque, New Mexico
www.ABQjournal.com

CIRCULATION

Total Combined Average Circulation	Sunday	Avg Mon-Sat	Monday
	149,547	94,990	84,380

ALBUQUERQUE JOURNAL

Total Average Circulation

	Sunday	Avg Mon-Sat	Monday
Albuquerque Journal Print	90,942	71,684	69,294
Albuquerque Journal Digital Replica	10,808	10,905	10,789
Albuquerque Journal Digital Nonreplica	4,292	4,293	4,297
Total Average Circulation (Subject to Audit)	106,042	86,882	84,380

RIO RANCHO OBSERVER Mountain View TELEGRAPH

News-Bulletin El Defensor Chieftain

Other Circulation

	Sunday	Avg Mon-Sat	Monday
Rio Rancho Observer	23,297	1,948	
Mountain View Telegraph		665	
Kirtland AFB Nucleus		1,622	
Sunday Shopper	20,208		
News Bulletin		2,509	
El Defensor Chieftain		375	
Venue		658	
Journal North		331	
Total Other Circulation	43,505	8,108	

ALBUQUERQUE JOURNAL
6 months ended September 30, 2014
Albuquerque, New Mexico
www.ABQjournal.com

READERSHIP

Albuquerque Journal (includes eJournal)
Average Issue Readership 5-18
186,841 adults (Albuquerque CBSA) **30%**
229,782 adults (Albuquerque DMA) **39%**

The Sunday Journal (includes eJournal)
Average Issue Readership 4-18
285,452 adults (Albuquerque CBSA) **38%**
328,067 adults (Albuquerque DMA) **49%**

Integrated News
Adults in the market who have eJournal or have visited the website

376,306 adults or 55%
486,586 adults or 33%

Source: 2014 Release 1, Nielsen Scarborough Report. Copyright 2014, The Nielsen Company

ABQJOURNAL.COM GROWTH

WEBSITE USAGE:
Total Activity

Total Unique Browsers
Page Impressions/Views
Source: Google Analytics. See Explanatory Subject to audit

ALBUQUERQUE JOURNAL
6 months ended September 30, 2014
Albuquerque, New Mexico
www.ABQjournal.com

PORTFOLIO OF PRODUCTS

The Albuquerque Journal is the flagship publication of Albuquerque Publishing Company whose portfolio includes:



Albuquerque Journal
New Mexico's daily newspaper covering breaking news, politics, sports and features.



ABQjournal.com

The newly redesigned ABQjournal.com incorporates responsive design, a technology that reformats a web page to fit any screen size on any device. You will have the same experience whether you're checking breaking news on a smartphone, viewing a slideshow on a tablet, or reading an article on a computer.



Venue

A weekly entertainment guide covering movies, dining, music and the arts available in the Friday edition of the Albuquerque Journal.



Journal North

A zoned edition of the Albuquerque Journal.



Sunday Shopper

The Albuquerque Journal's Sunday select product.



Rio Rancho Observer

A twice-weekly community newspaper that is home delivered and available as single copies in Rio Rancho.



Kirtland Air Force Base Nucleus

The official newspaper of Kirtland Air Force Base.



Mountain View Telegraph

A weekly newspaper serving communities in the East Mountains, Moriarty and the Estancia Valley.



Valencia County News-Bulletin

A twice-weekly newspaper serving Belton, Bosque Farms, Los Lunas and all of Valencia County.



El Defensor Chieftain

A weekly newspaper serving Socorro County.



CONSOLIDATED MEDIA REPORT Newspaper



500 ALA MO
48 W. Seegers P

Star-Advertiser

Circulation

Star-Advertiser

Star-Advertiser Print
Star-Advertiser Digital
Star-Advertiser Digital

Total Star-Advertiser (Subject to Audit)

MidWeek
Branded Editions
MidWeek*
Street Pulse

USA Today - Hawaii
TGIF**

Big Island TV Week

Total Branded Editions (Subject to Audit)

Total Star-Advertiser and Branded Editions

The Garden Island

The Garden Island
The Garden Island -

Total The Garden Island (Subject to Audit)

ARMY WEEKLY
Other Circulation

Hawaii Army Week
Hawaii Marine
Ho'okele (Navy & A

Total Other Circulation

Grand Total Consolidated Average Circulation

*Midweek: Oahu distribution is 770,111
**Expanded distribution of TGIF uses
***Big Island TV Week: see Appendix

Star-Advertiser

Star-Advertiser

A week in print
Star-Advertiser

Star-Advertiser
Average
5

Sunday Star-Advertiser
Average



384,000

Source: 2013 Release 2
All rights reserved (Oct)

Star-Advertiser

Reach of

Household Income \$100,000+

Blue Collar

White Collar

College Graduate

Have Children



Star-Advertiser

About Oahu



ABOUT OAHU

- Oahu is the third largest Hawaiian island in size, but primarily defined by the state capital of Honolulu, the most populous city in Hawaii.
- There are 766,050 adults (18+) on Oahu
- 50% are male, and 50% are female
- 33% are 18-34 years old, 33% are 35-54 years old and 34% are 55 years old or older
- 43% of Oahu's population is Asian, 21% is white, 10% is Pacific Islander, 3% is another single race and 22% has 2 or more races.
- 52% of households are married-couple families
- 34% of households have children 17 or younger
- 65% of adults 25+ have some college education or higher
- The median household income is \$71,404
- 54% of households are owner-occupied
- The median home value is \$563,600

Source: U.S. Census - 2012 American Community Survey 1-Year Estimates

TOURISM

- Oahu received 5.1 million visitors in 2013.
- They spent over \$7.2 billion
- Oahu visitors stay an average of 7 days.

Source: State of Hawaii - Department of Business, Economic Development & Tourism

6 months ended March 31, 2014
Honolulu (Honolulu County), Hawaii
www.staradvertiser.com



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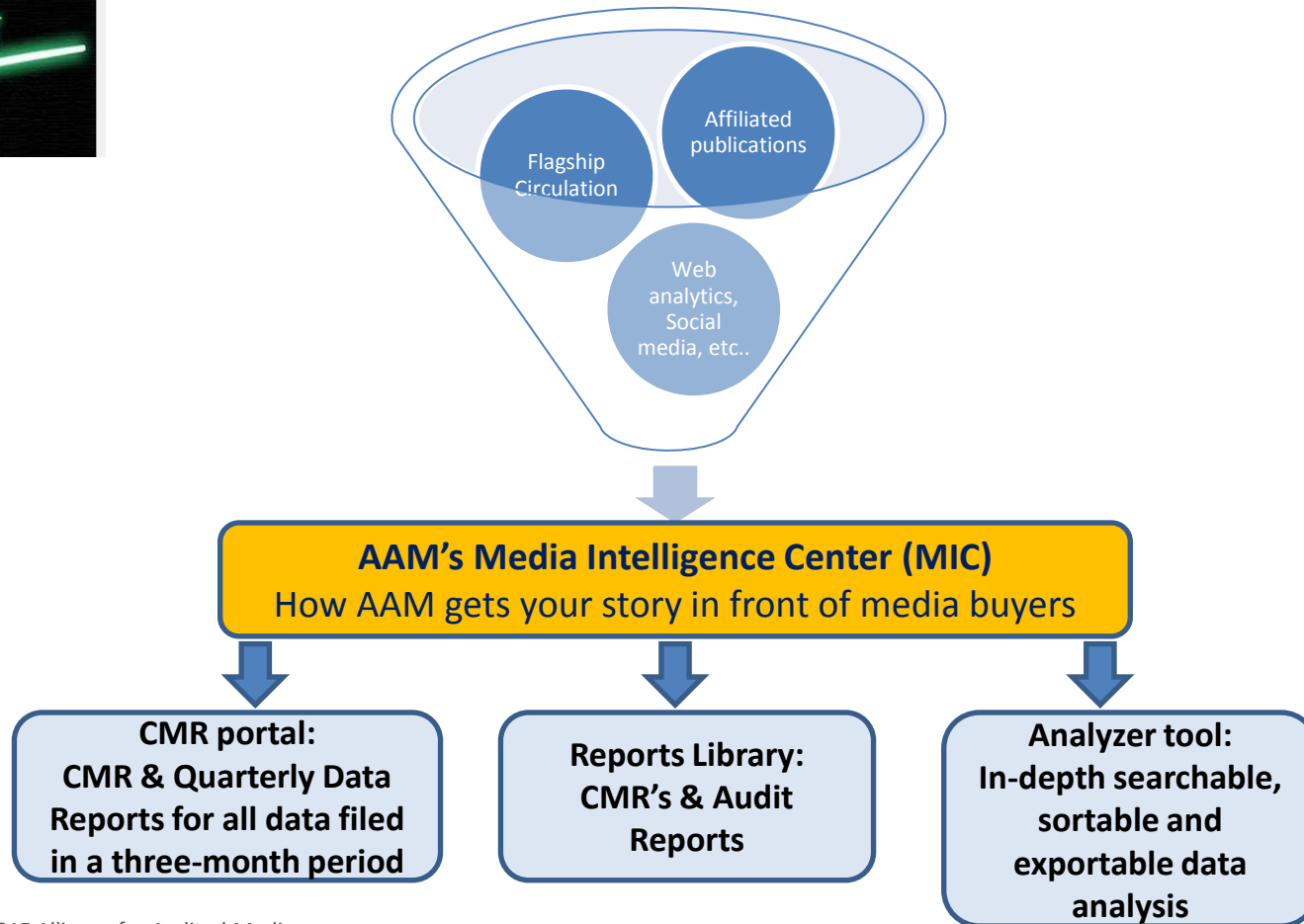
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Arm your ad sales team and media buyers
with one source that enables buyers to
transact with trust.

The Alliance for Audited Media



Newspaper Brand Reporting

In the last two decades, newspapers have evolved into dynamic cross-platform media companies. As newspapers' strategies transform, so too should the newspaper data that's presented to the marketplace. Enter AAM and our new newspaper brand reporting initiative. U.S. newspapers are now committed to reporting monthly cross-media metrics and quarterly circulation data to AAM, satisfying advertiser demand for more credible and frequent data for newspaper brands.

To learn more, visit our [FAQs](#).

Check out the resources below for video tutorials, FAQs, detailed filing guides and more.

Explore AAM's In-Depth Resources



How to file circulation data



How to file cross-media data



Where to access newspaper data

- ▶ Bylaws and Rules
- ▼ Newspaper Brand Reporting
 - ▶ Circulation Reporting
 - ▶ Cross-Media Reporting
 - Newspaper Data Access
- ▶ Board Action Highlights
- ▶ Filing Publisher's Statements
- ▶ Audit Prep
- ▶ Guides and Evaluation Forms
- ▶ Prototype Reports
- ▶ Media Intelligence Center
- Logos & Promo Materials

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Questions?

