



Audit Bureau
of Circulations

**Audit Report
Newspaper**

SARASOTA HERALD-TRIBUNE

Sarasota (Sarasota County), Florida

52 weeks ended December 27, 2009

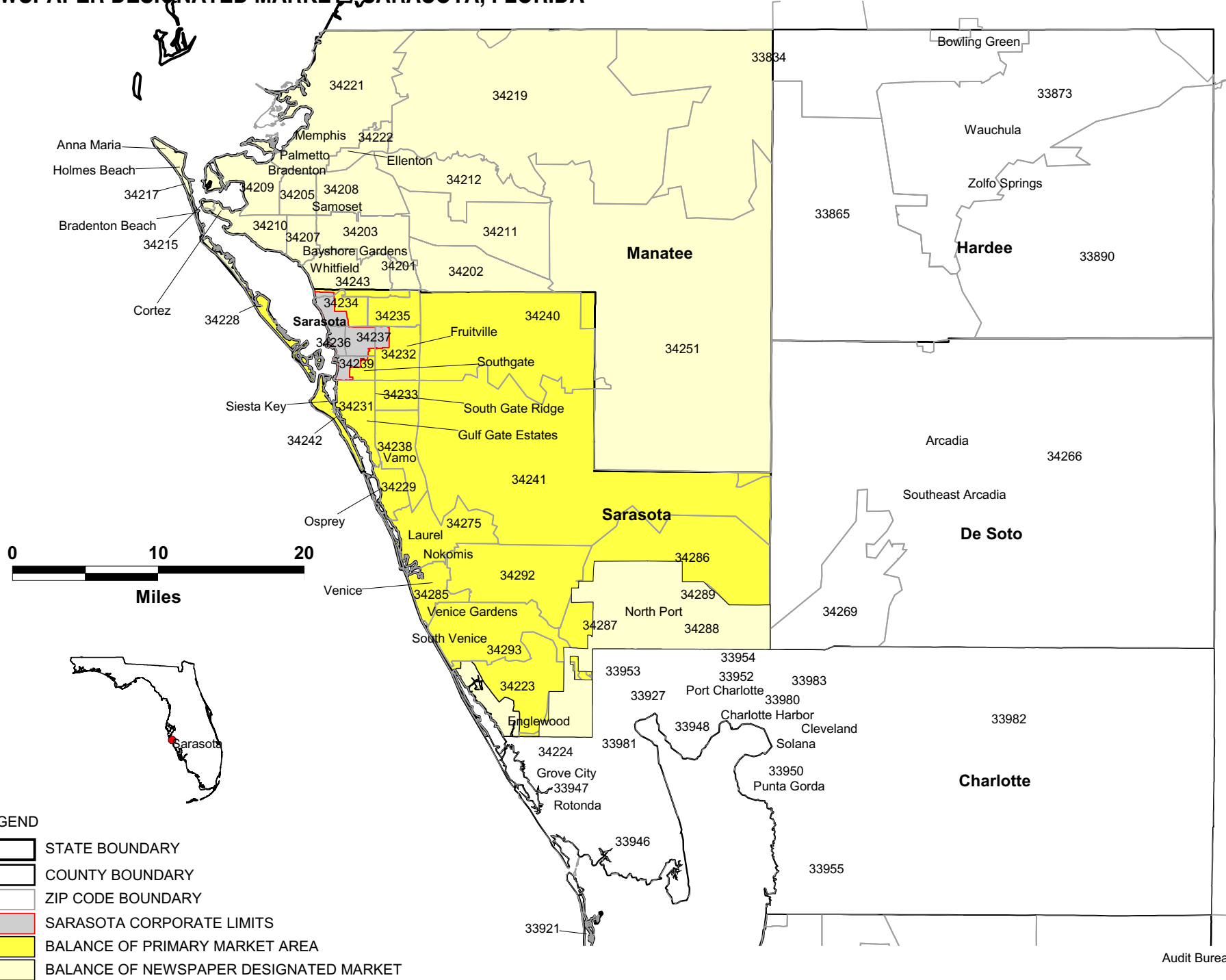
	Morning							
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
1. TOTAL AVERAGE PAID CIRCULATION	100,219	81,434	79,751	79,094	79,467	86,031	82,843	83,883
<i>Core Newspaper with replica electronic</i>	100,219	81,434	79,751	79,094	79,467	86,031	82,843	83,883
Core Newspaper	98,103	78,625	76,704	75,747	76,254	82,771	81,664	83,771
Electronic Editions (See Par. 6B)	2,116	2,809	3,047	3,347	3,213	3,260	1,179	112
Other Unique Editions	0	0	0	0	0	0	0	0
Total Average Paid Circulation	100,219	81,434	79,751	79,094	79,467	86,031	82,843	83,883
1A. AVERAGE PAID CIRCULATION - Core Newspaper Paid for by Individual Recipients								
Home Delivery and Mail	73,159	66,789	65,247	64,393	64,376	69,980	69,950	72,315
Intermittent Subscriptions	0	526	833	588	573	245	392	24
Single Copy Sales	23,344	9,913	9,230	9,376	9,930	11,129	9,905	9,881
Total Average Paid by Individual Recipient Circulation - Core Newspaper	96,503	77,228	75,310	74,357	74,879	81,354	80,247	82,220
Other Paid Circulation: (See Par. 6A)								
Single Copy Sales	0	0	0	0	0	0	0	0
Educational Programs	0	0	0	0	0	0	0	0
Employee/Independent Contractor	763	766	766	780	761	763	763	763
Third Party Sales	837	631	628	610	614	654	654	788
Third Party Sales - Payment made with barter	0	0	0	0	0	0	0	0
Subtotal	1,600	1,397	1,394	1,390	1,375	1,417	1,417	1,551
Total Average Paid Circulation - Core Newspaper	98,103	78,625	76,704	75,747	76,254	82,771	81,664	83,771
Total Paid Circulation - Electronic Editions	2,116	2,809	3,047	3,347	3,213	3,260	1,179	112
Total Paid Circulation - Other Unique Editions	0	0	0	0	0	0	0	0
TOTAL AVERAGE PAID CIRCULATION	100,219	81,434	79,751	79,094	79,467	86,031	82,843	83,883
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 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	
DMA	Sun	Weekday	Past 7 Days	DMA	Past 7 Days	Past 30 Days	DMA	Past 7 Days	Past 7 Days Print Past 30 Days Online	Total Unique Cookies	September 2009
	213,982	188,914	298,821		52,966	92,168		316,102	337,550	700,102	
	6.3%	5.5%	8.8%		1.6%	2.7%		9.3%	9.9%	5,293,962	
NDM*	211,074	186,363	287,673	NDM*	47,781	78,894	NDM*	301,997	315,356		
	36.6%	32.3%	49.9%		8.3%	13.7%		52.4%	54.7%		
										Source: Omniture SiteCatalyst, See Explanatory	

01-0860-0

NEWSPAPER DESIGNATED MARKET / SARASOTA, FLORIDA



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
Primary Market Area								
Home Delivery and Mail (See Par. 6B)	52,838	48,323	47,278	46,553	46,538	50,634	50,611	52,476
Intermittent Subscriptions (See Par. 6B)		391	614	437	424	183	299	18
Single Copy Sales (Individual)	15,348	6,126	5,661	5,775	6,100	6,954	6,142	6,096
Employee/Independent Contractor	601	604	603	614	601	601	601	601
Third Party Sales	781	600	596	578	582	622	623	758
Electronic Editions	1,231	1,588	1,741	1,884	1,809	1,836	671	85
Total Primary Market Area	70,799	57,632	56,493	55,841	56,054	60,830	58,947	60,034
Balance in Newspaper Designated Market								
Home Delivery and Mail (See Par. 6B)	13,606	12,323	11,938	11,845	11,826	13,007	13,002	13,332
Intermittent Subscriptions (See Par. 6B)		95	158	107	104	40	65	5
Single Copy Sales (Individual)	4,768	2,522	2,352	2,393	2,542	2,840	2,483	2,481
Employee/Independent Contractor	108	108	108	110	108	108	108	108
Third Party Sales	42	17	18	18	18	18	17	16
Electronic Editions	461	771	794	913	878	888	381	19
Total Balance in Newspaper Designated Market	18,985	15,836	15,368	15,386	15,476	16,901	16,056	15,961
Total Newspaper Designated Market	89,784	73,468	71,861	71,227	71,530	77,731	75,003	75,995
Circulation Outside Newspaper Designated Market								
Home Delivery and Mail (See Par. 6B)	6,715	6,143	6,031	5,995	6,012	6,339	6,337	6,507
Intermittent Subscriptions (See Par. 6B)		40	61	44	45	22	28	1
Single Copy Sales (Individual)	3,228	1,265	1,217	1,208	1,288	1,335	1,280	1,304
Employee/Independent Contractor	54	54	55	56	52	54	54	54
Third Party Sales	14	14	14	14	14	14	14	14
Electronic Editions	424	450	512	550	526	536	127	8
Total Circulation Outside Newspaper Designated Market	10,435	7,966	7,890	7,867	7,937	8,300	7,840	7,888
Total Average Paid Circulation	100,219	81,434	79,751	79,094	79,467	86,031	82,843	83,883

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
Primary Market Area	2000 Census	316,798	145,443									
	#1-1-09 Est.	378,585	173,974	70,799	70.7	40.7%	57,632	70.8	33.1%	60,034	71.6	34.5%
Balance in NDM*	2000 Census	264,002	112,460									
	#1-1-09 Est.	323,995	135,760	18,985	18.9	14.0%	15,836	19.4	11.7%	15,961	19.0	11.8%
Total NDM*	2000 Census	580,800	257,903									
	#1-1-09 Est.	702,580	309,734	89,784	89.6	29.0%	73,468	90.2	23.7%	75,995	90.6	24.5%
Outside NDM*				10,435	10.4		7,966	9.8		7,888	9.4	
Total Paid				100,219	100.0%		81,434	100.0%		83,883	100.0%	

#Source: The Nielsen Company (U.S.), Inc. (See Par. 6B). *NDM = Newspaper Designated Market.

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. 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
March 26, 2006	150,093	129,654	131,109	124,983	129,083	129,338	133,759	134,439
June 25, 2006	119,435	103,890	105,477	101,326	106,222	100,973	105,450	107,525
September 24, 2006	103,676	88,634	88,786	83,841	95,624	84,298	90,622	91,290
December 31, 2006	122,337	107,873	111,973	101,370	114,329	103,485	108,210	107,690
April 1, 2007	146,766	129,588	133,242	122,711	133,900	124,905	133,181	131,353
July 1, 2007	112,317	96,046	96,195	93,590	94,659	96,265	99,522	100,446
September 30, 2007	97,825	81,887	83,369	78,461	79,804	84,396	83,406	85,737
December 30, 2007	113,781	104,051	108,290	101,170	100,425	107,300	103,070	99,471
March 30, 2008	137,510	125,756	123,391	124,283	124,274	130,631	126,200	122,024
June 29, 2008	104,968	94,202	94,204	94,167	94,233	98,782	89,634	93,720
September 28, 2008	90,680	74,379	73,497	71,817	72,346	77,344	76,890	79,357
December 28, 2008	106,561	89,066	86,613	86,274	87,489	93,861	91,092	92,113
March 29, 2009	126,026	105,443	102,710	102,999	103,279	110,269	107,956	108,707
June 28, 2009	93,089	78,426	77,371	76,067	76,002	82,023	80,670	80,917
September 27, 2009	80,392	62,537	61,136	59,920	60,425	66,479	64,724	66,606
December 27, 2009	101,366	79,338	77,787	77,389	78,154	85,345	78,017	79,300

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

Year	Primary Market Area Home Delivery & Mail	Primary Market Area Single Copy Sales	Primary Market Area Other Paid	Primary Market Area Electronic and Other Unique Editions	TOTAL Primary Market Area	Balance in Newspaper Designated Market Home Delivery & Mail	Balance in Newspaper Designated Market Single Copy Sales	Balance in Newspaper Designated Market Other Paid	Balance in Newspaper Designated Market Electronic and Other Unique Editions	TOTAL Balance in Newspaper Designated Market	TOTAL Average Paid Circulation	
Sun	2009	52,838	15,348	1,382	1,231	70,799	13,606	4,768	150	461	18,985	100,219
	2008	58,898	17,749	1,738	29	78,414	14,834	5,704	139	9	20,686	109,930
	2007	56,814	17,100	2,120		76,034	23,514	6,064	292		29,870	117,671
	2006	62,066	17,932	2,296		82,294	17,159	6,229	350		23,738	123,856
	2005^	70,807	20,530	2,285		93,622	26,221	8,393	453		35,067	130,528
Cmbd Avg (Mon.-Fri.)	2009	48,714	6,126	1,204	1,588	57,632	12,418	2,522	125	771	15,836	81,434
	2008	55,145	8,109	1,330	2,625	67,209	13,751	3,479	143	1,476	18,849	95,851
	2007	53,514	7,795	3,087	1,830	66,226	20,711	3,495	585	973	25,764	102,892
	2006	58,238	7,938	4,925		71,101	15,846	3,386	1,105		20,337	107,521
Sat	2009	52,494	6,096	1,359	85	60,034	13,337	2,481	124	19	15,961	83,883
	2008	58,803	8,379	1,670	29	68,881	14,621	3,514	128	9	18,272	96,803
	2007	58,080	7,940	1,868		67,888	21,798	3,574	139		25,511	104,252
	2006	62,946	8,235	1,954		73,135	17,029	3,634	219		20,882	110,188
Morning (Mon.-Sat.)	2005^	65,860	8,987	4,234		79,081	24,084	4,770	1,685		30,539	110,820

^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, December 13, 2009; Morning, December 9, 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.)
Primary Market Area	11.0% greater	8.4% greater	5.4% greater
Balance in Newspaper Designated Market	35.2% greater	30.0% greater	27.0% greater
Total Newspaper Designated Market	16.1% greater	13.1% greater	10.1% greater
Outside Newspaper Designated Market	13.4% less	18.5% less	18.8% less
GRAND TOTAL	6.4% greater	4.1% greater	2.0% 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									Cmbd Avg (Mon.-Fri.)		
	Core Newspaper									Core Newspaper									Wed Avg. Proj. Pd. Circ.*	Avg. Proj. Pd. Circ.*	Hshld. Cov.
	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				
FLORIDA																					
CHARLOTTE	73,909	4,118	2,525	50	6,693	1,689	8,382	9,674	13.1%	3,399	965	50	4,414	1,689			6,103	7,486	7,513	10.2%	
DESOTO	11,428		180		180		180	208	1.8%												
LEE	271,924	206	110		316		316	365	0.1%	208	75		283				283	347	348	0.1%	
MANATEE	135,760	15,530	6,734	217	22,481	2,313	24,794	18,341	13.5%	13,433	3,461	132	17,026	2,313			19,339	14,876	15,222	11.2%	
SARASOTA	178,958	55,514	17,697	1,047	74,258	5,202	79,460	71,443	39.9%	48,142	7,164	1,022	56,328	5,201			61,529	56,654	58,246	32.5%	
TOTAL IN FLORIDA		75,368	27,246	1,314	103,928	9,204	113,132	100,031		65,182	11,665	1,204	78,051	9,203			87,254	79,363	81,329		
All Other		129			129	34	163	188		52			52	33			85	104	105		
GRAND TOTAL		75,497	27,246	1,314	104,057	9,238	113,295	100,219		65,234	11,665	1,204	78,103	9,236			87,339	79,467	81,434		

#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:

Analysis optional and not made.

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					Core Newspaper					Core Newspaper					Core Newspaper				
	Individually Paid					Individually Paid					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	Wed Avg. Proj. Pd. Circ.	Cmbd Avg (Mon.-Fri.) Avg. Proj. Pd. Circ.	Hshld. Cov.
FLORIDA																				
33921	Boca Grande	718	206	110	316			316	280	39.0%	208	75		283			283	257	264	36.8%
33946	Placida	956	240	140	380			380	336	35.1%	219	65		284			284	258	265	27.7%
33947	Rotonda West	4,319	737	100	837	93		930	823	19.1%	630	35		665	93		758	690	707	16.4%
33948	Port Charlotte	6,777	149	380	17	546	402	948	839	12.4%	69	105	17	191	402		593	540	553	8.2%
33950	Punta Gorda	10,980	157	275	5	437	400	837	740	6.7%	112	55	5	172	400		572	520	533	4.9%
33952	Port Charlotte	13,630	225	225		450	325	775	686	5.0%	146	100		246	325		571	520	532	3.9%
33953	Port Charlotte	2,158	359	220		579		579	512	23.7%	317	75		392			392	357	365	16.9%
33954	Port Charlotte	3,754	47	220		267	50	317	280	7.5%	21	75		96	50		146	133	136	3.6%
33980	Port Charlotte	5,012	134	235		369	100	469	415	8.3%	103	100		203	100		303	276	283	5.6%
33981	Port Charlotte	3,802	492	210		702		702	621	16.3%	411	80		491			491	447	458	12.0%
33982	Punta Gorda	3,965	28	40		68		68	60	1.5%	19	25		44			44	40	41	1.0%
33983	Punta Gorda	6,134	140	180		320		320	283	4.6%	87	120		207			207	188	193	3.1%
34201	Bradenton	1,832	825	330		1,155		1,155	1,022	55.8%	762	145		907			907	825	846	46.2%
	University Park																			
34202	Bradenton	7,498	1,907	472		2,379	597	2,976	2,633	35.1%	1,603	276		1,879	597		2,476	2,253	2,309	30.8%
34203	Bradenton	13,206	1,528	665		2,193	283	2,476	2,190	16.6%	1,312	350		1,662	283		1,945	1,770	1,813	13.7%
34205	Bradenton	13,750	526	445	132	1,103	150	1,253	1,108	8.1%	425	320	102	847	150		997	907	930	6.8%
34207	Bradenton	14,975	523	430		953		953	843	5.6%	443	235	5	683			683	621	637	4.3%
34208	Bradenton	12,631	368	150		518	225	743	657	5.2%	301	115		416	225		641	583	598	4.7%
34209	Bradenton	15,598	1,095	470		1,565	103	1,668	1,475	9.5%	989	240		1,229	103		1,332	1,212	1,242	8.0%
34210	Bradenton	8,222	715	200		915	369	1,284	1,136	13.8%	647	75		722	369		1,091	993	1,017	12.4%
34211	Bradenton	1,038	279			279	76	355	314	30.3%	268			268	76		344	313	321	30.9%
34212	Bradenton	4,767	711	483		1,194	79	1,273	1,126	23.6%	546	218		764	79		843	767	786	16.5%
34215	Cortez	302	63	50		113		113	100	33.1%	57	50		107			107	97	100	33.1%
34216	Anna Maria		70	100		170		170	150		64	110		174			174	158	162	
34217	Bradenton Beach	4,379	230	120		350		350	310	7.1%	205	85		290			290	264	270	6.2%
34219	Parrish	5,157	491	290		781		781	691	13.4%	411	125		536			536	488	500	9.7%
34221	Palmetto	13,959	498	300		798	376	1,174	1,039	7.4%	422	215		637	376		1,013	922	945	6.8%
34222	Ellenton	5,231	257	120		377		377	333	6.4%	223	105		328			328	298	306	5.8%
34223	Englewood	9,257	2,893	720		3,613	150	3,763	3,329	36.0%	2,594	270		2,864	150		3,014	2,742	2,810	30.4%
34224	Englewood	7,429	1,410	300	28	1,738	319	2,057	1,820	24.5%	1,265	130	28	1,423	319		1,742	1,585	1,624	21.9%
34228	Longboat Key	4,213	1,878	500	85	2,463		2,463	2,179	51.7%	1,732	157	25	1,914			1,914	1,741	1,785	42.4%
34229	Osprey	3,118	1,459	410		1,869	102	1,971	1,744	55.9%	1,273	133		1,406	102		1,508	1,372	1,406	45.1%

34231	Sarasota	14,977	4,945	1,790		6,735	302	7,037	6,225	41.6%	4,202	712	45	4,959	302	5,261	4,787	4,905	32.8%
34232	Sarasota	14,033	3,888	2,035		5,923	348	6,271	5,547	39.5%	3,177	638	10	3,825	348	4,173	3,797	3,891	27.7%
34233	Sarasota	7,423	2,877	1,237	25	4,139	137	4,276	3,782	50.9%	2,390	381	25	2,796	137	2,933	2,669	2,735	36.8%
34234	Sarasota	8,432	1,460	700	50	2,210	822	3,032	2,682	31.8%	1,222	360	25	1,607	822	2,429	2,210	2,265	26.9%
34235	Sarasota	6,886	2,487	790		3,277	105	3,382	2,992	43.5%	2,188	310		2,498	105	2,603	2,368	2,427	35.2%
34236	Sarasota	6,616	2,546	898	759	4,203	34	4,237	3,748	56.7%	2,309	583	622	3,514	34	3,548	3,228	3,308	50.0%
34237	Sarasota	7,598	1,149	790		1,939	347	2,286	2,022	26.6%	981	280	6	1,267	347	1,614	1,469	1,505	19.8%
34238	Sarasota	9,518	4,398	870		5,268		5,268	4,660	49.0%	3,937	262		4,199		4,199	3,821	3,915	41.1%
34239	Sarasota	7,294	2,227	1,025		3,252	357	3,609	3,192	43.8%	1,936	488		2,424	357	2,781	2,530	2,593	35.5%
34240	Sarasota	3,276	1,984	100		2,084	102	2,186	1,934	59.0%	1,655	55		1,710	102	1,812	1,649	1,689	51.6%
34241	Sarasota	5,157	2,398	317		2,715	91	2,806	2,482	48.1%	2,025	130		2,155	91	2,246	2,044	2,094	40.6%
34242	Sarasota	4,567	2,046	820	25	2,891		2,891	2,557	56.0%	1,880	595	26	2,501		2,501	2,276	2,332	51.1%
34243	Ballantine Manor	11,323	3,394	1,549		4,943	55	4,998	4,421	39.0%	2,906	605		3,511	55	3,566	3,245	3,325	29.4%
34251	Myakka City	1,922	172	60		232		232	205	10.7%	117	35		152		152	138	142	7.4%
34266	Arcadia	9,245		180		180		180	159	1.7%									
34275	Nokomis	7,925	3,131	700		3,831	430	4,261	3,769	47.6%	2,728	300		3,028	429	3,457	3,145	3,223	40.7%
34285	Venice	11,677	4,374	870	178	5,422	116	5,538	4,899	42.0%	3,982	382	208	4,572	116	4,688	4,265	4,371	37.4%
34286	North Port	7,419	526	250		776	383	1,159	1,025	13.8%	365	46		411	383	794	722	740	10.0%
34287	North Port	11,847	1,600	860		2,460	27	2,487	2,200	18.6%	1,349	210		1,559	27	1,586	1,443	1,479	12.5%
34288	North Port	4,366	461			461	76	537	475	10.9%	370			370	76	446	406	416	9.5%
34289	North Port	541					334	334	295	54.5%					334	334	304	311	57.5%
34291	North Port	2,823	126			126	160	286	253	9.0%	84		55	139	160	299	272	279	9.9%
34292	Venice	5,656	2,842	1,270	10	4,122	223	4,345	3,844	68.0%	2,570	656		3,226	223	3,449	3,138	3,216	56.9%
34293	Venice	15,773	5,697	1,245		6,942	556	7,498	6,633	42.1%	4,925	373		5,298	556	5,854	5,327	5,457	34.6%
	Miscellaneous ZIP Codes		129			129	34	163	144		52			52	33	85	77	79	
	GRAND TOTAL		75,497	27,246	1,314	104,057	9,238	113,295	100,219		65,234	11,665	1,204	78,103	9,236	87,339	79,467	81,434	

4. BASIC PRICES:

	By Home Delivery 52 Wks./1 Yr.	Single Copy	By Mail 52 Wks./1 Yr.
NEWSPAPER			
DESIGNATED MARKET:			
M & S			
to 01/01/09	\$217.88		\$650.00
from 01/01/09			
to 07/01/09	222.04		650.00
since 07/01/09	226.72		650.00
M only			
to 01/01/09	135.20	75¢	468.00
from 01/01/09			
to 07/01/09	137.80	75¢	468.00
since 07/01/09	140.40	75¢	468.00
M (Mon.-Fri.) only			
to 01/01/09	130.00		
from 01/01/09			
to 07/01/09	132.60		
since 07/01/09	135.20		
Thu, Fri, Sat & S			
to 01/01/09	126.88		
from 01/01/09			
to 07/01/09	129.48		
since 07/01/09	132.08		
Sat, S & Mon.			
to 01/01/09	111.80		
from 01/01/09			
to 07/01/09	115.44		
since 07/01/09	117.52		
Sat & S			
to 01/01/09	109.20		
from 01/01/09			
to 07/01/09	112.84		
since 07/01/09	114.92		
S only			
to 01/01/09	94.64	\$1.50	182.00
from 01/01/09			
to 07/01/09	96.72	1.50	182.00
since 07/01/09	98.80	1.50	182.00
OUTSIDE NEWSPAPER			Same as
DESIGNATED MARKET:			NDM
M & S			
to 01/01/09	\$197.60		
from 01/01/09			
to 07/01/09	201.76		
since 07/01/09	205.92		
M only			
to 01/01/09	124.28	50¢	
from 01/01/09			
to 07/01/09	126.88	50¢	
since 07/01/09	129.48	50¢	
M (Mon.-Fri.) only			
to 01/01/09	119.08		
from 01/01/09			
to 07/01/09	121.68		
since 07/01/09	124.28		

5A. PRICES: (Continued)

	By Home Delivery 52 Wks./1 Yr.	Single Copy	By Mail 52 Wks./1 Yr.
Thu, Fri, Sat & S.			
to 01/01/09.	116.48		
from 01/01/09			
to 07/01/09.	118.56		
since 07/01/09.	121.16		
Sat, S & Mon			
to 01/01/09.	99.84		
from 01/01/09			
to 07/01/09.	101.92		
since 07/01/09.	104.00		
Sat & S.			
to 01/01/09.	97.24		
from 01/01/09			
to 07/01/09.	99.32		
since 07/01/09.	101.40		
S only.			
to 01/01/09.	81.12	\$1.25	
from 01/01/09			
to 07/01/09.	82.68	1.25	
since 07/01/09.	84.24	1.25	

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							
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
Other Paid Circulation - Core Newspaper								
Employee/Independent Contractor	763	766	766	780	761	763	763	763
Third Party Sales								
Hospitals and Nursing Homes - Available for patients/hospital staff	5	5	5	5	5	5	5	5
Hotels, Motels - Available for guests	669	469	467	448	452	492	491	641
Retail/Business - Available for patrons	163	157	156	157	157	157	158	142
Total Other Paid Circulation - Core Newspaper	1,600	1,397	1,394	1,390	1,375	1,417	1,417	1,551

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 <http://eedition.heraldtribune.com/newsstand>. Electronic Editions include the following distribution methods: Home Delivery and Mail; Educational Programs.

INTERMITTENT SUBSCRIPTIONS (See Par. 1A): The following dates represent incremental circulation served to subscribers who received intermittent subscriptions. The incremental net paid circulation for the issues is as follows:

January 1, 2009 (Thursday)	4,516
January 20, 2009 (Tuesday)	10,036
January 21, 2009 (Wednesday)	10,017
January 26, 2009 (Monday)	8,884
February 16, 2009 (Monday)	9,540
March 17, 2009 (Tuesday)	10,800
April 10, 2009 (Friday)	4,120
May 25, 2009 (Monday)	8,292
July 3, 2009 (Friday)	4,091
July 4, 2009 (Saturday)	1,268
September 7, 2009 (Monday)	8,112
September 11, 2009 (Friday)	3,943
October 12, 2009 (Monday)	8,513
November 3, 2009 (Tuesday)	9,741
November 4, 2009 (Wednesday)	9,752
November 11, 2009 (Wednesday)	10,010
November 26, 2009 (Thursday)	4,055
November 27, 2009 (Friday)	4,060
December 24, 2009 (Thursday)	4,181
December 25, 2009 (Friday)	4,174

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

PRIMARY MARKET AREA is Sarasota County, less 2000 Census Tracts 26.01 through 26.05, and 27.18 except the city of North Port.
BALANCE OF NEWSPAPER DESIGNATED MARKET comprises Manatee County plus the balance of Sarasota County, Florida.

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

	Primary Market Area	Balance in Newspaper Designated Market	Outside Newspaper Designated Market
Sun	810	367	181
Cmbd Avg (Mon.-Fri.) & Sat	1,221	549	273

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 with the exception of 5 routes in outlying areas.

6B. EXPLANATORY - OTHER: (Continued)

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:

	Primary Market Area	Balance in Newspaper Designated Market	Outside Newspaper Designated Market
Sun	3.9%	6.6%	6.5%
Cmbd Avg (Mon.-Fri.)	3.2%	6.0%	7.0%
Sat	3.0%	5.8%	6.6%

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

EDITION ADVERTISING POLICY: All advertising, except zone advertising scheduled for the day, is included in all editions. Zone advertising is included in the first, second, third, fourth and fifth editions.

Zone advertising is the same in the first, second and third editions, which are circulated in DeSoto County, Charlotte County, Lee County and the southern half of Sarasota County. Average circulation in this zone during the period was 27,212 Morning and 33,615 Sunday.

Different zone advertising is in the fourth edition, which is circulated in Manatee County. Average circulation in this zone during the period was 14,764 Morning and 17,079 Sunday.

Different zone advertising is in the fifth edition, which is circulated in the northern half of Sarasota County and part of Manatee County. Average circulation in this zone during the period was 39,881 Morning and 49,525 Sunday.

AVERAGE UNPAID DISTRIBUTION:

Morning	Arrears	Advertisers & Agencies	Complimentary, Sample, Service
Sun			925
Cmbd Avg (Mon.-Fri.)			869
Mon			835
Tue			973
Wed			858
Thu			862
Fri			816
Sat			1,244

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

DMA Area: See Individual Publisher's Statements

NDM* Area: See Individual Publisher's Statements

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

www.HeraldTribune.com

Web Site Usage Explanatory:**For Publisher's Statement period ended September 30, 2009:**

There was an adjustment of 13.3% to Total Unique Cookies.

There was an adjustment of -0.8% to Page Impressions/Views.

For Publisher's Statement period ended March 31, 2009:

There was an adjustment of -0.8% to Total Unique Cookies.

There was an adjustment of -0.9% 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 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-cooked 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.

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

cars.heraldtribune.com
content.heraldtribune.monster.com
dogood.heraldtribune.com
eedition.heraldtribune.com
events.heraldtribune.com
forums.heraldtribune.com
heraldtribune.com
heraldtribune.loveaccess.com
heraldtribune.monster.com
heraldtribune.mycapture.com
heraldtribune.pets911.com

heraldtribune.stats.com
hldtribimg.dayport.com
homes.heraldtribune.com
hosted.ap.org/*SITE=FLSAR*
jobview.heraldtribune.monster.com
my.heraldtribune.monster.com
nl.newsbank.com/*product=HT*
nytrsarasota.gabriels.net
pd.heraldtribune.com
photos.heraldtribune.com
searchasota.com

spotted.heraldtribune.com
www.cityfeet.com/Sarasota*
www.heraldtribune.com
www.ibiseye.com
www.legacy.com/*HeraldTribune*
www.marketplacelocal.com
www.newscoast.com
www.nieonline.com/*sarasota*
www.searchasota.com
www.udigtv.com/*shribune*

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

Shari Brickley, Advertising Director
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1741 Main Street
Sarasota, FL 34236
e-mail: shari.brickley@heraldtribune.com

Calendar Quarter Ended	Morning															
	Sun	Days	Cmbd Avg (Mon.-Fri.)	Days	Mon	Days	Tue	Days	Wed	Days	Thu	Days	Fri	Days	Sat	Days
March 26, 2006	150,093		129,654		131,109		124,983		129,083		129,338		133,759		134,439	
June 25, 2006	119,435		103,890		105,477		101,326		106,222		100,973		105,450		107,525	
September 24, 2006	103,676		88,634		88,786		83,841		95,624		84,298		90,622		91,290	
December 31, 2006	122,337		107,873		111,973		101,370		114,329		103,485		108,210		107,690	
April 1, 2007	146,766		129,588		133,242		122,711		133,900		124,905		133,181		131,353	
July 1, 2007	112,317		96,046		96,195		93,590		94,659		96,265		99,522		100,446	
September 30, 2007	97,825		81,887		83,369		78,461		79,804		84,396		83,406		85,737	
December 30, 2007	113,781		104,051		108,290		101,170		100,425		107,300		103,070		99,471	
March 30, 2008	137,510		125,756		123,391		124,283		124,274		130,631		126,200		122,024	
June 29, 2008	104,968		94,202		94,204		94,167		94,233		98,782		89,634		93,720	
September 28, 2008	90,680		74,379		73,497		71,817		72,346		77,344		76,890		79,357	
December 28, 2008	106,561		89,066		86,613		86,274		87,489		93,861		91,092		92,113	
March 29, 2009	126,026	13	105,443	65	102,710	13	102,999	13	103,279	13	110,269	13	107,956	13	108,707	13
June 28, 2009	93,089	13	78,426	65	77,371	13	76,067	13	76,002	13	82,023	13	80,670	13	80,917	13
September 27, 2009	80,392	13	62,537	65	61,136	13	59,920	13	60,425	13	66,479	13	64,724	13	66,606	13
December 27, 2009	101,366	13	79,338	65	77,787	13	77,389	13	78,154	13	85,345	13	78,017	13	79,300	13