



Audit Bureau
of Circulations

**Audit Report
Newspaper**

THE POST AND COURIER

Charleston (Charleston County), South Carolina
12 months ended March 31, 2010

	Morning								
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat	Optional Morning (Mon.-Sat.)
1. TOTAL AVERAGE PAID CIRCULATION	95,115	87,931	87,497	86,272	87,511	87,344	91,040	81,417	86,848
Core Newspaper <i>with replica electronic</i>	95,115	87,931	87,497	86,272	87,511	87,344	91,040	81,417	86,848
Core Newspaper	95,055	81,111	81,040	79,091	80,521	80,403	84,517	81,358	81,152
Electronic Editions (See Par. 6B)	60	6,820	6,457	7,181	6,990	6,941	6,523	59	5,696
Other Unique Editions	0	0	0	0	0	0	0	0	0
Total Average Paid Circulation	95,115	87,931	87,497	86,272	87,511	87,344	91,040	81,417	86,848
1A. AVERAGE PAID CIRCULATION - Core Newspaper Paid for by Individual Recipients									
Home Delivery and Mail	68,330	67,522	68,764	66,685	67,051	66,736	68,382	68,423	67,671
Single Copy Sales	23,348	11,374	10,130	10,123	11,297	11,312	14,013	10,774	11,275
Total Average Paid by Individual Recipient Circulation - Core Newspaper	91,678	78,896	78,894	76,808	78,348	78,048	82,395	79,197	78,946
Other Paid Circulation: (See Par. 6A)									
Single Copy Sales	0	0	0	0	0	0	0	0	0
Educational Programs	136	429	371	510	389	559	319	88	373
Employee/Independent Contractor	1,095	1,096	1,095	1,095	1,096	1,098	1,095	1,095	1,095
Third Party Sales	2,146	690	680	678	688	698	708	978	738
Third Party Sales - Payment made with barter	0	0	0	0	0	0	0	0	0
Subtotal	3,377	2,215	2,146	2,283	2,173	2,355	2,122	2,161	2,206
Total Average Paid Circulation - Core Newspaper	95,055	81,111	81,040	79,091	80,521	80,403	84,517	81,358	81,152
Total Paid Circulation - Electronic Editions	60	6,820	6,457	7,181	6,990	6,941	6,523	59	5,696
Total Paid Circulation - Other Unique Editions	0	0	0	0	0	0	0	0	0
TOTAL AVERAGE PAID CIRCULATION	95,115	87,931	87,497	86,272	87,511	87,344	91,040	81,417	86,848
Other Audited Circulation (Optional)	0	0	0	0	0	0	0	0	0
Total Circulation (Optional)	0	0	0	0	0	0	0	0	0
Days Omitted from Averages	None of record		None of record	None of record	None of record	None of record	None of record	None of record	None of record

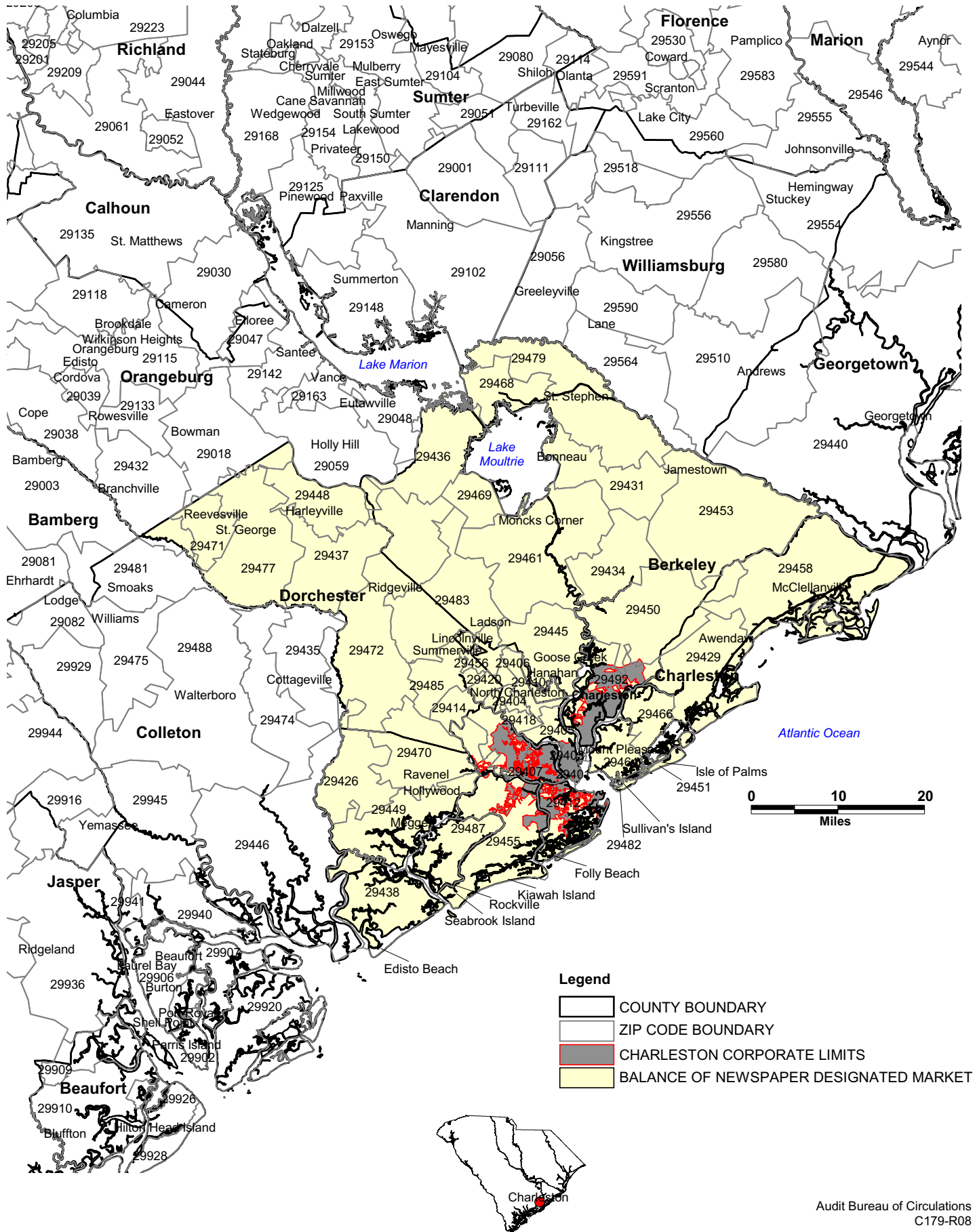
Audience-FAX

PRINT READERSHIP: In Market				ONLINE READERSHIP: In Market			NET COMBINED AUDIENCE: In Market (unduplicated)			WEB SITE USAGE: Total Activity	
	Sun	Weekday	Past 7 Days		Past 7 Days	Past 30 Days		Past 7 Days	Past 7 Days Print Past 30 Days Online		March 2010
NDM* Readers	251,700	227,500	343,100	NDM* Readers	106,600	135,500	NDM* Audience	370,900	376,400	Total Unique Cookies	742,506
Reach	54.0%	49.0%	74.0%	Reach	23.0%	29.0%	Reach	80.0%	81.0%	Page Impressions/ Views	7,292,955

Source: American Opinion Research (May 6 - June 7, 2008), See Explanatory

Source: Omniture SiteCatalyst, See Explanatory

NEWSPAPER DESIGNATED MARKET / CHARLESTON, SOUTH CAROLINA



Audit Bureau of Circulations
C179-R08

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

	Morning								
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat	Optional Morning (Mon.-Sat.)
Newspaper Designated Market									
Home Delivery and Mail (See Par. 6B)	64,207	63,522	64,682	62,739	63,087	62,788	64,320	64,388	63,665
Single Copy Sales (Individual)	21,161	9,937	8,779	8,761	9,896	9,902	12,349	9,344	9,839
Educational Programs	136	414	342	482	386	556	306	88	360
Employee/Independent Contractor	1,095	1,096	1,095	1,095	1,096	1,098	1,095	1,095	1,095
Third Party Sales	2,146	690	680	678	688	698	708	978	738
Electronic Editions		6,761	6,399	7,123	6,931	6,882	6,464		5,637
Total Newspaper Designated Market	88,745	82,420	81,977	80,878	82,084	81,924	85,242	75,893	81,334
Circulation Outside Newspaper Designated Market									
Home Delivery and Mail (See Par. 6B)	4,123	4,000	4,082	3,946	3,964	3,948	4,062	4,035	4,006
Single Copy Sales (Individual)	2,187	1,437	1,351	1,362	1,401	1,410	1,664	1,430	1,436
Educational Programs		15	29	28	3	3	13		13
Electronic Editions	60	59	58	58	59	59	59	59	59
Total Circulation Outside Newspaper Designated Market	6,370	5,511	5,520	5,394	5,427	5,420	5,798	5,524	5,514
Total Average Paid Circulation	95,115	87,931	87,497	86,272	87,511	87,344	91,040	81,417	86,848

PERCENTAGE OF TOTAL PAID 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
2000 Census	549,033	207,957									
Newspaper Designated Market #1-1-09 Est.	648,686	253,430	88,745	93.3	35.0%	82,420	93.7	32.5%	75,893	93.2	30.0%
Outside Newspaper Designated Market			6,370	6.7		5,511	6.3		5,524	6.8	
Total Paid			95,115	100.0%		87,931	100.0%		81,417	100.0%	

#Source: The Nielsen Company (U.S.), Inc. (See Par. 6B).

AUDIT STATEMENT

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

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

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

Calendar Quarter Ended	Morning								
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat	Optional Morning (Mon.-Sat.)
June 30, 2006	107,427	93,735	96,123	89,987	90,620	93,383	98,564	93,000	93,613
September 30, 2006	106,136	97,694	99,631	95,127	93,342	97,230	103,142	96,021	97,398
December 31, 2006	113,618	101,727	101,662	99,522	96,758	105,221	105,472	96,762	100,900
March 31, 2007	105,534	98,560	98,380	96,409	92,579	102,301	103,130	93,622	97,737
June 30, 2007	104,033	95,831	96,598	93,760	92,479	96,409	99,910	92,423	95,263
September 30, 2007	110,933	97,837	98,508	95,597	95,044	97,560	102,475	96,310	97,582
December 31, 2007	116,606	102,673	103,582	101,207	96,952	105,941	105,611	97,416	101,808
March 31, 2008	103,962	98,094	97,875	97,531	92,738	101,663	100,663	92,017	97,081
June 30, 2008	101,752	96,211	94,209	96,179	92,454	100,638	97,574	88,660	94,952
September 30, 2008	108,314	94,830	95,802	92,076	94,172	92,626	99,686	91,439	94,272
December 31, 2008	112,401	95,826	95,551	93,705	95,166	95,707	99,051	87,402	94,439
March 31, 2009	99,982	96,192	95,209	94,411	97,920	94,721	98,834	86,863	94,617

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

Calendar Quarter Ended	Morning								Optional Morning (Mon.-Sat.)
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat	
June 30, 2009	96,942	89,478	88,219	87,681	89,581	89,517	92,392	82,940	88,388
September 30, 2009	92,941	84,422	83,298	83,002	84,129	83,470	88,210	80,696	83,804
December 31, 2009	94,414	89,072	89,608	87,252	87,950	88,502	92,091	81,384	87,798
March 31, 2010	96,162	88,806	88,864	87,157	88,642	87,832	91,457	80,638	87,432

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

	Year	Newspaper Designated Market Home Delivery & Mail	Newspaper Designated Market Single Copy Sales	Newspaper Designated Market Other Paid	Newspaper Designated Market Electronic and Unique Editions	TOTAL Newspaper Designated Market	TOTAL Average Paid Circulation
		Sun	2010	64,207	21,161	3,377	
	2009	66,560	22,366	9,822		98,748	105,613
	2008	69,517	22,423	9,877		101,817	108,923
	2007	70,143	22,383	8,982		101,508	108,336
	2006^	71,789	23,186	6,828		101,803	108,903
Cmbd Avg (Mon.-Fri.)	2010	63,522	9,937	2,200	6,761	82,420	87,931
	2009	65,703	12,548	6,020	4,988	89,259	95,759
	2008	67,160	12,777	10,904		90,841	98,623
	2007	67,695	12,560	10,143		90,398	97,929
	2006^	68,801	12,101	9,561		90,463	96,873
Sat	2010	64,388	9,344	2,161		75,893	81,417
	2009	66,846	11,889	3,760		82,495	88,590
	2008	70,150	12,338	5,722		88,210	94,543
	2007	71,412	12,164	5,202		88,778	94,873
	2006^	71,799	12,149	6,631		90,579	96,909
Morning (Mon.-Sat.)	2005	70,195	12,628	7,230		90,053	96,850

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

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

Sun, September 27, 2009; Morning, September 25, 2009.

(OH's) Occupied Households - #1-1-09 The Nielsen Company (U.S.), Inc.

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

	Sun	Morning	Cmbd Avg (Mon.-Fri.)
Newspaper Designated Market	1.8% greater	7.1% greater	10.8% greater
Outside Newspaper Designated Market	14.9% greater	16.2% greater	22.2% greater
GRAND TOTAL	2.7% greater	7.7% greater	11.5% greater

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

State County	Sun										Morning									
	Core Newspaper										Core Newspaper									
	Individually Paid										Individually Paid									
	OH's #1-1-09 Estimate	Home Delivery & Mail	Single Copy Sales	Other Paid	Total Core Nwsp.	Electronic Editions	Unique Editions	Total Paid	Avg. Proj. Pd. Circ.*	Hshld. Cov.	Home Delivery & Mail	Single Copy Sales	Other Paid	Total Core Nwsp.	Electronic Editions	Unique Editions	Total Paid	Fri Avg. Proj. Pd. Circ.*	Cmbd Avg (Mon.-Fri.) Avg. Proj. Pd. Circ.*	Hshld. Cov.
SOUTH CAROLINA																				
BEAUFORT	60,620	342	545		887			887	772	1.3%	338	410		748			748	644	612	1.0%
BERKELEY	61,813	12,324	5,477		17,801			17,801	17,484	28.3%	12,203	2,906	10	15,119	2,655		17,774	16,597	16,048	26.0%
CHARLESTON	143,878	39,949	14,953	2,220	57,122			57,122	56,104	39.0%	39,972	11,169	2,178	53,319	4,093		57,412	53,612	51,836	36.0%
CLARENDON	12,701	90	100		190			190	165	1.3%	90	90		180			180	155	147	1.2%
COLLETON	15,423	1,783	811		2,594			2,594	2,257	14.6%	1,744	792		2,536			2,536	2,182	2,075	13.5%
DORCHESTER	47,739	11,664	3,723	45	15,432			15,432	15,157	31.7%	11,558	1,744	45	13,347	2,752		16,099	15,033	14,536	30.4%
FLORENCE	51,383	49	110		159			159	138	0.3%	52	100		152			152	131	124	0.2%
GEORGETOWN	25,359	549	460		1,009			1,009	878	3.5%	563	422		985			985	848	806	3.2%
HAMPTON	7,736	184	120		304			304	265	3.4%	191	105		296			296	255	242	3.1%
HORRY	114,396	14	120		134			134	117	0.1%	17	125		142			142	122	116	0.1%
ORANGEBURG	34,907	571	543		1,114			1,114	969	2.8%	561	323		884			884	761	723	2.1%
RICHLAND	141,079	42	210		252			252	219	0.2%	54	138		192			192	165	157	0.1%
WILLIAMSBURG	13,179	216	147		363			363	316	2.4%	231	143		374			374	322	306	2.3%
Miscellaneous Counties		83			83			83	72		96			96			96	83	79	
TOTAL IN SOUTH CAROLINA		67,860	27,319	2,265	97,444			97,444	94,913		67,670	18,467	2,233	88,370	9,500		97,870	90,910	87,807	
All Other		175			175	57		232	202		94			94	57		151	130	124	
GRAND TOTAL		68,035	27,319	2,265	97,619	57		97,676	95,115		67,764	18,467	2,233	88,464	9,557		98,021	91,040	87,931	

#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 paid circulation for the period covered by this report.

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

Sun, September 27, 2009; Morning, September 25, 2009.

(OH's) Occupied Households - 2000 Census; #1-1-09 The Nielsen Company (U.S.), Inc., See Par. 6B.

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

(MA) designates one of the counties included in the Charleston - North Charleston, South Carolina Metropolitan Statistical Area as defined by the Office of Management and Budget. (Counties of Berkeley, Charleston and Dorchester)

State County Town	Sun											Morning									
	Core Newspaper											Core Newspaper									
	Individually Paid											Individually Paid									
	OH's 2000 Census	OH's #1-1-09 Estimate	Home Delivery & Mail	Single Copy Sales	Other Paid	Total Core Nwsp.	Electronic Editions	Unique Editions	Total Paid	Avg. Proj. Pd. Circ.	Hshld. Cov.	Home Delivery & Mail	Single Copy Sales	Other Paid	Total Core Nwsp.	Electronic Editions	Unique Editions	Total Paid	Fri Avg. Proj. Pd. Circ.	Cmbd Avg (Mon.-Fri.) Avg. Proj. Pd. Circ.	Hshld. Cov.

SOUTH CAROLINA

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

(MA) CHARLESTON COUNTY	123,326	143,878																				
Adams Run			97	30		127			127		98	27		125				125				
Awendaw			271	65		336			336		271	35		306				306				
Charleston	40,401	46,469	16,780	5,157	1,949	23,886			23,886		16,889	4,288	1,862	23,039	806			23,845				
Edisto Island			332	250		582			582		328	250		578	5			583				
Folly Beach			363			363			363		364			364				364				
Hollywood			756	20		776			776		742	20	33	795	57			852				
Isle of Palms			928	513	10	1,451			1,451		922	323	10	1,255				1,255				
Johns Island			2,431	1,139	40	3,610			3,610		2,415	749	35	3,199	63			3,262				
McClellanville			119	145		264			264		119	100		219	23			242				
Mount Pleasant	19,025	27,177	10,958	2,282	96	13,336			13,336		10,902	1,362	78	12,342	642			12,984				
North Charleston	28,674	34,127	5,854	4,828	125	10,807			10,807		5,866	3,674	160	9,700	2,481			12,181				
Ravenel			319	447		766			766		318	300		618	16			634				
Sullivan's Island			421	77		498			498		420	41		461				461				
Wadmalaw			308			308			308		303			303				303				
*BALANCE IN COUNTY			12			12			12		15			15				15				
TOTAL CHARLESTON COUNTY			39,949	14,953	2,220	57,122			57,122	56,104	39.0%	39,972	11,169	2,178	53,319	4,093		57,412	53,612	51,836	36.0%	
(MA) BERKELEY COUNTY	49,922	61,813																				
Bonneau			476	195		671			671		473	110		583				583				
Cordsville			31			31			31		30			30				30				
Cross			234	95		329			329		237	70		307	28			335				
Daniel Island			1,085	256		1,341			1,341		1,073	110		1,183				1,183				
Goose Creek	8,947	12,150	3,975	1,836		5,811			5,811		3,919	822		4,741	1,066			5,807				
Hanahan			1,734	57		1,791			1,791		1,724	12		1,736	1			1,737				
Huger			120	60		180			180		119	28		147	42			189				

State County Town	Sun											Morning								
	Core Newspaper											Core Newspaper								
	OH's 2000 Census	OH's #1-1-09 Estimate	Individually Paid			Total Core Nwsp.	Electronic Editions	Unique Editions	Total Paid	Avg. Proj. Pd. Circ.	Hshld. Cov.	Individually Paid			Total Core Nwsp.	Electronic Editions	Unique Editions	Total Paid	Fri Avg. Proj. Pd. Circ.	Cmbd Avg (Mon.-Fri.) Avg. Proj. Pd. Circ.
SOUTH CAROLINA (Cont'd)																				
COLLETON COUNTY																				
			65		65			65			61			61			61			
			1,169	617	1,786			1,786			1,152	652	1,804			1,804				
			52		52			52			49		49			49				
			1,783	811	2,594			2,594	2,257	14.6%	1,744	792	2,536			2,536	2,182	2,075	13.5%	
FLORENCE COUNTY 47,147 51,383																				
			12	90	102			102			9	80	89			89				
			27	20	47			47			25	20	45			45				
			10		10			10			18		18			18				
			49	110	159			159	138	0.3%	52	100	152			152	131	124	0.2%	
GEORGETOWN COUNTY 21,659 25,359																				
			122	80	202			202			130	80	210			210				
			313	160	473			473			319	142	461			461				
			4	60	64			64			4	50	54			54				
			109	160	269			269			109	150	259			259				
			1		1			1			1		1			1				
			549	460	1,009			1,009	878	3.5%	563	422	985			985	848	806	3.2%	
HAMPTON COUNTY 7,444 7,736																				
			120	120	240			240			121	105	226			226				
			63		63			63			67		67			67				
			1		1			1			3		3			3				
			184	120	304			304	265	3.4%	191	105	296			296	255	242	3.1%	
HORRY COUNTY 81,800 114,396																				
			4	120	124			124			5	125	130			130				
			10		10			10			12		12			12				
			14	120	134			134	117	0.1%	17	125	142			142	122	116	0.1%	
ORANGEBURG COUNTY 34,118 34,907																				
			180	160	340			340			178	80	258			258				
			154	120	274			274			152	65	217			217				
			74	94	168			168			69	80	149			149				

Santee	96	169	265	265			95	98	193	193					
Vance	25		25	25			25		25	25					
*BALANCE IN COUNTY	42		42	42			42		42	42					
TOTAL ORANGEBURG COUNTY	571	543	1,114	1,114	969	2.8%	561	323	884	884	761	723	2.1%		
<u>RICHLAND COUNTY</u>	120,101	141,079													
Columbia	4	210	214	214			5	138	143	143					
*BALANCE IN COUNTY	38		38	38			49		49	49					
TOTAL RICHLAND COUNTY	42	210	252	252	219	0.2%	54	138	192	192	165	157	0.1%		
<u>WILLIAMSBURG COUNTY</u>	13,714	13,179													
Greelyville	40	70	110	110			38	51	89	89					
Kingstree	134	77	211	211			142	92	234	234					
Salters							27		27	27					
*BALANCE IN COUNTY	42		42	42			24		24	24					
TOTAL WILLIAMSBURG COUNTY	216	147	363	363	316	2.4%	231	143	374	374	322	306	2.3%		
<u>MISCELLANEOUS COUNTIES</u>															
UNDER 25 COPIES	83		83	83	72		96		96	96	83	79			
TOTAL IN SOUTH CAROLINA	67,860	27,319	2,265	97,444	97,444	94,913	67,670	18,467	2,233	88,370	9,500	97,870	90,910	87,807	
<u>ALL OTHER STATES</u>															
<u>MISCELLANEOUS COUNTIES</u>															
UNDER 25 COPIES	175		175	57	232	202	94		94	57	151	130	124		
<u>SUMMARY</u>															
TOTAL SOUTH CAROLINA	67,860	27,319	2,265	97,444	97,444	94,913	67,670	18,467	2,233	88,370	9,500	97,870	90,910	87,807	
" ALL OTHER STATES	175		175	57	232	202	94		94	57	151	130	124		
GRAND TOTAL	68,035	27,319	2,265	97,619	57	97,676	95,115	67,764	18,467	2,233	88,464	9,557	98,021	91,040	87,931

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

SOURCE - U.S. ZIP Code Directory, #1-1-09 The Nielsen Company (U.S.), Inc., See Par. 6B.

STATE ZIP Code	Sun										Morning													
	Core Newspaper					Electronic Editions	Unique Editions	Total Paid	Avg. Proj. Pd. Circ.	Hshld. Cov.	Core Newspaper					Electronic Editions	Unique Editions	Total Paid	Avg. Proj. Pd. Circ.	Cmbd Avg (Mon.-Fri.) Avg. Proj. Pd. Circ.	Hshld. Cov.			
	OH's #1-1-09 Estimate	Home Delivery & Mail	Single Copy Sales	Other Paid	Total Core Nwsp.						Home Delivery & Mail	Single Copy Sales	Other Paid	Total Core Nwsp.	Fri Avg. Proj. Pd. Circ.									
SOUTH CAROLINA																								
29048	Eutawville	1,942	189	160		349					349	340	17.5%	187	80		267				267	248	240	12.4%
29056	Greeleyville	954	40	70		110					110	107	11.2%	38	51		89				89	83	80	8.4%
29059	Holly Hill	2,291	169	120		289					289	281	12.3%	165	65		230				230	214	206	9.0%
29082	Lodge	214	30			30					30	29	13.6%	28			28				28	26	25	11.7%
29102	Manning	6,373	72	75		147					147	143	2.2%	71	65		136				136	126	122	1.9%
29115	Orangeburg	11,456	39	94		133					133	130	1.1%	37	80		117				117	109	105	0.9%
29118	Orangeburg	5,465	35			35					35	34	0.6%	32			32				32	30	29	0.5%
29142	Santee	1,923	96	169		265					265	258	13.4%	95	98		193				193	179	173	9.0%
29148	Summerton	2,757	16	25		41					41	40	1.5%	16	25		41				41	38	37	1.3%
29163	Vance	806	25			25					25	24	3.0%	25			25				25	23	22	2.7%
29212	Columbia	12,069	4	210		214					214	208	1.7%	5	138		143				143	133	128	1.1%
29401	Charleston	4,981	1,492	307	436	2,235					2,235	2,176	43.7%	1,524	378	401	2,303	66			2,369	2,200	2,125	42.7%
29403	Charleston	9,893	1,240	975	1,486	3,701					3,701	3,604	36.4%	1,295	1,265	1,424	3,984	197			4,181	3,883	3,751	37.9%
29404	Charleston Air Force Base	1,145	38			38					38	37	3.2%	36			36	9			45	42	40	3.5%
29405	Charleston North Charleston	11,865	1,520	917		2,437					2,437	2,373	20.0%	1,537	1,040		2,577	603			3,180	2,954	2,853	24.1%
29406	Charleston Hanahan North Charleston	11,748	1,344	1,538	15	2,897					2,897	2,821	24.0%	1,363	1,309	25	2,697	352			3,049	2,832	2,735	23.3%
29407	Charleston	16,666	4,786	1,535	12	6,333					6,333	6,167	37.0%	4,824	1,277	12	6,113	251			6,364	5,911	5,709	34.3%
29409	Charleston		40			40					40	39		40			40				40	37	36	
29410	Hanahan	7,084	1,737	57		1,794					1,794	1,747	24.7%	1,727			1,739	1			1,740	1,616	1,561	22.0%
29412	Charleston	16,110	5,114	1,221		6,335					6,335	6,169	38.3%	5,100	783		5,883	151			6,034	5,604	5,413	33.6%
29414	Charleston	12,335	4,108	1,119		5,227					5,227	5,090	41.3%	4,106	585		4,691	141			4,832	4,488	4,335	35.1%
29418	North Charleston	10,117	1,543	1,670	125	3,338					3,338	3,250	32.1%	1,536	987	160	2,683	166			2,849	2,646	2,556	25.3%
29420	North Charleston	6,423	1,411	703		2,114					2,114	2,059	32.1%	1,393	338		1,731	1,351			3,082	2,863	2,765	43.1%
29426	Adams Run	760	97	30		127					127	124	16.3%	98	27		125				125	116	112	14.7%
29429	Awendaw	1,017	271	65		336					336	327	32.2%	271	35		306				306	284	275	27.0%
29431	Bonneau	2,502	476	195		671					671	653	26.1%	473	110		583				583	541	523	20.9%
29434	Cordesville	228	31			31					31	30	13.2%	30			30				30	28	27	11.8%
29435	Cottageville	1,728	188	194		382					382	372	21.5%	184	140		324				324	301	291	16.8%
29436	Cross	1,729	234	95		329					329	320	18.5%	237	70		307	28			335	311	301	17.4%
29437	Dorchester	929	174	12		186					186	181	19.5%	171	14		185				185	172	166	17.9%
29438	Edisto Island	1,331	332	250		582					582	567	42.6%	328	250		578	5			583	541	523	39.3%
29439	Folly Beach		363			363					363	353		364			364				364	338	327	
29440	Georgetown	11,501	313	160		473					473	461	4.0%	319	142		461				461	428	414	3.6%
29445	Goose Creek	18,813	3,975	1,836		5,811					5,811	5,659	30.1%	3,919	822		4,741	1,066			5,807	5,393	5,209	27.7%

29446	Green Pond	686	38			38		38	37	5.4%	37			37		37	34	33	4.8%
29448	Harleyville	1,009	166	128		294		294	286	28.3%	167	95		262		262	243	235	23.3%
29449	Hollywood	3,030	756	20		776		776	756	25.0%	742	20	33	795	57	852	791	764	25.2%
	Yonges Island																		
29450	Huger	2,053	120	60		180		180	175	8.5%	119	28		147	42	189	176	170	8.3%
29451	Isle of Palms	2,068	928	513	10	1,451		1,451	1,413	68.3%	922	323	10	1,255		1,255	1,166	1,126	54.5%
29453	Jamestown	512	84			84		84	82	16.0%	84			84		84	78	75	14.7%
29455	Johns Island	6,095	2,432	1,139	40	3,611		3,611	3,516	57.7%	2,416	749	35	3,200	63	3,263	3,031	2,927	48.0%
29456	Ladson	7,049	1,619	554		2,173		2,173	2,116	30.0%	1,594	271		1,865	806	2,671	2,481	2,396	34.0%
29458	McClellanville	983	119	145		264		264	257	26.1%	119	100		219	23	242	225	217	22.1%
29461	Moncks Corner	10,140	2,369	1,154		3,523		3,523	3,431	33.8%	2,361	827	10	3,198	558	3,756	3,488	3,369	33.2%
29464	Mount Pleasant	19,491	7,227	1,792	96	9,115		9,115	8,876	45.5%	7,216	1,154	78	8,448	431	8,879	8,247	7,965	40.9%
29466	Mount Pleasant	9,915	3,732	490		4,222		4,222	4,111	41.5%	3,688	208		3,896	211	4,107	3,815	3,684	37.2%
29468	Pineville	872	90	45		135		135	131	15.0%	90	30		120		120	111	108	12.4%
29469	Pinopolis	277	157			157		157	153	55.2%	150			150		150	139	135	48.7%
29470	Ravenel	1,404	319	447		766		766	746	53.1%	318	300		618	16	634	589	569	40.5%
29471	Reevesville	642	87			87		87	85	13.2%	80			80		80	74	72	11.2%
29472	Ridgeville	2,949	574	300		874		874	851	28.9%	572	185		757	27	784	728	703	23.8%
29474	Round O	847	123			123		123	120	14.2%	119			119		119	111	107	12.6%
29475	Ruffin	906	119			119		119	116	12.8%	115			115		115	107	103	11.4%
29477	St. George	2,740	424	289		713		713	694	25.3%	426	210		636	4	640	594	574	21.0%
29479	St. Stephen	2,624	324	189		513		513	500	19.1%	324	85		409	146	555	515	498	19.0%
29481	Smoaks	754	65			65		65	63	8.4%	61			61		61	57	55	7.3%
29482	Sullivan's Island	818	421	77		498		498	485	59.3%	420	41		461		461	428	414	50.6%
29483	Summerville	22,908	5,460	2,714		8,174		8,174	7,960	34.7%	5,422	1,304		6,726	1,631	8,357	7,762	7,497	32.7%
29485	Summerville	16,375	4,786	1,316	45	6,147		6,147	5,986	36.6%	4,728	477	45	5,250	1,090	6,340	5,888	5,687	34.7%
29487	Wadmalaw Island	979	308			308		308	300	30.6%	303			303		303	281	272	27.8%
29488	Walterboro	8,731	1,169	617		1,786		1,786	1,739	19.9%	1,153	652		1,805		1,805	1,676	1,619	18.5%
29492	Daniel Island	3,508	1,087	256		1,343		1,343	1,308	37.3%	1,075	110		1,185		1,185	1,101	1,063	30.3%
29501	Florence	16,870	12	90		102		102	99	0.6%	9	80		89		89	83	80	0.5%
29510	Andrews	3,873	122	80		202		202	197	5.1%	130	80		210		210	195	188	4.9%
29556	Kingtree	5,472	134	77		211		211	205	3.7%	142	92		234		234	217	210	3.8%
29560	Lake City	5,369	28	20		48		48	47	0.9%	26	20		46		46	43	41	0.8%
29576	Murrells Inlet	10,928	4	60		64		64	62	0.6%	4	50		54		54	50	48	0.4%
29577	Myrtle Beach	13,778	4	120		124		124	121	0.9%	5	125		130		130	121	117	0.9%
29585	Pawleys Island	6,506	110	160		270		270	263	4.0%	110	150		260		260	241	233	3.6%
29590	Salters	983	25			25		25	24	2.4%	28			28		28	26	25	2.5%
29902	Beaufort	5,679	110	330		440		440	428	7.5%	108	230		338		338	314	303	5.3%
29906	Beaufort	7,775	36			36		36	35	0.5%	38			38		38	35	34	0.4%
29907	Ladys Island	4,932	90			90		90	88	1.8%	89			89		89	83	80	1.6%
29910	Bluffton	10,587	1	90		91		91	89	0.8%		80		80		80	74	72	0.7%
29920	Saint Helena Island	5,215	60			60		60	58	1.1%	58			58		58	54	52	1.0%
29924	Hampton	1,823	120	120		240		240	234	12.8%	121	105		226		226	210	203	11.1%
29928	Hilton Head	7,086		125		125		125	122	1.7%		100		100		100	93	90	1.3%
29944	Varneville	1,746	63			63		63	61	3.5%	67			67		67	62	60	3.4%
29945	Yemassee	1,476	25			25		25	24	1.6%									
	Miscellaneous ZIP Codes		446			446	57	503	492		434			434	65	499	465	444	
	GRAND TOTAL	68,035	27,319	2,265	97,619	57	97,676	95,115		67,764	18,467	2,233	88,464	9,557	98,021	91,040	87,931		

4. BASIC PRICES:

	By Home Delivery 52 Wks./1 Yr.	Single Copy	By Mail 52 Wks./1 Yr.
M & S			
to 01/01/10	\$174.00		\$330.00
since 01/01/10	198.00		353.00
M only			
to 01/01/10	129.60	75¢	243.00
since 01/01/10	153.60	75¢	276.00
M (Mon.-Fri.)			
to 01/01/10	115.80		222.00
since 01/01/10	139.80		246.00
Fri, Sat, S & Mon.			
to 01/01/10	143.40		234.00
since 01/01/10	167.40		258.00
Wed, Sat, S & Mon			
to 01/01/10	143.40		
since 01/01/10	167.40		
Sat & S*	154.80		
S only			
to 01/01/10		\$1.75	156.00
since 01/01/10	135.00	2.00	180.00

*Effective January 1, 2010

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

Newspapers will report subscription circulation above and below 25 percent of basic price. 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.

This information will not appear in Paragraph 5 of newspaper reports. Instead, the data will be reported in a secure, password-protected area of ABC's Web site.

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

	Sun	Cmbd Avg (Mon.-Fri.)	Morning					Sat	Optional Morning (Mon.-Sat.)
			Mon	Tue	Wed	Thu	Fri		
Other Paid Circulation - Core Newspaper									
Educational Programs									
Newspapers in Education	1	224	155	300	182	367	117		187
Registered College Student Copies (See Par. 6B)	135	205	216	210	207	192	202	88	186
Employee/Independent Contractor	1,095	1,096	1,095	1,095	1,096	1,098	1,095	1,095	1,095
Third Party Sales									
Hospitals and Nursing Homes - Available for patients/hospital staff	309	345	344	343	347	347	347	309	339
Hotels, Motels - Available for guests	735	345	336	335	341	351	361	669	399
Social Functions - Available for patrons	1,102								
Total Other Paid Circulation - Core Newspaper	3,377	2,215	2,146	2,283	2,173	2,355	2,122	2,161	2,206

6B. EXPLANATORY - OTHER:

CORE NEWSPAPER: All editions that maintain the same basic identity, contain articles of interest to the general public, appear in the same format and language, and include full ROP advertising.

ELECTRONIC EDITION REPLICA: All digital editions that maintain the same basic identity and content as the core newspaper, including all authorized ROP advertising.

ELECTRONIC EDITION NON-REPLICA: All digital editions that maintain the same basic identity of the core newspaper but with content that may differ.

UNIQUE EDITIONS: All editions that maintain the same basic identity as the core newspaper; contain articles for specific audience segments, may appear in a different format or language, and may contain ROP advertising.

6B. EXPLANATORY - OTHER: (Continued)

NON-PUBLISHING DAYS: No paper was issued on the following regular publishing days:

- Sun: None.
- Morning Mon: None.
- Morning Tue: None.
- Morning Wed: None.
- Morning Thu: None.
- Morning Fri: None.
- Morning Sat: None.

DESCRIPTION OF ELECTRONIC EDITION (See Par. 1): The Electronic Edition (replica) has the same content and advertising as the print edition. The Electronic Edition (replica) is located at www.postandcourier.com. Electronic Editions include the following distribution methods: Home Delivery and Mail; Educational Programs.

REGISTERED COLLEGE STUDENT PROGRAM (See Par. 1A): Included in Educational Programs are copies that were sold to schools for registered students during the fall semester. According to the Office of Admissions and Records at each school, enrollment was as follows:

University/College	Student Enrollment
College of Charleston	11,218

MARKET DESCRIPTION: Zone Reporting for this newspaper is defined as:

NEWSPAPER DESIGNATED MARKET comprises counties of Berkeley, Charleston and Dorchester, all in South Carolina.

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

	Newspaper Designated Market	Outside Newspaper Designated Market
Sun	398	26
Cmbd Avg (Mon.-Fri.) & Sat	398	26

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.

MARKET PENETRATION (See Par. 2): 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.

PUBLISHER'S RETURN POLICY: Fully Returnable.

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:

	Newspaper Designated Market	Outside Newspaper Designated Market
Sun	4.5%	12.7%
Cmbd Avg (Mon.-Fri.)	4.6%	13.7%
Sat	4.8%	13.3%

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

6B. EXPLANATORY - OTHER: (Continued)

AVERAGE UNPAID DISTRIBUTION:

Morning	Arrears	Advertisers & Agencies	Complimentary, Sample, Service
Sun		20	1,956
Cmbd Avg (Mon.-Fri.)		27	1,851
Mon		28	1,833
Tue		27	1,811
Wed		27	1,876
Thu		27	1,833
Fri		28	1,901
Sat		28	1,856
Optional Morning (Mon.-Sat.)		27	1,852

ELECTRONIC EDITIONS - Represents an analysis of average paid circulation for electronic editions during this reporting period.

	Morning								
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat	Optional Morning (Mon.-Sat.)
TOTAL AVERAGE PAID CIRCULATION BY ELECTRONIC EDITIONS:	60	6,820	6,457	7,181	6,990	6,941	6,523	59	5,696
AVERAGE PAID CIRCULATION:									
Paid for by Individual Recipients									
Home Delivery and Mail - Electronic Editions	60	59	58	58	59	59	59	59	59
Single Copy Sales - Electronic Editions									
Subtotal	60	59	58	58	59	59	59	59	59
Other Paid Circulation									
Educational Programs - Electronic Editions		6,761	6,399	7,123	6,931	6,882	6,464		5,637
Employee/Independent Contractor - Electronic Editions									
Subtotal		6,761	6,399	7,123	6,931	6,882	6,464		5,637
Total Average Paid Electronic Editions	60	6,820	6,457	7,181	6,990	6,941	6,523	59	5,696

	Morning								
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat	Optional Morning (Mon.-Sat.)
TOTAL AVERAGE PAID CIRCULATION BY ELECTRONIC EDITIONS:	60	6,820	6,457	7,181	6,990	6,941	6,523	59	5,696
Newspaper Designated Market									
Home Delivery and Mail - Electronic Editions									
Single Copy Sales - Electronic Editions									
Educational Programs - Electronic Editions		6,761	6,399	7,123	6,931	6,882	6,464		5,637
Employee/Independent Contractor - Electronic Editions									
Total Newspaper Designated Market		6,761	6,399	7,123	6,931	6,882	6,464		5,637
Outside Newspaper Designated Market									
Home Delivery and Mail - Electronic Editions	60	59	58	58	59	59	59	59	59
Single Copy Sales - Electronic Editions									
Educational Programs - Electronic Editions									
Employee/Independent Contractor - Electronic Editions									
Total Outside Newspaper Designated Market	60	59	58	58	59	59	59	59	59
Total Average Paid Electronic Editions	60	6,820	6,457	7,181	6,990	6,941	6,523	59	5,696

DESCRIPTION OF ELECTRONIC - The Electronic Edition is an exact replica of the core product in format and advertising content, and it is available at www.charleston.net. Electronic Editions include the following distribution methods: Home Delivery and Mail; Educational Programs.

6C. AUDIENCE FAX - EXPLANATORY:**Print/Online Readership Explanatory:**

NDM* Area: See Individual Publisher's Statements

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

charleston.net

Web Site Usage Explanatory:**For Publisher's Statement period ended March 31, 2010:**

There was an adjustment of -0.3% to Total Unique Cookies.
There was an adjustment of -0.6% to Page Impressions/Views.

For Publisher's Statement period ended September 30, 2009:

There was an adjustment of -0.3% to Total Unique Cookies.
There was an adjustment of -0.6% to Page Impressions/Views.

Scope of Verification:

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

Web Site Usage Definitions:

Total Unique 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 Web Site 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-cookie 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.

6C. AUDIENCE FAX - EXPLANATORY: (Continued)

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

archives.postandcourier.com
charleston.interest.com
charleston.monster.com
charleston.re.adicio.com
charleston.shopmountain.com
community.lowcountrypaws.com
community.tidelinemagazine.com
customwire.ap.org/*SITE=SCCHA*
dealers.charleston.net
ebooks.postandcourier.com
events.postandcourier.com
hosted.ap.org/*SITE=SCCHA*
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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 paid circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average paid circulation.

Audit Bureau of Circulations

Morning

Calendar Quarter Ended	Morning														Optional Morning			
	Sun	Days	Cmbd Avg (Mon.-Fri.)	Days	Mon	Days	Tue	Days	Wed	Days	Thu	Days	Fri	Days	Sat	Days	(Mon.-Sat.)	Days
June 30, 2006	107,427		93,735		96,123		89,987		90,620		93,383		98,564		93,000		93,613	
September 30, 2006	106,136		97,694		99,631		95,127		93,342		97,230		103,142		96,021		97,398	
December 31, 2006	113,618		101,727		101,662		99,522		96,758		105,221		105,472		96,762		100,900	
March 31, 2007	105,534		98,560		98,380		96,409		92,579		102,301		103,130		93,622		97,737	
June 30, 2007	104,033		95,831		96,598		93,760		92,479		96,409		99,910		92,423		95,263	
September 30, 2007	110,933		97,837		98,508		95,597		95,044		97,560		102,475		96,310		97,582	
December 31, 2007	116,606		102,673		103,582		101,207		96,952		105,941		105,611		97,416		101,808	
March 31, 2008	103,962		98,094		97,875		97,531		92,738		101,663		100,663		92,017		97,081	
June 30, 2008	101,752		96,211		94,209		96,179		92,454		100,638		97,574		88,660		94,952	
September 30, 2008	108,314		94,830		95,802		92,076		94,172		92,626		99,686		91,439		94,272	
December 31, 2008	112,401		95,826		95,551		93,705		95,166		95,707		99,051		87,402		94,439	
March 31, 2009	99,982		96,192		95,209		94,411		97,920		94,721		98,834		86,863		94,617	
June 30, 2009	96,942	13	89,478	65	88,219	13	87,681	13	89,581	13	89,517	13	92,392	13	82,940	13	88,388	78
September 30, 2009	92,941	13	84,422	66	83,298	13	83,002	13	84,129	14	83,470	13	88,210	13	80,696	13	83,804	79
December 31, 2009	94,414	13	89,072	66	89,608	13	87,252	13	87,950	13	88,502	14	92,091	13	81,384	13	87,798	79
March 31, 2010	96,162	13	88,806	64	88,864	13	87,157	13	88,642	13	87,832	12	91,457	13	80,638	13	87,432	77