

Audit Period: January 1, 2009 – December 31, 2009

Tampa Bay Newspapers

**Beach Beacon, Belleair Bee, Clearwater Beacon, Dunedin Beacon,
Largo Leader, Pinellas Park Beacon, Seminole Beacon**

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1. Publication Information

Average Net Circulation:	119,009 – Weekly / 20,322 - Monthly (Print Edition)
Number of Editions:	Seven**
Format / Average Page Count:	Tabloid / 34 Pages
Circulation Cycle:	6 Weeklies / 1 Monthly** (Dunedin Beacon)
Circulation Day / Time:	Thursday / By 6 AM
Ownership:	Tampa Bay Newspapers, Inc / Times Publishing Co
Year Established:	1977
Publication Type:	Community Newspaper
Content:	65% Advertising / 35% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	72% Home Delivery / 0% Mail / 28% Controlled Bulk
Insert Zoning Available:	Yes - ZIP Code / Route
CVC Member Number:	See Paragraphs 5 - 5G
DMA/MSA:	Tampa, FL / Tampa--St. Petersburg--Clearwater, FL
Audit Funded By:	Community Papers of Florida

2. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2009
Mechanical Data:	Six (6) columns x 16-inch column depth Full page: 10.25" wide X 16" depth.
Open Rate:	Local: \$17.00 per column inch National: \$17.00 per column inch
Insert Open Rate:	\$29.00 - \$40.00 per thousand
Classified Rate:	\$38.00 for up to 20 words
Volume, frequency, contract, color, and other rates may be available from the publisher.	

3. Contact Information

Publisher:	Dan Autrey	EMAIL: dautrey@tbnweekly.com
Advertising:	Jay Rey	EMAIL: jrey@tbnweekly.com
Circulation:	Lee Shiflett	EMAIL: circulation@tbnweekly.com

4. Circulation Pricing

Tampa Bay Newspapers are controlled circulation weeklies and a monthly without circulation pricing. Annual mail subscription rate: \$100.00



5. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 20-0902		Tampa Bay Newspapers – Weeklies Consolidated Seminole, FL
Audit Period Summary		
Average Net Circulation	(5-H)	119,009
Average Gross Distribution	(5-F)	120,358
Average Net Press Run	(5-A)	120,658
Audit Period Detail		
A. Average Net Press Run		120,658
B. Office / File		300
C. Controlled Distribution		
1. Home Delivery		84,668
2. Controlled Bulk Delivery / Demand Distribution		34,965
3. Mail		0
4. Restock & Office Service		725
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		120,358
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		0
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		0
F. Average Gross Distribution		120,358
G. Unclaimed / Returns		(1,349)*
H. Average Net Circulation		119,009



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5A. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 20-0013		Beach Beacon Seminole, FL
Audit Period Summary		
Average Net Circulation	(5-H)	10,078
Average Gross Distribution	(5-F)	10,328
Average Net Press Run	(5-A)	10,378
Audit Period Detail		
A. Average Net Press Run		10,378
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		5,675
2. Controlled Bulk Delivery / Demand Distribution		4,553
3. Mail		0
4. Restock & Office Service		100
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		10,328
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		0
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		0
F. Average Gross Distribution		10,328
G. Unclaimed / Returns		(250)*
H. Average Net Circulation		10,078



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5B. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 20-0012		Belleair Bee Seminole, FL
Audit Period Summary		
Average Net Circulation	(5-H)	12,796
Average Gross Distribution	(5-F)	13,046
Average Net Press Run	(5-A)	13,096
Audit Period Detail		
A. Average Net Press Run		13,096
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		6,800
2. Controlled Bulk Delivery / Demand Distribution		6,096
3. Mail		0
4. Restock & Office Service		150
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		13,046
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		0
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		0
F. Average Gross Distribution		13,046
G. Unclaimed / Returns		(250)*
H. Average Net Circulation		12,796



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5C. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 20-0014		Clearwater Beacon Seminole, FL
Audit Period Summary		
Average Net Circulation	(5-H)	24,276
Average Gross Distribution	(5-F)	24,446
Average Net Press Run	(5-A)	24,496
Audit Period Detail		
A. Average Net Press Run		24,496
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		18,750
2. Controlled Bulk Delivery / Demand Distribution		5,621
3. Mail		0
4. Restock & Office Service		75
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		24,446
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		0
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		0
F. Average Gross Distribution		24,446
G. Unclaimed / Returns		(170)*
H. Average Net Circulation		24,276



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5D. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 20-0280		**April 30, 2009 – December 31, 2009**	Dunedin Beacon** Seminole, FL
Audit Period Summary			
Average Net Circulation	(5-H)		20,322
Average Gross Distribution	(5-F)		20,405
Average Net Press Run	(5-A)		20,455
Audit Period Detail			
A. Average Net Press Run			20,455
B. Office / File			50
C. Controlled Distribution			
1. Home Delivery			15,975
2. Controlled Bulk Delivery / Demand Distribution			4,209
3. Mail			0
4. Restock & Office Service			221
5. Other:			0
TOTAL AVERAGE CONTROLLED DISTRIBUTION			20,405
D. Paid Distribution			
1. Home Delivery			0
2. Single Copy			0
3. Mail			0
4. Restock & Office Service			0
5. Other:			0
TOTAL AVERAGE PAID DISTRIBUTION			0
E. Sponsored / Voluntary Paid Distribution			
1. Home Delivery			0
2. Single Copy			0
3. Mail			0
4. Restock & Office Service			0
5. Other:			0
TOTAL AVERAGE SPONSORED DISTRIBUTION			0
F. Average Gross Distribution			20,405
G. Unclaimed / Returns			(83)*
H. Average Net Circulation			20,322



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5E. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 20-0011		Largo Leader Seminole, FL
Audit Period Summary		
Average Net Circulation	(5-H)	24,269
Average Gross Distribution	(5-F)	24,546
Average Net Press Run	(5-A)	24,596
Audit Period Detail		
A. Average Net Press Run		24,596
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		15,783
2. Controlled Bulk Delivery / Demand Distribution		8,663
3. Mail		0
4. Restock & Office Service		100
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		24,546
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		0
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		0
F. Average Gross Distribution		24,546
G. Unclaimed / Returns		(277)*
H. Average Net Circulation		24,269



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5F. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 20-0228		Pinellas Park Beacon Seminole, FL
Audit Period Summary		
Average Net Circulation	(5-H)	19,561
Average Gross Distribution	(5-F)	19,765
Average Net Press Run	(5-A)	19,815
Audit Period Detail		
A. Average Net Press Run		19,815
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		14,760
2. Controlled Bulk Delivery / Demand Distribution		4,930
3. Mail		0
4. Restock & Office Service		75
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		19,765
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		0
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		0
F. Average Gross Distribution		19,765
G. Unclaimed / Returns		(204)*
H. Average Net Circulation		19,561



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5G. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 20-0010		Seminole Beacon Seminole, FL
Audit Period Summary		
Average Net Circulation	(5-H)	28,029
Average Gross Distribution	(5-F)	28,227
Average Net Press Run	(5-A)	28,277
Audit Period Detail		
A. Average Net Press Run		28,277
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		22,900
2. Controlled Bulk Delivery / Demand Distribution		5,102
3. Mail		0
4. Restock & Office Service		225
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		28,227
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		0
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		0
F. Average Gross Distribution		28,227
G. Unclaimed / Returns		(198)*
H. Average Net Circulation		28,029

6A. Audited Average Website Reporting

	Audit Period Average
Website Unique Visitors	Not Reported
Website Page Views	Not Reported

6B. Audited Online Edition Reporting

	Audit Period Average
Unique Digital Edition Visitors	Not Applicable
Digital Edition Page Views	Not Applicable

7. Explanatory

****Dunedin Beacon began publishing April 30, 2009 as a monthly edition. Paragraph 5D figures represent three quarters of circulation data.**

PARAGRAPH FIVE AUDIT PERIOD SUMMARY

AVERAGE NET CIRCULATION: See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: See audit period detail (F).

NET PRESS RUN: See audit period detail (A).

AUDIT PERIOD DETAIL

- A. 1. NET PRESS RUN: Average net press run during the audit period indicated. The net press run average does not include press waste, or start-up copies.
- B. 1. OFFICE / FILE: Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.
- C. CONTROLLED DISTRIBUTION (NON-PAID): Editions distributed by the publisher free of charge.
1. HOME DELIVERY: Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.
2. CONTROLLED BULK / DEMAND DISTRIBUTION: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
- D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.
1. HOME DELIVERY: Editions distributed by private carrier to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.
2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
- E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange.
1. HOME DELIVERY: Editions delivered by private carrier to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a voluntary pay basis. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of voluntary or sponsored newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
- F. 1. AVERAGE GROSS DISTRIBUTION: Average gross distribution for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)).
- G. 1. UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle *(See paragraph 12 for CVC return/unclaimed confirmation.)
- H. 1. AVERAGE NET CIRCULATION: Average net circulation for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)).

PARAGRAPH SIX (A)

UNIQUE VISITORS: A unique visitor to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

PAGE VIEWS: The transmittal of a full page contained within the website to the user's browser.

PARAGRAPH SIX (B)

UNIQUE DIGITAL EDITION VISITORS: Unique visitors to a digital edition publication where the user registers or where the user is identified or marked by a cookie, IP address, or other ID, within a defined time period (i.e. day, week or month).

A unique visitor counts once within the timescale. A visitor can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

DIGITAL EDITION PAGE VIEWS: Requests for files whose types are defined as pages; transmittals of full pages contained within the digital edition publication to the user's browser. Several page views are expected to be logged per Visit/Session.

8. Average Print Circulation History - Weekly

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/09-12/31/09	CVC	121,043	118,415	118,240	118,348
01/01/08-12/31/08	CVC	125,614	124,164	121,046	121,173
01/01/07-12/31/07	CVC	125,249	124,769	125,244	124,578
01/01/06-12/31/06	CVC	120,351	120,763	122,928	124,085
01/01/05-12/31/05	CVC	98,670	98,280	119,496	119,708
01/01/04-12/31/04	CVC	91,999	91,684	93,530	97,774
01/01/03-12/31/03	CVC	93,507	95,000	96,046	96,189
10/01/02-12/31/02	CVC	-	-	-	92,114

8B. Average Print Circulation History - Monthly

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
04/01/09-12/31/09	CVC	-	20,282	20,325	20,361

9A. Distribution by Zip Code (6/25/2009 Edition) Beach Beacon

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
33706	Saint Pete Beach	Pinellas	1,441	1,760	0	0	3,201
33707	South Pasadena	Pinellas	1,034	0	0	0	1,034
33708	Madeira Beach	Pinellas	3,200	1,860	0	0	5,060
33772	Seminole	Pinellas	0	25	0	150	175
33778	Largo	Pinellas	0	3	0	0	3
33785	Indian Shores	Pinellas	0	827	0	0	827
TOTAL			5,675	4,475	0	150	10,300

9B. Distribution by Zip Code (6/25/2009 Edition) Belleair Bee

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
33756	Belleair	Pinellas	1,475	705	0	0	2,180
33767	Clearwater Beach	Pinellas	1,275	3,377	0	0	4,652
33770	Belleair Bluffs	Pinellas	1,900	980	0	0	2,880
33772	Seminole	Pinellas	0	37	0	200	237
33778	Largo	Pinellas	0	6	0	0	6
33785	Indian Rocks Beach	Pinellas	1,350	755	0	0	2,105
33786	Belleair Beach	Pinellas	800	140	0	0	940
TOTAL			6,800	6,000	0	200	13,000

9C. Distribution by Zip Code (6/25/2009 Edition) Clearwater Beacon

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
33755	Clearwater	Pinellas	2,590	460	0	0	3,050
33756	Clearwater	Pinellas	3,050	1,105	0	0	4,155
33759	Clearwater	Pinellas	2,700	995	0	0	3,695
33760	Clearwater	Pinellas	900	0	0	0	900
33761	Clearwater	Pinellas	2,875	360	0	0	3,235
33763	Clearwater	Pinellas	2,375	270	0	0	2,645
33764	Clearwater	Pinellas	2,450	675	0	0	3,125
33765	Clearwater	Pinellas	1,810	775	0	0	2,585
33772	Seminole	Pinellas	0	47	0	125	172
33778	Largo	Pinellas	0	3	0	0	3
34684	Palm Harbor	Pinellas	0	60	0	0	60
34695	Safety Harbor	Pinellas	0	775	0	0	775
TOTAL			18,750	5,525	0	125	24,400



9D. Distribution by Zip Code (6/25/2009 Edition) Dunedin Beacon

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
33755	Clearwater	Pinellas	1,650	15	0	0	1,665
33761	Clearwater	Pinellas	0	290	0	0	290
33763	Clearwater	Pinellas	0	35	0	0	35
33765	Clearwater	Pinellas	0	250	0	0	250
33772	Seminole	Pinellas	0	40	0	300	340
34683	Palm Harbor	Pinellas	3,025	60	0	0	3,085
34698	Dunedin	Pinellas	11,300	3,635	0	0	14,935
TOTAL			15,975	4,325	0	300	20,600

9E. Distribution by Zip Code (6/25/2009 Edition) Largo Leader

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
33756	Clearwater	Pinellas	0	165	0	0	165
33760	Clearwater	Pinellas	1,050	265	0	0	1,315
33762	Clearwater	Pinellas	0	370	0	0	370
33764	Clearwater	Pinellas	1,000	629	0	0	1,629
33770	Largo	Pinellas	4,894	1,510	0	0	6,404
33771	Largo	Pinellas	4,334	3,050	0	0	7,384
33772	Largo	Pinellas	0	3	0	150	153
33773	Largo	Pinellas	1,312	655	0	0	1,967
33774	Largo	Pinellas	2,250	1,515	0	0	3,765
33778	Largo	Pinellas	910	438	0	0	1,348
TOTAL			15,750	8,600	0	150	24,500

9F. Distribution by Zip Code (6/25/2009 Edition) Pinellas Park Beacon

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
33702	Saint Petersburg	Pinellas	800	95	0	0	895
33709	Saint Petersburg	Pinellas	1,925	590	0	0	2,515
33710	Saint Petersburg	Pinellas	0	65	0	0	65
33713	Saint Petersburg	Pinellas	0	65	0	0	65
33714	Saint Petersburg	Pinellas	0	260	0	0	260
33762	Clearwater	Pinellas	700	160	0	0	860
33764	Clearwater	Pinellas	0	200	0	0	200
33772	Seminole	Pinellas	0	72	0	125	197
33773	Pinellas Park	Pinellas	850	140	0	0	990
33778	Largo	Pinellas	0	3	0	0	3
33781	Pinellas Park	Pinellas	5,925	1,725	0	0	7,650
33782	Pinellas Park	Pinellas	4,560	1,440	0	0	6,000
TOTAL			14,760	4,815	0	125	19,700



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9G. Distribution by Zip Code (6/25/2009 Edition) Seminole Beacon

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
33708	Saint Petersburg	Pinellas	1,931	650	0	0	2,581
33709	Saint Petersburg	Pinellas	0	350	0	0	350
33744	Bay Pines	Pinellas	0	100	0	0	100
33772	Seminole	Pinellas	5,332	2,050	0	275	7,657
33773	Largo	Pinellas	2,381	240	0	0	2,621
33774	Largo	Pinellas	2,250	45	0	0	2,295
33776	Seminole	Pinellas	5,225	620	0	0	5,845
33777	Largo	Pinellas	3,399	490	0	0	3,889
33778	Seminole	Pinellas	2,382	480	0	0	2,862
TOTAL			22,900	5,025	0	275	28,200

10A. Distribution by County (6/25/2009 Edition) Beach Beacon

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Pinellas	Indian Shores Largo Madeira Beach Saint Pete Beach Seminole South Pasadena	5,675	4,475	0	150	10,300
TOTAL		5,675	4,475	0	150	10,300

10B. Distribution by County (6/25/2009 Edition) Belleair Bee

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Pinellas	Belleair Belleair Beach Belleair Bluffs Clearwater Beach Indian Rocks Beach Largo Seminole	6,800	6,000	0	200	13,000
TOTAL		6,800	6,000	0	200	13,000

10C. Distribution by County (6/25/2009 Edition) Clearwater Beacon

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Pinellas	Clearwater Largo Palm Harbor Safety Harbor Seminole	18,750	5,525	0	125	24,400
TOTAL		18,750	5,525	0	125	24,400

10D. Distribution by County (6/25/2009 Edition) Dunedin Beacon

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Pinellas	Clearwater Dunedin Palm Harbor Seminole	15,975	4,325	0	300	20,600
TOTAL		15,975	4,325	0	300	20,600



10E. Distribution by County (6/25/2009 Edition) Largo Leader

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Pinellas	Clearwater Largo	15,750	8,600	0	150	24,500
TOTAL		15,750	8,600	0	150	24,500

10F. Distribution by County (6/25/2009 Edition) Pinellas Park Beacon

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Pinellas	Clearwater Largo Pinellas Park Saint Petersburg Seminole	14,760	4,815	0	125	19,700
TOTAL		14,760	4,815	0	125	19,700

10G. Distribution by County (6/25/2009 Edition) Seminole Beacon

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Pinellas	Bay Pines Largo Saint Petersburg Seminole	22,900	5,025	0	275	28,200
TOTAL		22,900	5,025	0	275	28,200

11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 2,362 residents in the primary market areas indicated in paragraph nine. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, and further identify the number of residents who read or look through the publication. The interviews took place throughout the audit period between the hours of 5:30 PM-8:30 PM and 10:00 AM-2:00 PM. All respondents identified themselves as 18 or older.

1. Tampa Bay Newspapers are distributed regularly in your area. Do you receive Tampa Bay Newspapers on a regular basis?

2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Tampa Bay Newspapers?

CVC interviews indicate that 2,274 of 2,362 households or 96.3% indicated they receive Tampa Bay Newspapers on a regular basis.

CVC interviews indicate that 1,775 of 2,274 or 78.1% indicate they regularly read or look through Tampa Bay Newspapers.

*Households reporting stop delivery requests were excluded from the survey.

The Circulation Verification Council estimates that all the information in this text box has a minimum accuracy level of +/-2.5%.

12. Verification of Distribution

Controlled Bulk / Demand Distribution

The Circulation Verification Council interviewed and/or visited controlled bulk/demand distribution locations chosen randomly from the publication's delivery list. The purpose was to identify the number of locations who indicate they receive the publication on a regular basis, and further verify the number of publications distributed at the beginning of the edition cycle, and the number of editions left unclaimed by readers at the end of the edition cycle.

CVC interviews indicate that 100% of reported controlled bulk drop locations indicated they received Tampa Bay Newspapers on a regular basis.

CVC interviews indicate that less than 4% of Tampa Bay Newspapers' controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.

13. Paid Reporting Analysis

HOME DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
MAIL	Basic Rates: \$100.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
SINGLE COPY	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A
OTHER:	

14. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of the audit in compliance with CVC Rules and Requirements. In our opinion, this report fairly and accurately represents the publication's printing, distribution, and circulation for the period indicated.



www.cvcaudit.com

The current status of this report expires March 31, 2011.

If this report is presented after March 31, 2011 please call the toll-free number listed below.



Tampa Bay Newspapers - Seminole, FL - 20-0902 - Supplemental Readership Study

The Circulation Verification Council interviewed 2,453 residents in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, identify the number of residents who read or look through the publication, and gather readership study information useful for advertising purchase decisions. Market statistics estimates appearing in CVC reports are obtained from EASI Software. The population studied consisted of adults age 18 and over, living in households within the survey area. Within this area, each household and each adult within the household had a known (or "non-zero") probability of being selected for the sample. Interviews were conducted solely with pre-designated respondents and no substitutions were permitted. The verification and readership study took place throughout the audit cycle between the hours of 5:30 PM and 8:30 PM and 10:00 AM and 2:00 PM. Initial interview attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed interviews is required with no more than one interview per household. Interview Procedures: To ensure the highest degree of comparability and to facilitate the auditing process, a standard, consistent, specified list of interview questions was asked. Interviews were conducted by CVC with supervision, interview training, and monitoring capabilities. Interviews were conducted over a minimum period of four weeks to minimize the impact of weather and/or special events. Every effort was made to ensure that interviews were assigned randomly by day and that an approximately equal number of interviews were completed on each interviewing day. Where appropriate, data was balanced and/or weighted by ZIP code using up-to-date known demographics: gender, age, number of adults in household and ethnicity in those cases where one minority comprised no less than ten percent of the total population. Non-responses to any single question were eliminated from the survey. In all cases, at least six attempts were made to contact all pre-designated respondents. The telephone rang a minimum of six times each time a number was dialed before the attempt was classified as a "no answer." Each number was dialed at different times and, as necessary, on different days. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful interview; and to the extent feasible, callbacks were scheduled on a random basis. At least one callback attempt per respondent was made on a weekend. During the interview process, no questions were asked prior to the publication readership question, with the exception of a qualifying question designed to determine the ZIP code of recipient residence; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to the publication itself or the nature of the study. This study followed recommended guidelines developed in part from the Advertising Research Foundation (ARF) readership guidelines. Survey totals may not equal 100% due to rounding. The Circulation Verification Council estimates that all the information in this survey has a maximum error margin of +/-2.5 at the 95% confidence level. *1,775 Survey respondents were interviewed during the verification of home delivery and mail distribution. 678 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution.

- **Average readers per edition during the audit period: 1.711**
*Readership estimates compiled from 2009 CVC circulation & readership study data.

1. Tampa Bay Newspapers is distributed regularly in your area. Do you or someone in your household regularly read or look through Tampa Bay Newspapers?

YES 2,453 Survey Respondents

2. Do you frequently purchase products or services from ads seen in Tampa Bay Newspapers?

YES 1,891 77.1%
NO 562 22.9%

3. How long do you keep Tampa Bay Newspapers before discarding it?

56% 1-2 Days
08% 3-4 Days
22% 5-6 Days
14% 1 Week or More

4. Please select the category that best describes your age.

Reader Demographics	Market Demographics	
01%	03%	18 - 20
03%	05%	21 - 24
12%	13%	25 - 34
21%	16%	35 - 44
25%	18%	45 - 54
20%	16%	55 - 64
13%	12%	65 - 74
05%	17%	75 years or older

5. What category best describes your combined annual household income for last year?

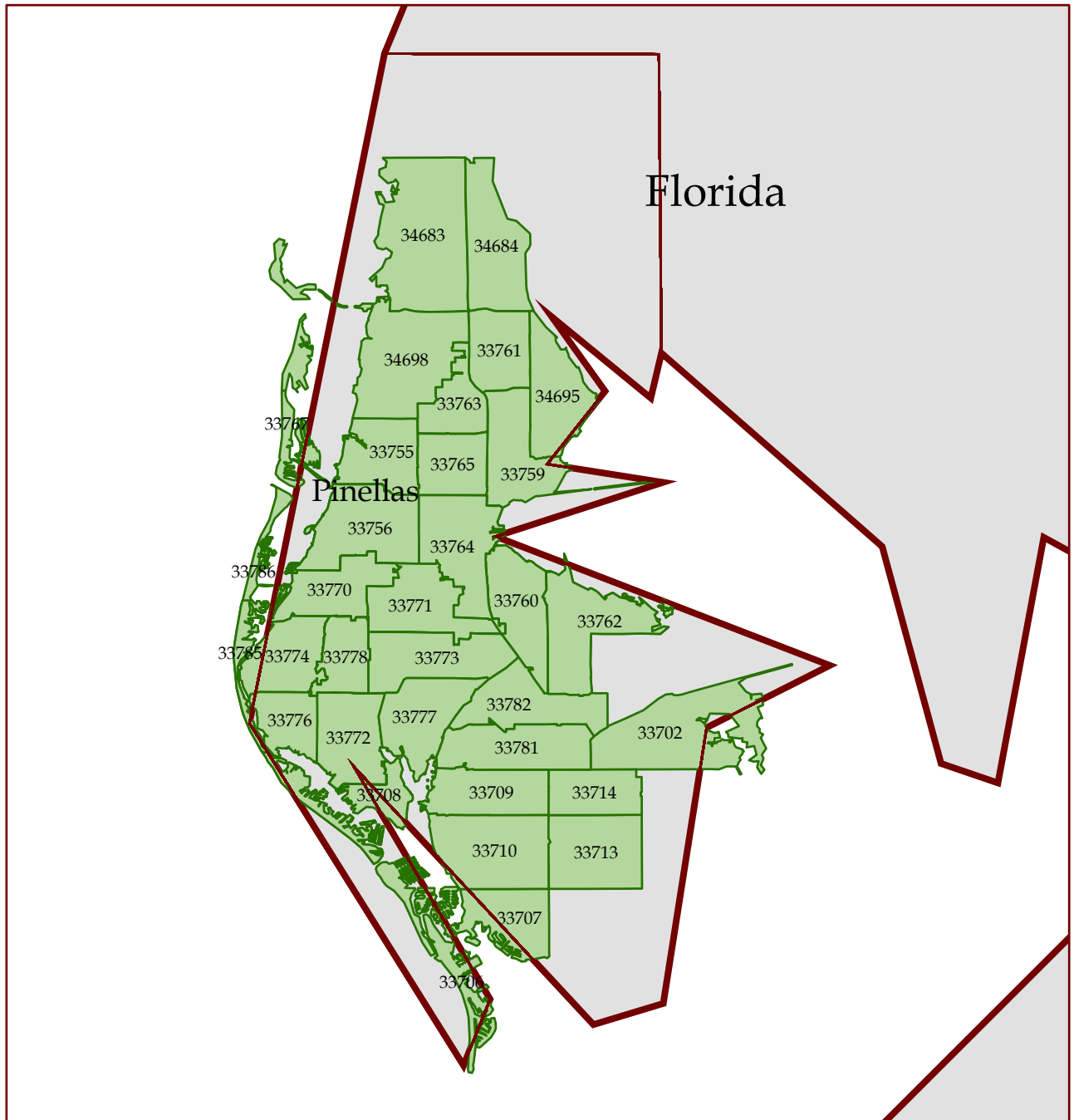
Reader Demographics	Market Demographics	
13%	25%	Under \$25,000
32%	30%	\$25,001 - \$49,999
24%	19%	\$50,000 - \$74,999
15%	12%	\$75,000 - \$99,999
11%	09%	\$100,000 - \$149,999
05%	05%	Over \$150,000

6. What is the highest level of education you have obtained?

Reader Demographics	Market Demographics	
04%	14%	Some High School or Less
33%	30%	Graduated High School
35%	33%	Some College
23%	15%	Graduated College
05%	08%	Completed Post Graduate




7. Which of the following products or services do you plan to purchase during the next twelve months?

		(% = Positive respondents)
13%	New Automobile	
08%	Used Automobile	
15%	Antiques / Auctions	
41%	Furniture / Home Furnishings	
17%	Major Home Appliance	
12%	Home Computers	
32%	Home Improvements / Supplies	
37%	Television / Electronics	
16%	Carpet / Flooring	
63%	Automobile Accessories (tires, brakes & service)	
60%	Lawn & Garden	
36%	Florist / Gift Shops	
24%	Home Heating / Air Conditioning (service, new equipment)	
43%	Vacations / Travel	
03%	Real Estate	
74%	Men's Apparel	
86%	Women's Apparel	
34%	Children's Apparel	
01%	Boats / Personal Watercraft	
22%	Art & Crafts Supplies	
16%	Childcare	
32%	Education / Classes	
12%	Attorney	
19%	Veterinarian	
19%	Chiropractor	
26%	Financial Planner (Retirement, Investing)	
62%	Tax Advisor / Services	
32%	Health Club / Exercise Class	
32%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)	
04%	Weight Loss	
25%	Lawn Care Service (Maintenance & Landscaping)	
53%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)	
78%	Pharmacist / Prescription Service	
22%	Cellular Phone New/Update Service	
81%	Dining & Entertainment	
22%	Jewelry	
09%	Wedding Supplies	
38%	Athletic & Sports Equipment	



Tampa Bay Newspapers Seminole, Florida

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

