



Audit Bureau
of Circulations

**Newspaper
Publisher's
Statement**
Subject to Audit

For six months ended March 31, 2010

The Post and Courier

Charleston (Charleston County), South Carolina

www.charleston.net

	Morning								Optional Morning (Mon.-Sat.)
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat	
1. TOTAL AVERAGE PAID CIRCULATION	95,289	88,939	89,238	87,205	88,297	88,193	91,773	81,011	87,620
<i>Core Newspaper with replica electronic</i>	95,289	88,939	89,238	87,205	88,297	88,193	91,773	81,011	87,620
Core Newspaper	95,234	80,408	80,415	78,382	79,839	79,734	83,681	80,957	80,502
Electronic Editions (See Par. 6B)	55	8,531	8,823	8,823	8,458	8,459	8,092	54	7,118
Other Unique Editions	0	0	0	0	0	0	0	0	0
Total Average Paid Circulation	95,289	88,939	89,238	87,205	88,297	88,193	91,773	81,011	87,620
1A. AVERAGE PAID CIRCULATION - Core Newspaper									
 Paid for by Individual Recipients									
Home Delivery and Mail	68,280	67,514	68,766	66,711	66,955	66,741	68,400	68,403	67,663
Single Copy Sales	23,643	10,825	9,612	9,515	10,788	10,922	13,292	10,424	10,759
Total Average Paid by Individual Recipient Circulation - Core Newspaper	91,923	78,339	78,378	76,226	77,743	77,663	81,692	78,827	78,422
Other Paid Circulation: (See Par. 6A)									
Single Copy Sales	0	0	0	0	0	0	0	0	0
Educational Programs	187	427	405	526	458	416	333	124	377
Employee/Independent Contractor	1,052	1,053	1,052	1,052	1,052	1,058	1,052	1,052	1,053
Third Party Sales	2,072	589	580	578	586	597	604	954	650
Third Party Sales - Payment made with barter	0	0	0	0	0	0	0	0	0
Subtotal	3,311	2,069	2,037	2,156	2,096	2,071	1,989	2,130	2,080
Total Average Paid Circulation - Core Newspaper	95,234	80,408	80,415	78,382	79,839	79,734	83,681	80,957	80,502
Total Paid Circulation - Electronic Editions	55	8,531	8,823	8,823	8,458	8,459	8,092	54	7,118
Total Paid Circulation - Other Unique Editions	0	0	0	0	0	0	0	0	0
TOTAL AVERAGE PAID CIRCULATION	95,289	88,939	89,238	87,205	88,297	88,193	91,773	81,011	87,620
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		None	None	None	None	None	None	None

Audience-FAX

PRINT READERSHIP: In Market				ONLINE READERSHIP: In Market			NET COMBINED AUDIENCE: In Market (unduplicated)			WEB SITE USAGE: Total Activity	
Sun	Weekday	Past 7 Days		Past 7 Days	Past 30 Days		Past 7 Days	Past 30 Days Print 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	744,934
Reach	54.0%	49.0%	74.0%	Reach	23.0%	29.0%	Reach	80.0%	81.0%	Page Impressions/ Views	7,338,779
Source: American Opinion Research (May 6 - June 7, 2008), See Explanatory											
Source: Omniture SiteCatalyst, See Explanatory											

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)	64,221	63,562	64,745	62,803	63,032	62,831	64,400	64,423	63,706
Single Copy Sales (Individual)	21,565	9,497	8,364	8,260	9,483	9,622	11,758	9,106	9,432
Educational Programs	187	419	385	506	458	416	333	124	370
Employee/Independent Contractor	1,052	1,053	1,052	1,052	1,052	1,058	1,052	1,052	1,053
Third Party Sales	2,072	589	580	578	586	597	604	954	650
Electronic Editions		8,477	8,769	8,769	8,404	8,404	8,038		7,064
Total Newspaper Designated Market	89,097	83,597	83,895	81,968	83,015	82,928	86,185	75,659	82,275
Circulation Outside Newspaper Designated Market									
Home Delivery and Mail (See Par. 6B)	4,059	3,952	4,021	3,908	3,923	3,910	4,000	3,980	3,957
Single Copy Sales (Individual)	2,078	1,328	1,248	1,255	1,305	1,300	1,534	1,318	1,327
Educational Programs		8	20	20					7
Electronic Editions	55	54	54	54	54	55	54	54	54
Total Circulation Outside Newspaper Designated Market	6,192	5,342	5,343	5,237	5,282	5,265	5,588	5,352	5,345
Total Average Paid Circulation	95,289	88,939	89,238	87,205	88,297	88,193	91,773	81,011	87,620

PERCENTAGE OF TOTAL PAID AND HOUSEHOLD COVERAGE PERCENT

	Population	Occupied Households	Sun			Cmbd Avg (Mon.-Fri.)			Sat		
			Total Circ.	% of Total Circ.	House- hold Coverage	Total Circ.	% of Total Circ.	House- hold Coverage	Total Circ.	% of Total Circ.	House- hold Coverage
2000 Census	549,033	207,957									
Newspaper Designated Market #1-1-09 Est.	648,686	253,430	89,097	93.5	35.2%	83,597	94.0	33.0%	75,659	93.4	29.9%
Outside Newspaper Designated Market			6,192	6.5		5,342	6.0		5,352	6.6	
Total Paid			95,289	100.0%		88,939	100.0%		81,011	100.0%	

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

	Morning								
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat	Optional Morning (Mon.-Sat.)
AVERAGE PAID CIRCULATION BY QUARTERS:									
October 1 to December 31, 2009	94,414	89,072	89,608	87,252	87,950	88,502	92,091	81,384	87,798
January 1 to March 31, 2010	96,162	88,806	88,864	87,157	88,642	87,832	91,458	80,638	87,432

3. DISTRIBUTION IN TOWNS RECEIVING 25 OR MORE COPIES IN DETAIL BY COUNTIES: (See Audit Report)

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.) only			
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*	158.00		
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:

	Morning								Optional Morning (Mon.-Sat.)
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat	
Other Paid Circulation - Core Newspaper									
Educational Programs									
Newspapers in Education		137	102	232	162	144	46		114
Registered College Student Copies (See Par. 6B)	187	290	303	294	296	272	287	124	263
Employee/Independent Contractor	1,052	1,053	1,052	1,052	1,052	1,058	1,052	1,052	1,053
Third Party Sales									
Hospitals and Nursing Homes - Available for patients/hospital staff	257	282	282	282	283	283	282	257	278
Hotels, Motels - Available for guests	725	307	298	296	303	314	322	697	372
Social Functions - Available for patrons	1,090								
Total Other Paid Circulation - Core Newspaper	3,311	2,069	2,037	2,156	2,096	2,071	1,989	2,130	2,080

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.

LATEST AUDIT REPORT RELEASED: Issued for 12 months ended March 31, 2009.

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

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

	Newspaper Designated Market	Outside Newspaper Designated Market
Sun	334	21
Cmbd Avg (Mon.-Fri.) & Sat	334	21

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

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.

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.

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.

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.

PUBLISHER'S RETURN POLICY: Fully Returnable.

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; Single Copy Sales.

AVERAGE UNPAID DISTRIBUTION:

Morning	Arrears	Advertisers & Agencies	Complimentary, Sample, Service
Sun		19	1,929
Cmbd Avg (Mon.-Fri.)		24	1,824
Mon		25	1,796
Tue		24	1,772
Wed		24	1,863
Thu		24	1,813
Fri		25	1,875
Sat		25	1,843
Optional Morning (Mon.-Sat.)		25	1,827

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.

PARTICIPANT IN ABC'S PROGRAM(S)/SERVICE(S): This newspaper is a participant in ABC's ZIP/FSA Code Program, Coupon Distribution Verification Service and Insert Verification Service.

6B. EXPLANATORY - OTHER: (Continued)

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:	55	8,531	8,823	8,823	8,458	8,459	8,092	54	7,118
AVERAGE PAID CIRCULATION:									
Paid for by Individual Recipients									
Home Delivery and Mail - Electronic Editions	55	54	54	54	54	55	54	54	54
Single Copy Sales - Electronic Editions									
Subtotal	55	54	54	54	54	55	54	54	54
Other Paid Circulation									
Educational Programs - Electronic Editions		8,477	8,769	8,769	8,404	8,404	8,038		7,064
Employee/Independent Contractor - Electronic Editions									
Subtotal		8,477	8,769	8,769	8,404	8,404	8,038		7,064
Total Average Paid Electronic Editions	55	8,531	8,823	8,823	8,458	8,459	8,092	54	7,118

	Morning								
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat	Optional Morning (Mon.-Sat.)
TOTAL AVERAGE PAID CIRCULATION BY ELECTRONIC EDITIONS:	55	8,531	8,823	8,823	8,458	8,459	8,092	54	7,118
Newspaper Designated Market									
Home Delivery and Mail - Electronic Editions									
Single Copy Sales - Electronic Editions									
Educational Programs - Electronic Editions		8,477	8,769	8,769	8,404	8,404	8,038		7,064
Employee/Independent Contractor - Electronic Editions									
Total Newspaper Designated Market		8,477	8,769	8,769	8,404	8,404	8,038	54	7,064
Outside Newspaper Designated Market									
Home Delivery and Mail - Electronic Editions	55	54	54	54	54	55	54	54	54
Single Copy Sales - Electronic Editions									
Educational Programs - Electronic Editions									
Employee/Independent Contractor - Electronic Editions									
Total Outside Newspaper Designated Market	55	54	54	54	54	55	54	54	54
Total Average Paid Electronic Editions	55	8,531	8,823	8,823	8,458	8,459	8,092	54	7,118

DESCRIPTION OF ELECTRONIC - The Electronic Edition (replica) has the same content and advertising as the print edition. The Electronic Edition (replica) is located at www.charleston.net. Electronic Editions include the following distribution methods: Home Delivery and Mail; Single Copy Sales.

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

Readership Study Period: May 6 - June 7, 2008

NDM* Area: Reflects 93.1% circulation within the circulation defined market per the March 31, 2007 circulation Audit Report covered by the Readership Newspaper Designated Market and comprises the following ZIP Codes: 29401, 29403, 29404, 29405, 29406, 29407, 29410, 29412, 29414, 29418, 29420, 29426, 29429, 29430, 29431, 29434, 29436, 29437, 29438, 29439, 29445, 29448, 29449, 29450, 29451, 29453, 29455, 29456, 29458, 29461, 29464, 29466, 29468, 29469, 29470, 29471, 29472, 29477, 29479, 29482, 29483, 29485, 29487 and 29492.

The Readership research sample produced the following completed unweighted total interviews:

Market	Print Readership		
	Sun	Weekday	Past 7 Days
NDM*	575	534	

Web Site Usage Explanatory:

ABC did not determine the publisher's choice of data provider for these statistics nor should the inclusion of this data be construed as endorsement by ABC of the methodology or technologies used by the data provider. As appropriate, ABC audits will verify the applications and measurement techniques used by the data provider to establish the statistics and data presented on behalf of the publication.

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.

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We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: Evening Post Publishing Company (EPPC)

01-4310-0

STEVE WAGENLANDER

WILLIAM E. N. HAWKINS

PAR

Director of Audience Development

Publisher

Date Signed: April 14, 2010

01-4310-0	Period Ended Date	03/31/10
PARADE	Individually Paid Circulation - PAR. 1A - SUNDAY	91,923
	Other Paid Circulation	3,311
	Electronic Editions	55
	Unique Editions	
	October 1 to December 31, 2009 - QUARTERS - SUNDAY	94,414
	January 1 to March 31, 2010 - QUARTERS - SUNDAY	96,162

Morning

Calendar Quarter Ended	Sun	Days	Cmbd Avg (Mon.-Fri.)												Optional Morning			
			Days	Mon	Days	Tue	Days	Wed	Days	Thu	Days	Fri	Days	Sat	Days	(Mon.-Sat.)	Days	
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	91,458	13	80,638	13	87,432	77