



Audit Bureau
of Circulations

**Newspaper
Publisher's
Statement**

Subject to Audit

For six months ended March 31, 2009

The Post and Courier

Charleston (Charleston County), South Carolina

www.charleston.net

	Morning									
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat	Optional Morning (Mon.-Sat.)	
1. TOTAL AVERAGE PAID CIRCULATION	106,192	96,005	95,380	94,059	96,437	95,210	98,942	87,132	94,527	
<i>Core Newspaper with replica electronic</i>	106,192	96,005	95,380	94,059	96,437	95,210	98,942	87,132	94,527	
Core Newspaper	106,118	87,908	87,565	85,539	88,271	87,043	91,127	87,059	87,767	
Electronic Editions (See Par. 6B)	74	8,097	7,815	8,520	8,166	8,167	7,815	73	6,760	
Other Unique Editions	0	0	0	0	0	0	0	0	0	
Total Average Paid Circulation	106,192	96,005	95,380	94,059	96,437	95,210	98,942	87,132	94,527	
1A. AVERAGE PAID CIRCULATION - Core Newspaper										
Paid for by Individual Recipients (≥50% of basic)										
Home Delivery and Mail	71,069	69,899	71,362	68,943	69,635	68,960	70,599	71,029	70,088	
Single Copy Sales	24,434	14,344	12,733	12,815	15,209	13,861	17,104	13,596	14,220	
Subtotal	95,503	84,243	84,095	81,758	84,844	82,821	87,703	84,625	84,308	
Paid for by Individual Recipients (≥25%, <50% of basic)										
Home Delivery and Mail	0	0	0	0	0	0	0	0	0	
Single Copy Sales	0	0	0	0	0	0	0	0	0	
Subtotal	0	0	0	0	0	0	0	0	0	
Total Average Paid by Individual Recipient Circulation - Core Newspaper										
	95,503	84,243	84,095	81,758	84,844	82,821	87,703	84,625	84,308	
Other Paid Circulation: (See Par. 6A)										
Single Copy Sales	0	0	0	0	0	0	0	0	0	
Educational Programs	187	965	779	1,099	703	1,551	691	111	822	
Employee/Independent Contractor	1,138	1,138	1,138	1,138	1,138	1,138	1,138	1,138	1,138	
Third Party Sales	2,348	952	950	941	950	960	960	1,166	988	
Third Party Sales - Payment made with barter (See Par. 6B)	6,942	610	603	603	636	573	635	19	511	
Subtotal	10,615	3,665	3,470	3,781	3,427	4,222	3,424	2,434	3,459	
Total Average Paid Circulation - Core Newspaper	106,118	87,908	87,565	85,539	88,271	87,043	91,127	87,059	87,767	
Total Paid Circulation - Electronic Editions	74	8,097	7,815	8,520	8,166	8,167	7,815	73	6,760	
Total Paid Circulation - Other Unique Editions	0	0	0	0	0	0	0	0	0	
TOTAL AVERAGE PAID CIRCULATION	106,192	96,005	95,380	94,059	96,437	95,210	98,942	87,132	94,527	
Other Audited Circulation (Optional)	0		0	0	0	0	0	0	0	
Total Circulation (Optional)	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 7 Days Print Past 30 Days Online	March 2009	
NDM* Readers	251,700	227,500	343,100	NDM* Readers	106,600	135,500	NDM* Audience	370,900	376,400	Total Unique Cookies	781,953
Reach	54.0%	49.0%	74.0%	Reach	23.0%	29.0%	Reach	80.0%	81.0%	Page Impressions/ Views	7,248,899
Source: American Opinion Research (May 6 - June 7, 2008), See Explanatory											

01-4310-0

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)	66,859	65,833	67,216	64,930	65,587	64,946	66,487	66,935	66,017
Single Copy Sales (Individual)	21,854	12,392	10,879	10,989	13,249	11,963	14,882	11,680	12,274
Educational Programs	187	916	686	1,036	688	1,537	633	111	782
Employee/Independent Contractor	1,138	1,138	1,138	1,138	1,138	1,138	1,138	1,138	1,138
Third Party Sales	2,348	952	950	941	950	960	960	1,166	988
Third Party Sales - Payment made with barter	6,942	610	603	603	636	573	635	19	511
Electronic Editions		8,024	7,742	8,446	8,094	8,094	7,742		6,687
Total Newspaper Designated Market	99,328	89,865	89,214	88,083	90,342	89,211	92,477	81,049	88,397
Circulation Outside Newspaper Designated Market									
Home Delivery and Mail (See Par. 6B)	4,210	4,066	4,146	4,013	4,048	4,014	4,112	4,094	4,071
Single Copy Sales (Individual)	2,580	1,952	1,854	1,826	1,960	1,898	2,222	1,916	1,946
Educational Programs		49	93	63	15	14	58		40
Electronic Editions	74	73	73	74	72	73	73	73	73
Total Circulation Outside Newspaper Designated Market	6,864	6,140	6,166	5,976	6,095	5,999	6,465	6,083	6,130
Total Average Paid Circulation	106,192	96,005	95,380	94,059	96,437	95,210	98,942	87,132	94,527

PERCENTAGE OF TOTAL PAID AND HOUSEHOLD COVERAGE PERCENT

	2000 Census	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
Newspaper Designated Market	#1-1-08 Est.	617,882	243,772	99,328	93.5	40.7%	89,865	93.6	36.9%	81,049	93.0	33.2%
Outside Newspaper Designated Market				6,864	6.5		6,140	6.4		6,083	7.0	
Total Paid				106,192	100.0%		96,005	100.0%		87,132	100.0%	

#Source: Claritas 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, 2008	112,401	95,825	95,551	93,704	95,166	95,705	99,051	87,402	94,439
January 1 to March 31, 2009	99,982	96,191	95,209	94,409	97,918	94,719	98,834	86,863	94,616

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

ANALYSIS OF HOME DELIVERY & MAIL SUBSCRIPTION SALES (New & Renewal)

4. PREMIUM, COMBINATION, SPECIAL OFFERS, CLUBS AND INSURANCE:

	Term Ordered				Misc. Periods
	1 Mo.	3 Mos.	6 Mos.	1 Yr.	
(e) Special reduced prices, See Par. 5(b) M & S					1,217
Fri, Sat, S & Mon					298
M & S					454*
Cmbd Avg (Mon.-Fri.)					702**
Cmbd Avg (Mon.-Fri.)					263***
Sat					111***
S					187***

*This figure does not represent the total number of subscriptions received, but represents the average number of copies served during this statement period on employee subscriptions sold at the price(s) shown in Par. 5(b).

**This figure does not represent the total number of subscriptions received, but represents the average number of copies served during this statement period on Newspapers in Education sold at the price(s) shown in Par. 5(b).

***This figure does not represent the total number of subscriptions received, but represents the average number of copies served during this statement period on Registered College Student Copies sold at the price(s) shown in Par. 5(b).

5A. BASIC PRICES:	By Mail				By Home Delivery				
	1 Yr.	6 Mos.	3 Mos.	1 Mo.	1 Yr.	6 Mos.	3 Mos.	4 Wks.*	1 Wk.
NEWSPAPER DESIGNATED MARKET:									
M & S	\$330.00	\$165.00	\$82.25		\$174.00	\$89.70	\$46.50	\$14.25	
M only	243.00	126.00	63.00		129.60	66.30	34.20	10.65	
M (Mon. to Fri.) only	222.00	111.00	55.50		115.80	59.10	30.45	9.66	
Fri, Sat, S & Mon	234.00	117.00	58.50		143.40	73.50	37.95	14.40	
Wed, Sat, S & Mon					134.40	73.50	37.5	14.40	
S only	156.00	78.00	39.00						
OUTSIDE NEWSPAPER DESIGNATED MARKET: By Mail, same as Newspaper Designated Market.					By Home Delivery, same as Newspaper Designated Market.				

*Carrier Collect, 4 weeks, M & S, \$18.00; M only, \$12.85; M (Mon.-Fri.) only, \$11.70; Fri, Sat, S & Mon, \$11.80; Sat, S, Mon, & Wed, \$11.80.

NEWSPAPER DESIGNATED MARKET & OUTSIDE NEWSPAPER DESIGNATED MARKET:	By Motor Route					Single Copy
	1 Yr.	6 Mos.	3 Mos.	4 Wks.	1 Wk.	
Same as by Home Delivery in Newspaper Designated Market. (a-b)						
M only						
to 03/19/09						50¢
since 03/19/09						75¢
S only						
to 03/19/09						\$1.50
since 03/19/09						1.75

(a) Newspaper Designated Market; (b) Outside Newspaper Designated Market.

5(b). Special Reduced Prices: By Home Delivery to employees, 50% of basic prices. Registered College Student Copies, 50% of the basic home delivery price. To new subscribers, 20% to 50% discount from basic prices. Newspapers in Education, Morning or Sunday, 66% of basic prices.

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		702	503	829	447	1,302	429		585
Registered College Student Copies (See Par. 6B)	187	263	277	270	256	249	262	111	237
Employee/Independent Contractor	1,138	1,138	1,138	1,138	1,138	1,138	1,138	1,138	1,138
Third Party Sales									
Hospitals and Nursing Homes - Available for patients/hospital staff	490	547	547	547	547	547	547	490	538
Hotels, Motels - Available for guests	800	405	402	394	403	413	413	676	450
Social Functions - Available for patrons	1,058								
Third Party Sales - Payment made with barter (See Par. 6B)									
Home Delivered	6,923								
Retail/Business - Available for patrons	19	610	603	603	636	573	635	19	511
Total Other Paid Circulation - Core Newspaper	10,615	3,665	3,470	3,781	3,427	4,222	3,424	2,434	3,459

6B. EXPLANATORY - OTHER:

Definitions:

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.

SDR: Supplemental Data Report, when included, provides enhanced data for this reporting category.

Regular publishing days on which no paper was issued:

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

MARKET DESCRIPTION:

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

This newspaper is a participant in ABC's ZIP/FSA Code Program, Coupon Distribution Verification Service and Insert Verification Service.

Latest Released Audit Report Issued for 12 months ended March 31, 2008.

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; Single Copy Sales.

(a) County population and occupied household estimates appearing in ABC reports are obtained from Claritas Inc. Estimates for ABC defined newspaper markets and areas below the county level are projections based upon Claritas Inc. estimates. The Claritas 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 Claritas Inc.

(b) Included in Home Delivery and Mail is an average of the following:

	Newspaper Designated Market	Outside Newspaper Designated Market
Sun	320	330
Cmbd Avg (Mon.-Fri.) & Sat	21	21

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.

(c) Registered College Student Copies 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	11,316

(d) Third Party Barter Summary:

Description of Sale	Barter Good or Service	Total Copies Sold	Value of Barter Good/Service
Home Delivered	Kiosk signage, coupons	180,000	\$68,112.00
Retail/Business - Available for patrons	Display space; promotional, kiosk signage; accommodations - CARTA	80,250	\$10,031.25

Publisher's Return Policy: Fully Returnable.

Average Unpaid Distribution:	Morning								Optional Morning (Mon.-Sat.)
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat	
Arrears									
Advertisers, Agencies	18	27	27	27	27	27	27	27	27
Complimentary, Sample, Service	2,103	1,934	1,905	1,845	2,024	1,921	1,974	1,945	1,936
Total	2,121	1,961	1,932	1,872	2,051	1,948	2,001	1,972	1,963

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 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

Editor and Publisher

Date Signed: April 9, 2009

	Period Ended Date	03/31/09
01-4310-0	Individually Paid Circulation - 50% or more - PAR. 1A - SUNDAY	95,503
PARADE	Individually Paid Circulation - 25% - 50% - PAR. 1A - SUNDAY	
	Other Paid Circulation	10,615
	Electronic Editions	74
	Unique Editions	
	October 1 to December 31, 2008 - QUARTERS - SUNDAY	112,401
	January 1 to March 31, 2009 - QUARTERS - SUNDAY	99,982

Calendar Quarter Ended	Morning																	
	Sun	Days	Cmbd Avg (Mon.-Fri.)	Days	Mon	Days	Tue	Days	Wed	Days	Thu	Days	Fri	Days	Sat	Days	Optional Morning (Mon.-Sat.)	Days
December 31, 2008	112,401	13	95,825	66	95,551	13	93,704	13	95,166	14	95,705	13	99,051	13	87,402	13	94,439	79
March 31, 2009	99,982	13	96,191	64	95,209	13	94,409	13	97,918	12	94,719	13	98,834	13	86,863	13	94,616	77