



Audit Bureau  
of Circulations

**Audit Report  
Newspaper**

**SARASOTA HERALD-TRIBUNE**

Sarasota (Sarasota County), Florida

52 weeks ended December 28, 2008

	Morning							
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
<b>1. TOTAL AVERAGE PAID CIRCULATION</b>	<b>109,930</b>	<b>95,851</b>	<b>94,426</b>	<b>94,135</b>	<b>94,585</b>	<b>100,154</b>	<b>95,952</b>	<b>96,803</b>
Core Newspaper <i>with replica electronic</i>	109,930	95,851	94,426	94,135	94,585	100,154	95,952	96,803
Core Newspaper	109,888	91,019	90,331	88,352	88,871	94,422	93,121	96,761
Electronic Editions (See Par. 6B & SDR)	42	4,832	4,095	5,783	5,714	5,732	2,831	42
Other Unique Editions	0	0	0	0	0	0	0	0
<b>Total Average Paid Circulation</b>	<b>109,930</b>	<b>95,851</b>	<b>94,426</b>	<b>94,135</b>	<b>94,585</b>	<b>100,154</b>	<b>95,952</b>	<b>96,803</b>
<b>1A. AVERAGE PAID CIRCULATION - Core Newspaper Paid for by Individual Recipients (≥50% of basic)</b>								
Home Delivery and Mail	81,017	75,163	74,532	73,195	73,191	77,527	77,376	80,707
Intermittent Subscriptions	0	482	1,092	375	368	285	289	0
Single Copy Sales	26,412	13,337	12,628	12,789	13,318	14,547	13,401	13,674
<b>Subtotal</b>	<b>107,429</b>	<b>88,982</b>	<b>88,252</b>	<b>86,359</b>	<b>86,877</b>	<b>92,359</b>	<b>91,066</b>	<b>94,381</b>
<b>Paid for by Individual Recipients (≥25%, &lt;50% of basic)</b>								
Home Delivery and Mail	438	420	467	397	397	419	418	438
Single Copy Sales	0	0	0	0	0	0	0	0
<b>Subtotal</b>	<b>438</b>	<b>420</b>	<b>467</b>	<b>397</b>	<b>397</b>	<b>419</b>	<b>418</b>	<b>438</b>
<b>Total Average Paid by Individual Recipient Circulation - Core Newspaper</b>	<b>107,867</b>	<b>89,402</b>	<b>88,719</b>	<b>86,756</b>	<b>87,274</b>	<b>92,778</b>	<b>91,484</b>	<b>94,819</b>
<b>Other Paid Circulation: (See Par. 6A)</b>								
Single Copy Sales	0	0	0	0	0	0	0	0
Educational Programs	930	930	930	930	930	930	930	930
Employee/Independent Contractor	0	0	0	0	0	0	0	0
Third Party Sales	1,091	687	682	666	667	714	707	1,012
Third Party Sales - Payment made with barter	0	0	0	0	0	0	0	0
<b>Subtotal</b>	<b>2,021</b>	<b>1,617</b>	<b>1,612</b>	<b>1,596</b>	<b>1,597</b>	<b>1,644</b>	<b>1,637</b>	<b>1,942</b>
Total Average Paid Circulation - Core Newspaper	109,888	91,019	90,331	88,352	88,871	94,422	93,121	96,761
Total Paid Circulation - Electronic Editions	42	4,832	4,095	5,783	5,714	5,732	2,831	42
Total Paid Circulation - Other Unique Editions	0	0	0	0	0	0	0	0
<b>TOTAL AVERAGE PAID CIRCULATION</b>	<b>109,930</b>	<b>95,851</b>	<b>94,426</b>	<b>94,135</b>	<b>94,585</b>	<b>100,154</b>	<b>95,952</b>	<b>96,803</b>
Other Audited Distribution (Optional)	0	0	0	0	0	0	0	0
Total Distribution (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

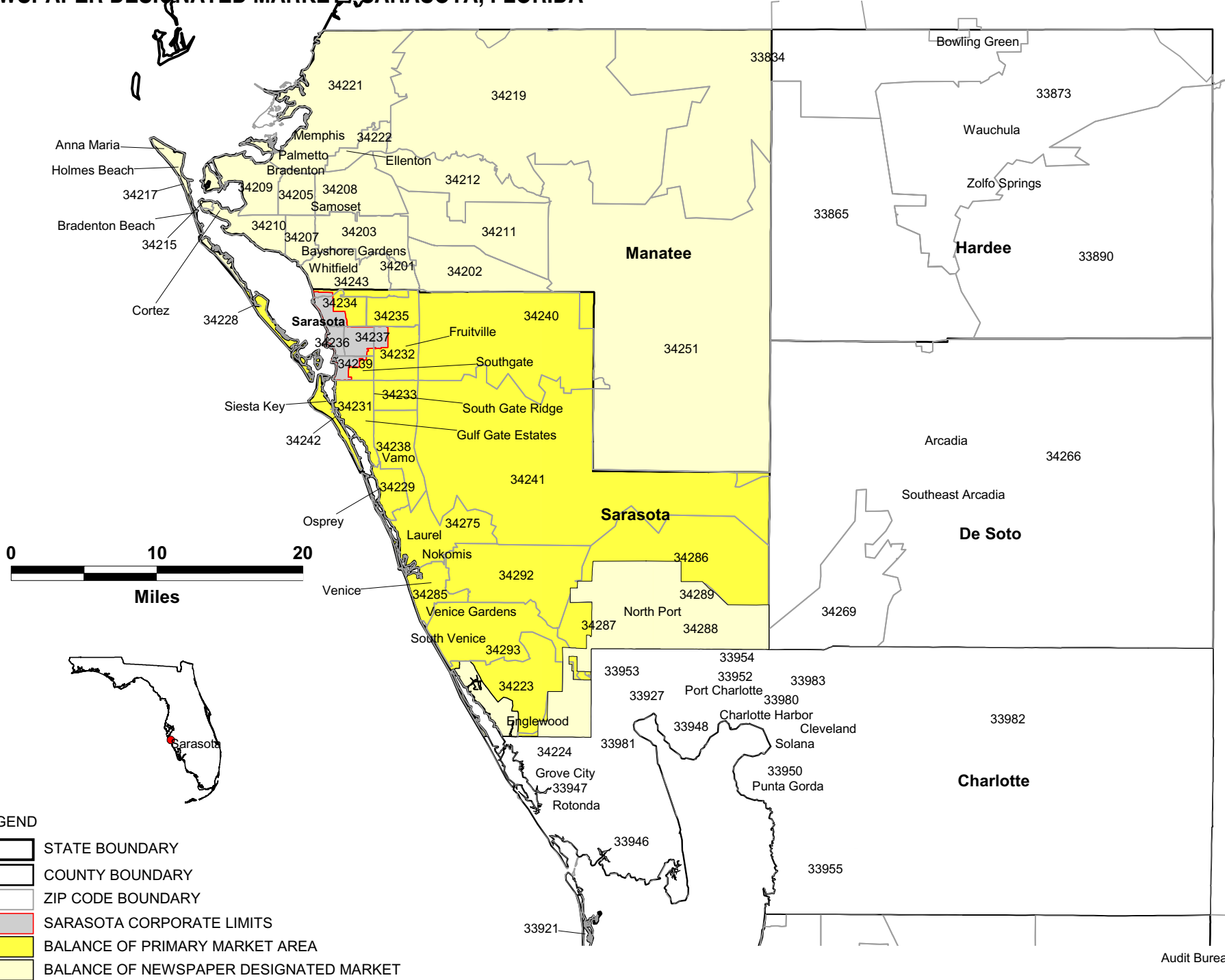
**Audience-FAX**

PRINT READERSHIP: In Market				ONLINE READERSHIP: In Market			NET COMBINED AUDIENCE: In Market (unduplicated)			WEB SITE USAGE: Total Activity	
Sun	Weekday	Past 7 Days		Past 7 Days	Past 30 Days	Past 7 Days	Past 7 Days Print Past 30 Days Online		September 2008		
DMA			DMA			DMA		Total Unique Users/Visitors	788,301		
Readers	245,008	197,418	Readers	46,017	70,569	Audience	359,868	372,316			
Reach	7.3%	5.9%	Reach	1.4%	2.1%	Reach	10.8%	11.1%	Page Impressions/ Views	6,485,751	
NDM*			NDM*			NDM*					
Readers	265,601	211,490	Readers	42,462	68,060	Audience	358,920	371,707			
Reach	37.8%	30.1%	Reach	6.0%	9.7%	Reach	51.1%	52.9%			

Source: Scarborough, 2008, Release 1, 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
<b>Primary Market Area</b>								
Home Delivery and Mail (See Par. 6B)	58,898	54,799	54,514	53,438	53,439	56,361	56,245	58,803
Intermittent Subscriptions (See Par. 6B)		346	779	256	249	218	229	
Single Copy Sales (Individual)	17,749	8,109	7,619	7,718	8,096	8,917	8,193	8,379
Employee/Independent Contractor	732	733	733	733	733	733	733	732
Third Party Sales	1,006	597	595	575	576	624	617	938
Electronic Editions	29	2,625	2,218	3,165	3,121	3,132	1,488	29
<b>Total Primary Market Area</b>	<b>78,414</b>	<b>67,209</b>	<b>66,458</b>	<b>65,885</b>	<b>66,214</b>	<b>69,985</b>	<b>67,505</b>	<b>68,881</b>
<b>Balance in Newspaper Designated Market</b>								
Home Delivery and Mail (See Par. 6B)	14,834	13,667	13,457	13,235	13,225	14,219	14,197	14,621
Intermittent Subscriptions (See Par. 6B)		84	189	81	86	36	28	
Single Copy Sales (Individual)	5,704	3,479	3,338	3,367	3,439	3,808	3,445	3,514
Employee/Independent Contractor	97	96	96	96	96	96	96	97
Third Party Sales	42	47	44	48	48	47	47	31
Electronic Editions	9	1,476	971	1,817	1,799	1,804	987	9
<b>Total Balance in Newspaper Designated Market</b>	<b>20,686</b>	<b>18,849</b>	<b>18,095</b>	<b>18,644</b>	<b>18,693</b>	<b>20,010</b>	<b>18,800</b>	<b>18,272</b>
<b>Total Newspaper Designated Market</b>	<b>99,100</b>	<b>86,058</b>	<b>84,553</b>	<b>84,529</b>	<b>84,907</b>	<b>89,995</b>	<b>86,304</b>	<b>87,153</b>
<b>Circulation Outside Newspaper Designated Market</b>								
Home Delivery and Mail (See Par. 6B)	7,723	7,117	7,028	6,919	6,924	7,366	7,352	7,721
Intermittent Subscriptions (See Par. 6B)		52	124	38	33	31	32	
Single Copy Sales (Individual)	2,959	1,749	1,671	1,704	1,783	1,822	1,763	1,781
Employee/Independent Contractor	101	101	101	101	101	101	101	101
Third Party Sales	43	43	43	43	43	43	43	43
Electronic Editions	4	731	906	801	794	796	356	4
<b>Total Circulation Outside Newspaper Designated Market</b>	<b>10,830</b>	<b>9,793</b>	<b>9,873</b>	<b>9,606</b>	<b>9,678</b>	<b>10,159</b>	<b>9,647</b>	<b>9,650</b>
<b>Total Average Paid Circulation</b>	<b>109,930</b>	<b>95,851</b>	<b>94,426</b>	<b>94,135</b>	<b>94,585</b>	<b>100,154</b>	<b>95,952</b>	<b>96,803</b>

**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									
	#1-1-08 Est.	372,647	173,560	78,414	71.3	45.2%	67,209	70.1	38.7%	68,881	71.1	39.7%
Balance in NDM*	2000 Census	264,002	112,460									
	#1-1-08 Est.	319,297	137,134	20,686	18.8	15.1%	18,849	19.7	13.7%	18,272	18.9	13.3%
Total NDM*	2000 Census	580,800	257,903									
	#1-1-08 Est.	691,944	310,694	99,100	90.1	31.9%	86,058	89.8	27.7%	87,153	90.0	28.1%
Outside NDM*				10,830	9.9		9,793	10.2		9,650	10.0	
Total Paid				109,930	100.0%		95,851	100.0%		96,803	100.0%	

#Source: Claritas 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								Morning (Mon.-Sat.)
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat	
March 27, 2005	158,065								134,257
June 26, 2005	127,645								108,674
September 25, 2005	109,776								91,020
December 25, 2005	126,305								109,327
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	

**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	Balance in	Balance in	Balance in	TOTAL Balance in Newspaper Designated Market	TOTAL Average Paid Circulation	
						Newspaper Designated Market Home Delivery & Mail	Newspaper Designated Market Single Copy Sales	Newspaper Designated Market Other Paid	Newspaper Designated Market Electronic and Other Unique Editions			
Sun	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 <sup>^</sup>	70,807	20,530	2,285		93,622	26,221	8,393	453		35,067	130,528
	2004	71,176	21,963	2,355		95,494						133,537
Cmbd Avg (Mon.-Fri.)	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	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 <sup>^</sup>	65,860	8,987	4,234		79,081	24,084	4,770	1,685		30,539	110,820
	2004	65,168	9,537	4,431		79,136						111,337

<sup>^</sup>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 14, 2008; Morning, December 10, 2008.

(OH's) Occupied Households - #1-1-08 Claritas 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	5.3% greater	1.0% greater	0.5% less
Balance in Newspaper Designated Market	7.0% greater	3.2% greater	2.3% greater
Total Newspaper Designated Market	5.6% greater	1.5% greater	0.1% greater
Outside Newspaper Designated Market	7.0% greater	0.1% less	1.3% less
GRAND TOTAL	5.8% greater	0.7% greater	0.5% less

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	OH's #1-1-08 Estimate	Sun								Avg. Proj. Pd. Circ.*	Hshld. Cov.	Morning								Avg. Proj. Pd. Circ.*	Cmbd Avg (Mon.-Fri.) Pd. Circ.*	Hshld. Cov.
		Core Newspaper				Electronic Editions Actual	Unique Editions Actual	Total Paid Actual	Core Newspaper				Electronic Editions Actual	Unique Editions Actual	Total Paid Actual	Wed Pd. Circ.*						
		Individually Paid							Individually Paid													
		Home & Mail Delivery Actual	Single Copy Sales Actual	Other Paid Actual	Total Core Nwsp. Actual				Home & Mail Delivery Actual			Single Copy Sales Actual					Other Paid Actual	Total Core Nwsp. Actual				
FLORIDA																						
CHARLOTTE	72,986	7,255	3,344	93	10,692	4	10,696	9,995	13.7%	6,566	1,949	93	8,608	300	8,908	8,917	9,022	12.4%				
DESOTO	11,377	139	205		344		344	321	2.8%	134	145		279		279	279	283	2.5%				
LEE	264,742	216	110		326		326	305	0.1%	224	110		334		334	334	338	0.1%				
MANATEE	137,134	14,692	7,268	161	22,121	10	22,131	20,686	15.1%	13,037	4,950	176	18,163	1,124	19,287	18,693	18,849	13.7%				
SARASOTA	178,539	60,155	20,979	1,370	82,504	27	82,531	78,414	43.9%	54,176	9,952	1,182	65,310	1,574	66,884	66,214	67,209	37.6%				
TOTAL IN FLORIDA		82,457	31,906	1,624	115,987	41	116,028	109,721		74,137	17,106	1,451	92,694	2,998	95,692	94,437	95,701					
All Other		132		50	182	42	224	209		34			34	114	148	148	150					
GRAND TOTAL		82,589	31,906	1,674	116,169	83	116,252	109,930		74,171	17,106	1,451	92,728	3,112	95,840	94,585	95,851					

#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.

\*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, #1-1-08 Claritas Inc., See Par. 6B.

STATE ZIP Code	Sun										Morning									
	Core Newspaper					Core Newspaper					Core Newspaper					Core Newspaper				
	OH's #1-1-08 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.
<b>FLORIDA</b>																				
33921	Boca Grande	715	216	110	326			326	308	43.1%	224	110		334			334	330	334	46.7%
33946	Placida	867	246	145	391			391	370	42.7%	236	165		401			401	396	401	46.3%
33947	Rotonda West	3,861	885	195	1,080			1,080	1,021	26.4%	787	110		897	48		945	933	945	24.5%
33948	Port Charlotte	6,625	552	600	44	1,196	2	1,198	1,133	17.1%	503	260	44	807	42		849	838	849	12.8%
33950	Punta Gorda	11,297	642	315	20	977	1	978	925	8.2%	597	288	20	905	79		984	971	984	8.7%
33952	Port Charlotte	13,340	928	285		1,213	1	1,214	1,148	8.6%	826	175		1,001	51		1,052	1,038	1,052	7.9%
33953	Port Charlotte	2,106	440	230		670		670	634	30.1%	398	125		523			523	516	523	24.8%
33954	Port Charlotte	3,829	224	230		454		454	429	11.2%	196	115		311			311	307	311	8.1%
33955	Punta Gorda	4,474	101			101		101	96	2.1%	85			85			85	84	85	1.9%
33980	Port Charlotte	4,907	397	270		667		667	631	12.9%	358	200		558			558	551	558	11.4%
33981	Port Charlotte	3,723	627	495		1,122		1,122	1,061	28.5%	553	165		718			718	709	718	19.3%
33982	Punta Gorda	3,759	119	63		182		182	172	4.6%	103	54		157			157	155	157	4.2%
33983	Punta Gorda	6,036	485	201		686		686	649	10.8%	427	117		544			544	537	544	9.0%
34201	Bradenton	1,721	847	200	12	1,059		1,059	1,001	58.2%	782	140	12	934			934	922	934	54.3%
	University Park																			
34202	Bradenton	7,497	1,997	617		2,614	2	2,616	2,474	33.0%	1,738	346	5	2,089	122		2,211	2,182	2,211	29.5%
34203	Bradenton	13,457	1,706	780		2,486		2,486	2,351	17.5%	1,504	485		1,989	202		2,191	2,162	2,191	16.3%
34205	Bradenton	14,091	538	515	139	1,192	3	1,195	1,130	8.0%	492	410	119	1,021	113		1,134	1,119	1,134	8.0%
34207	Bradenton	15,145	593	600		1,193		1,193	1,128	7.4%	532	500	5	1,037	28		1,065	1,051	1,065	7.0%
34208	Bradenton	12,618	410	380	10	800		800	756	6.0%	328	220	10	558	145		703	694	703	5.6%
34209	Bradenton	15,830	1,237	400		1,637	1	1,638	1,549	9.8%	1,139	400		1,539	68		1,607	1,586	1,607	10.2%
34210	Bradenton	8,309	774	420		1,194		1,194	1,129	13.6%	730	260		990	192		1,182	1,167	1,182	14.2%
34211	Bradenton	1,088	279			279	1	280	265	24.4%	272			272	66		338	334	338	31.1%
34212	Bradenton	4,719	744	366		1,110		1,110	1,050	22.3%	631	246		877			877	866	877	18.6%
34215	Cortez	333	68	40		108		108	102	30.6%	65	40		105			105	104	105	31.5%
34216	Anna Maria		69	190		259		259	245		67	220		287			287	283	287	
34217	Bradenton Beach	4,449	253	160		413		413	391	8.8%	238	128		366			366	361	366	8.2%
34218	Holmes Beach																			
34219	Parrish	5,126	544	320		864		864	817	15.9%	448	220		668			668	659	668	13.0%
34221	Palmetto	13,953	531	290		821	3	824	779	5.6%	488	290		778	123		901	889	901	6.5%
34222	Ellenton	5,426	326	100		426		426	403	7.4%	281	100		381			381	376	381	7.0%
34223	Englewood	9,367	2,990	825		3,815		3,815	3,608	38.5%	2,816	430		3,246			3,246	3,203	3,246	34.7%
34224	Englewood	7,819	1,609	315	29	1,953		1,953	1,847	23.6%	1,497	175	29	1,701	80		1,781	1,758	1,781	22.8%



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

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

	Term Ordered				Misc. Periods
	4 Wks.	13 Wks.	26 Wks.	52 Wks.	
(c) With premium only, See Par. 6B . . . . . M & S					5,690
(e) Special reduced prices, See Par. 5(b) . . . . . M & S	3,111	276,855	9,333	3,111	166,884
M only	11	980	33	11	586
M (Mon.-Fri.)	4	247	8	4	162
Thu, Fri, Sat & S	186	16,499	556	186	11,956
Fri, Sat & S	13	1,190	39	13	1,247
Sat, S & Mon	8	701	24	8	638
Sat & S	26	2,235	76	26	1,817
S	24	2,086	70	24	1,356
Cmbd Avg (Mon.-Fri.)					4,791*

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

5A. BASIC PRICES:	By Mail				By Home Delivery				
	52 Wks.	26 Wks.	13 Wks.	4 Wks.	52 Wks.	26 Wks.	13 Wks.	4 Wks.	1 Wk.
<b>NEWSPAPER DESIGNATED MARKET:</b>									
M & S . . . . .									
to 01/17/08. . . . .	\$650.00	\$325.00	\$162.50	\$50.00	\$205.92	\$102.96	\$51.48	\$15.84	\$3.96
from 01/17/08									
to 08/05/08. . . . .	650.00	325.00	162.50	50.00	209.56	104.78	52.39	16.12	4.03
since 08/05/08 . . . . .	650.00	325.00	162.50	50.00	217.88	108.94	54.47	16.76	4.19
M only . . . . .									
to 01/17/08. . . . .	468.00	234.00	117.00	36.00	118.56	59.28	29.64	9.12	2.28
from 01/17/08									
to 08/05/08. . . . .	468.00	234.00	117.00	36.00	130.00	65.00	32.50	10.00	2.50
since 08/05/08 . . . . .	468.00	234.00	117.00	36.00	135.20	67.60	33.80	10.40	2.60
M (Mon.-Fri.) only . . . . .									
to 01/17/08. . . . .					98.28	49.14	24.57	7.56	1.89
from 01/17/08									
to 08/05/08. . . . .					124.80	62.40	31.20	9.60	2.40
since 08/05/08 . . . . .					130.00	65.00	32.50	10.00	2.50
Thur, Fri, Sat & S . . . . .									
to 08/05/08. . . . .					122.20	61.10	30.55	9.40	2.35
since 08/05/08 . . . . .					126.88	63.44	31.72	9.76	2.44
Sat, S & Mon. . . . .									
to 01/17/08. . . . .					64.48	32.24	16.12	4.96	1.24
from 01/17/08									
to 08/05/08. . . . .					109.20	54.60	27.30	8.40	2.10
since 08/05/08 . . . . .					113.36	56.68	28.34	8.72	2.18
Sat & S . . . . .									
to 01/17/08. . . . .					105.56	52.78	26.39	8.12	2.03
from 01/17/08									
to 08/05/08. . . . .					106.60	53.30	26.65	8.20	2.05
since 08/05/08 . . . . .					110.76	55.38	27.69	8.52	2.13
S only . . . . .									
to 01/17/08. . . . .	182.00	91.00	45.50	14.00	85.80	42.90	21.45	6.60	1.65
from 01/17/08									
to 08/05/08. . . . .	182.00	91.00	45.50	14.00	91.00	45.50	22.75	7.00	1.75
since 08/05/08 . . . . .	182.00	91.00	45.50	14.00	94.64	47.32	23.66	7.28	1.82
<b>OUTSIDE NEWSPAPER DESIGNATED MARKET:</b> By Mail, same as Newspaper Designated Market									

5A. PRICES: (Continued)	By Mail				By Home Delivery				
	52 Wks.	26 Wks.	13 Wks.	4 Wks.	52 Wks.	26 Wks.	13 Wks.	4 Wks.	1 Wk.
M & S									
to 01/17/08					\$186.16	\$93.08	\$46.54	\$14.32	\$3.58
from 01/17/08									
to 08/05/08					189.80	94.90	47.45	14.60	3.65
since 08/05/08					197.60	98.80	49.40	15.20	3.80
M only									
to 01/17/08					108.68	54.34	27.17	8.36	2.09
from 01/17/08									
to 08/05/08					119.60	59.80	29.90	9.20	2.30
since 08/05/08					124.28	62.14	31.07	9.56	2.39
M (Mon.-Fri.)									
to 01/17/08					90.48	45.24	22.62	6.96	1.74
from 01/17/08									
to 08/05/08					114.40	57.20	28.60	8.80	2.20
since 08/05/08					119.08	59.54	29.77	9.16	2.29
Thur, Fri, Sat & S									
to 01/17/08					109.20	54.60	27.30	8.40	2.10
from 01/17/08									
to 08/05/08					111.80	55.90	27.95	8.60	2.15
since 08/05/08					116.48	58.24	29.12	8.96	2.24
Sat, S & Mon									
to 01/17/08					58.76	29.38	14.69	4.52	1.13
from 01/17/08									
to 08/05/08					96.20	48.10	24.05	7.40	1.85
since 08/05/08					99.84	49.92	24.96	7.68	1.92
Sat & S									
to 01/17/08					93.08	46.54	23.27	7.16	1.79
from 01/17/08									
to 08/05/08					93.60	46.80	23.40	7.20	1.80
since 08/05/08					97.24	48.62	24.31	7.48	1.87
S only									
to 01/17/08					75.40	37.70	18.85	5.80	1.45
from 01/17/08									
to 08/05/08					78.00	39.00	19.50	6.00	1.50
since 08/05/08					81.12	40.56	20.28	6.24	1.56

**By Motor Route**

**Single Copy**

**NEWSPAPER DESIGNATED MARKET & OUTSIDE NEWSPAPER DESIGNATED MARKET:**

	52 Wks.	26 Wks.	13 Wks.	4 Wks.	1 Wk.
Same as by Home Delivery in Newspaper Designated Market. (a-b)					
M only					
to 12/15/08					50¢ (a)      25¢ (b)
since 12/15/08					75¢ (a)      50¢ (b)
S only					
to 12/15/08					\$1.25 (a)    \$1.00 (b)
since 12/15/08					\$1.50 (a)    \$1.25 (b)

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

5(b). Special Reduced Prices: By Home Delivery, 8, 13, 26, 52 weeks, 25%, 50% discount from basic prices. By Home Delivery in Sarasota County, Morning and Sunday, 5 wks. \$20.15; 8 wks. \$16.80, \$25.12; 13 wks. \$27.30, \$40.82, \$52.39; 26 wks. \$54.60, \$81.64, \$104.78; 52

**5A. PRICES:** (Continued)

wks. \$109.20, \$163.28, \$209.56; Thursday, Friday, Saturday and Sunday, \$1.23 per week; Saturday, Sunday and Monday, \$2.10 per week; Saturday and Sunday, \$1.07, \$2.05 per week; Sunday only, 8, 13, 26, 52 weeks, 92¢, \$1.75 per week. By Home Delivery in Manatee County, Morning and Sunday, 8 wks. \$16.80, \$18.25, \$25.12; 13 wks. \$27.30, \$40.82, \$47.45; 26 wks. \$54.60, \$81.64, \$94.90; 52 wks. \$109.20, \$163.28, \$189.80; Thursday, Friday, Saturday and Sunday, \$1.08, \$1.23 per week; Saturday and Sunday, \$1.07, \$1.80 per week; Sunday only, 8, 13, 26, 52 weeks, 92¢, \$1.50 per week. By Home Delivery in Charlotte County, 8, 13, 26, 52 weeks, 32% discount from basic prices; Morning and Sunday, 5 wks. \$12.50; 8 wks. \$10.40, \$15.68; 13 wks. \$16.90, \$25.48, \$32.50; 26 wks. \$33.80, \$50.96, \$65.00; 52 wks. \$67.60, \$101.92, \$130.00; Thursday, Friday, Saturday and Sunday, 76¢ per week; Saturday, Sunday and Monday, \$1.40 per week; Saturday and Sunday, 71¢, \$1.35 per week; Sunday only, 8, 13, 26, 52 weeks, 66¢, \$1.25 per week. To Weekend subscribers converting to Morning and Sunday, 50% of basic prices. To employees, 25% of basic prices. Newspapers in Education Electronic Editions for classroom use, 25% of basic prices. Single Copy, 50% of basic prices; 50¢ discount from basic prices.

5(c). Lower Than Basic Prices: By Single Copy in DeSoto County and part of Sarasota County (Englewood), Morning 25¢ per copy. An average 1,244 copies per issue were sold. Sunday only, \$1.00 per copy, an average of 1,396 copies per issue were sold.

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

	Sun	Cmbd Avg (Mon.-Fri.)	Morning					Sat
			Mon	Tue	Wed	Thu	Fri	
<b>Other Paid Circulation - Core Newspaper</b>								
Employee/Independent Contractor	930	930	930	930	930	930	930	930
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	920	490	489	468	469	515	510	848
Retail/Business - Available for patrons	166	192	188	193	193	194	192	159
<b>Total Other Paid Circulation - Core Newspaper</b>	<b>2,021</b>	<b>1,617</b>	<b>1,612</b>	<b>1,596</b>	<b>1,597</b>	<b>1,644</b>	<b>1,637</b>	<b>1,942</b>

**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:**

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.

DESCRIPTION OF ELECTRONIC - The Electronic Edition is an exact replica of the core product in format and advertising content, and it is available at <http://eedition.heraldtribune.com/newsstand>. Electronic Editions include the following distribution methods: Home Delivery and Mail; Educational Programs.

(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.

**6B. EXPLANATORY - OTHER:** (Continued)

(b) 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	987	249	129
Cmbd Avg (Mon.-Fri.) & Sat	990	247	129

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) In accordance with Bureau Rule C 2.11 the following dates represent incremental circulation served to subscribers who received intermittent subscriptions. The incremental net paid circulation for the issues is as follows:

December 31, 2007 (Monday)	8,246
January 1, 2008 (Tuesday)	10,125
January 21, 2008 (Monday)	8,945
February 14, 2008 (Thursday)	5,756
February 18, 2008 (Monday)	8,251
March 17, 2008 (Monday)	8,295
March 21, 2008 (Friday)	5,711
May 26, 2008 (Monday)	7,150
July 4, 2008 (Friday)	4,762
September 1, 2008 (Monday)	7,434
November 4, 2008 (Tuesday)	9,376
November 5, 2008 (Wednesday)	9,353
November 27, 2008 (Thursday)	4,538
November 28, 2008 (Friday)	4,538
December 1, 2008 (Monday)	8,569
December 24, 2008 (Wednesday)	9,766
December 25, 2008 (Thursday)	4,522

(d) Records show a reader rewards card, with a value of \$7.50 and \$10.00, was offered with automatic credit card renewal subscriptions at basic prices.

PUBLISHER'S RETURN POLICY: Fully Returnable with the exception of 5 routes in outlying areas.

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	3.7%	6.6%	73.0%
Cmbd Avg (Mon.-Fri.)	3.3%	6.8%	7.3%
Sat	3.0%	6.8%	7.1%

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

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. An average circulation in this zone during the period was 33,520 Morning and 37,974 Sunday.

Different zone advertising is in the fourth edition which is circulated in Manatee County. Average circulation in this zone during the period was 16,323 Morning and 17,219 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 46,167 Morning and 54,738 Sunday.

**6B. EXPLANATORY - OTHER:** (Continued)

Average Unpaid Distribution:	Sun	Cmbd Avg (Mon.-Fri.)	Morning					
			Mon	Tue	Wed	Thu	Fri	Sat
Arrears Advertisers, Agencies Complimentary, Sample, Service	2,934	1,536	1,501	1,629	1,510	1,553	1,486	2,244
<b>Total</b>	<b>2,934</b>	<b>1,536</b>	<b>1,501</b>	<b>1,629</b>	<b>1,510</b>	<b>1,553</b>	<b>1,486</b>	<b>2,244</b>

**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, 2008:**

There was an adjustment of -1.6% to Total Unique Users/Visitors.  
There was an adjustment of -0.8% to Page Impressions/Views.

**For Publisher's Statement period ended March 31, 2008:**

There was an adjustment of -1.6% to Total Unique Users/Visitors.  
There was an adjustment of -0.8% 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 Users/Visitors:** This site uses the cookie-based method to measure unique users/visitors. If cookies are not accepted, then the IP address & user-agent in combination based method is used to measure unique users/visitors.

**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.

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

- |                               |                                     |  |
|-------------------------------|-------------------------------------|--|
| cars.heraldtribune.com        | hosted.ap.org/*SITE=FLSAR*          | www.ibiseye.com                          |
| forums.heraldtribune.com      | jobview.heraldtribune.monster.com   | www.legacy.com/HeraldTribune/*           |
| heraldtribune.com             | nl.newsbank.com/*product=HT*        | www.people2people.com/*connect=sarasota* |
| heraldtribune.healthology.com | photos.heraldtribune.com            | www.searchasota.com                      |
| heraldtribune.loveaccess.com  | sarasotaheraldtribune.adperfect.com | www.udigtv.com/*shtribune*               |
| homes.heraldtribune.com       | www.heraldtribune.com               |  |



Audit Bureau  
of Circulations

# SUPPLEMENTAL DATA REPORT

900 North Meacham Road  
Schaumburg, Illinois 60173-4968

## Sarasota Herald-Tribune

Publication Name

Morning & Sunday

Frequency

1741 Main St.

Address

Sarasota FL 34236

City State ZIP Code

For 52 weeks ended December 28, 2008

### 1. TOTAL AVERAGE ABC DEFINED PAID CIRCULATION BY ELECTRONIC EDITIONS:

#### 1A. AVERAGE PAID CIRCULATION - ELECTRONIC EDITIONS:

Paid for by Individual Recipients (≥50% of basic)

Home Delivery and Mail - Electronic Editions . . . . .

Single Copy Sales - Electronic Editions . . . . .

SUBTOTAL . . . . .

Paid for by Individual Recipients (≥25%, <50% of basic)

Home Delivery and Mail - Electronic Editions . . . . .

Single Copy Sales - Electronic Editions . . . . .

SUBTOTAL . . . . .

Other Paid Circulation

Educational Programs - Electronic Editions . . . . .

SUBTOTAL . . . . .

TOTAL AVERAGE PAID ELECTRONIC EDITIONS

Sun	Cmbd Avg (Mon.-Fri.)	Morning						
		Mon	Tue	Wed	Thu	Fri	Sat	
42	4,832	4,095	5,783	5,714	5,732	2,831	42	
42	41	41	41	41	41	42	42	
42	41	41	41	41	41	42	42	
None of record	None of record	None of record	None of record	None of record	None of record	None of record	None of record	
None of record	4,791	4,054	5,742	5,673	5,691	2,789	None of record	
None of record	4,791	4,054	5,742	5,673	5,691	2,789	None of record	
42	4,832	4,095	5,783	5,714	5,732	2,831	42	

### 2. PRIMARY MARKET AREA:

Home Delivery & Mail - Electronic Editions . . . . .

Single Copy Sales - Electronic Editions . . . . .

Education Programs - Electronic Editions . . . . .

TOTAL PRIMARY MARKET AREA . . . . .

BALANCE IN NEWSPAPER DESIGNATED MARKET:

Home Delivery & Mail - Electronic Editions . . . . .

Single Copy Sales - Electronic Editions . . . . .

Education Programs - Electronic Editions . . . . .

TOTAL BALANCE IN NEWSPAPER DESIGNATED MARKET . . . . .

TOTAL NEWSPAPER DESIGNATED MARKET . . . . .

CIRCULATION OUTSIDE NEWSPAPER DESIGNATED MARKET:

Home Delivery & Mail - Electronic Editions . . . . .

Single Copy Sales - Electronic Editions . . . . .

Education Programs - Electronic Editions . . . . .

TOTAL CIRCULATION OUTSIDE NEWSPAPER DESIGNATED MARKET . . . . .

TOTAL AVERAGE PAID ELECTRONIC EDITIONS

OTHER AUDITED DISTRIBUTION

TOTAL DISTRIBUTION

Sun	Cmbd Avg (Mon.-Fri.)	Morning						
		Mon	Tue	Wed	Thu	Fri	Sat	
29	29	29	29	29	29	29	29	
	2,596	2,189	3,136	3,092	3,103	1,459		
29	2,625	2,218	3,165	3,121	3,132	1,488	29	
9	8	8	8	8	8	9	9	
	1,468	963	1,809	1,791	1,796	978		
9	1,476	971	1,817	1,799	1,804	987	9	
38	4,101	3,189	4,982	4,920	4,936	2,475	38	
4	4	4	4	4	4	4	4	
	727	902	797	790	792	352		
4	731	906	801	794	796	356	4	
42	4,832	4,095	5,783	5,714	5,732	2,831	42	
42	4,832	4,095	5,783	5,714	5,732	2,831	42	

---

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

None of record

---

**6B. EXPLANATORY - ELECTRONIC EDITIONS:**

DESCRIPTION OF ELECTRONIC - The Electronic Edition is an exact replica of the core product in format and advertising content, and it is available at <http://eedition.heraldtribune.com/newsstand>. Electronic Editions include the following distribution methods: Home Delivery and Mail; Educational Programs.

**Shari Brickley, Advertising Director**  
**Telephone (941) 361-4001 - FAX (941) 361-4075**  
**1741 Main Street**  
**Sarasota, FL 34236**  
**e-mail: [shari.brickley@heraldtribune.com](mailto:shari.brickley@heraldtribune.com)**

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**

SARASOTA HERALD-TRIBUNE, published by Sarasota Herald-Tribune Co., 801 S. Tamiami Trail, Sarasota, FL 34236  
Sarasota Herald-Tribune (Morning & Sunday), Sarasota, FL, Page #14 - #219605 - 577 - 744

March, 2009

Copyright © 2009 Audit Bureau of Circulations. All rights reserved.

01-0860-0

Calendar Quarter Ended	Morning															Mornina (Mon.-Sat.)	Days
	Sun	Days	Cmbd Avg (Mon.-Fri.)	Days	Mon	Days	Tue	Days	Wed	Days	Thu	Days	Fri	Days	Sat		
March 27, 2005	158,065																134,257
June 26, 2005	127,645																108,674
September 25, 2005	109,776																91,020
December 25, 2005	126,305																109,327
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	13	125,756	65	123,391	13	124,283	13	124,274	13	130,631	13	126,200	13	122,024	13	
June 29, 2008	104,968	13	94,202	65	94,204	13	94,167	13	94,233	13	98,782	13	89,634	13	93,720	13	
September 28, 2008	90,680	13	74,379	65	73,497	13	71,817	13	72,346	13	77,344	13	76,890	13	79,357	13	
December 28, 2008	106,561	13	89,066	65	86,613	13	86,274	13	87,489	13	93,861	13	91,092	13	92,113	13	