

DEMOCRAT AND CHRONICLE

Rochester (Monroe County), New York

12 months ended September 30, 2014

AUDIT REPORT Newspaper

	Avg							Sat
	Sun	Mon-Fri	Mon	Tue	Wed	Thu	Fri	
EXECUTIVE SUMMARY	141,156	92,443	93,651	87,312	87,168	97,409	96,681	111,025
Democrat & Chronicle								
Print (See Par. 1A)	123,158	82,106	80,320	76,068	77,573	88,467	88,106	106,315
Digital Replica (See Par. 1B)	1,513	6,258	9,304	7,125	5,336	4,834	4,693	1,675
Digital Nonreplica (See Par. 1C)	3,112	4,079	4,027	4,119	4,259	4,108	3,882	3,035
Total Circulation Excluding Branded Editions	127,783	92,443	93,651	87,312	87,168	97,409	96,681	111,025
Branded Editions								
yes! Your Essential Shopper - (See Par. 1D)	13,373							
TOTAL AVERAGE CIRCULATION	141,156	92,443	93,651	87,312	87,168	97,409	96,681	111,025

TOTAL CONSUMER ACCOUNTS

Sun July 20, 2014	117,615
Thu July 17, 2014	80,875
See Par. 5	

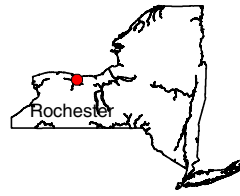
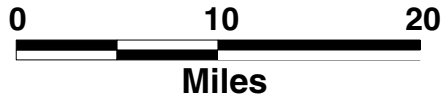
Audience Snapshot

PRINT READERSHIP: In Market				ONLINE READERSHIP: In Market			NET COMBINED AUDIENCE: In Market (unduplicated)			WEBSITE 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		July 2014		
DMA Readers	394,130	283,082	508,821	DMA Readers	138,780	184,482	DMA Audience	541,057	552,168	Total Unique Browsers	1,480,202
Reach	48.6%	34.9%	62.8%	Reach	17.1%	22.8%	Reach	66.8%	68.2%	Page Impressions/ Views	9,607,056
NDM* Readers	363,356	258,427	455,424	NDM* Readers	129,387	172,189	NDM* Audience	485,316	495,693		
Reach	51.6%	36.7%	64.7%	Reach	18.4%	24.5%	Reach	68.9%	70.4%		
Source: 2014 Release 1 Scarborough Report. Copyright 2014, Scarborough Research. All rights reserved.										Source: AAM Digital Audit, See Explanatory	





Publishing Plans

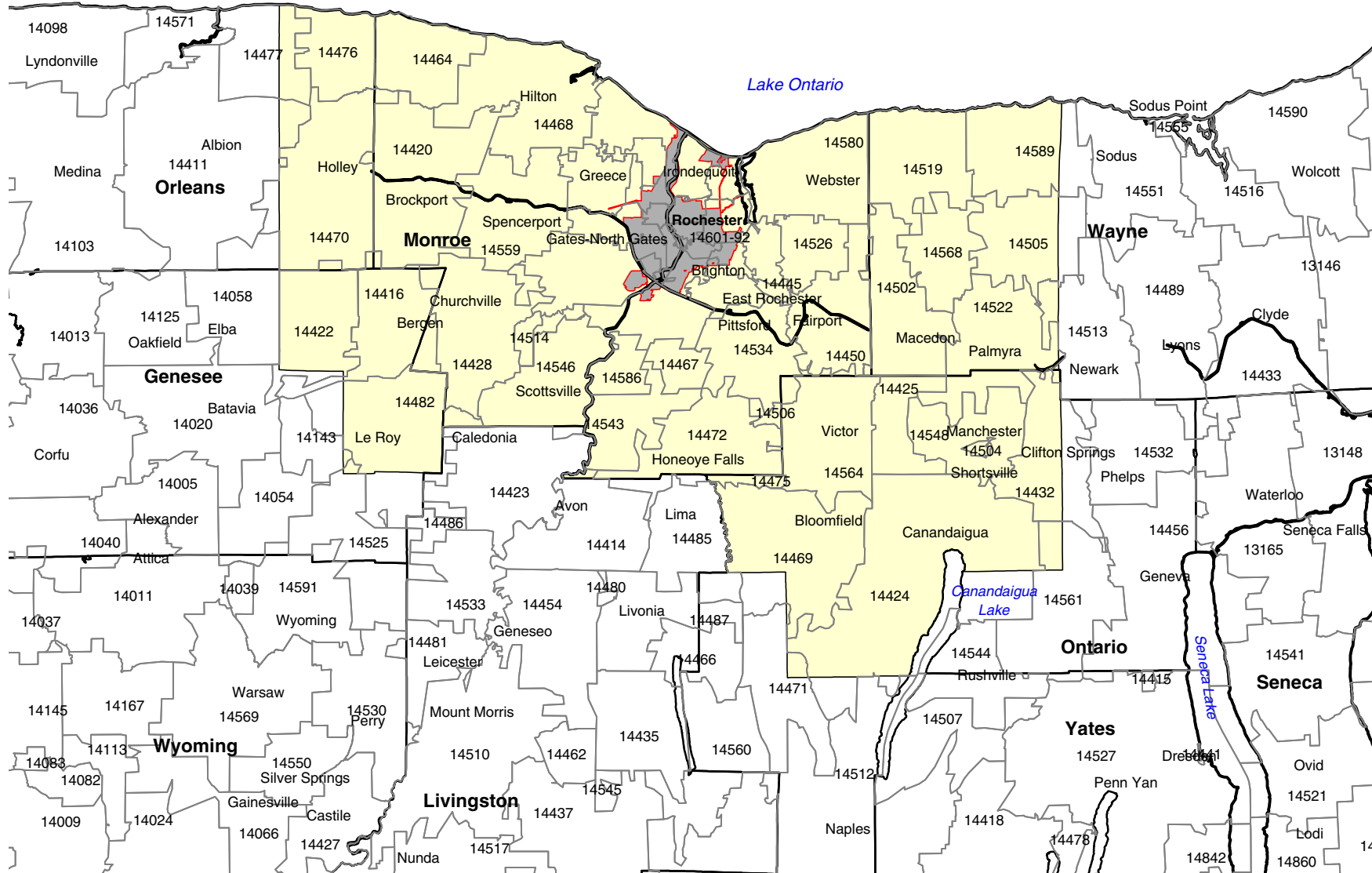
Democrat and Chronicle	Frequency: Daily Delivery Vehicle(s): Print, online Website(s): www.democratandchronicle.com
yes! Your Essential Shopper	Frequency: Sunday Delivery Vehicle(s): Print

NEWSPAPER DESIGNATED MARKET / ROCHESTER, NEW YORK



LEGEND

-  COUNTY BOUNDARY
-  ZIP CODE BOUNDARY
-  ROCHESTER CORPORATE LIMITS
-  BALANCE OF NEWSPAPER DESIGNATED MARKET



	Sun	Avg Mon-Fri	Mon	Tue	Wed	Thu	Fri	Sat
1A. DEMOCRAT & CHRONICLE - PRINT								
Paid Circulation								
Individually Paid Circulation								
Home Delivery and Mail	101,173	71,191	69,778	65,315	66,868	76,564	77,433	96,135
Single Copy Sales	20,280	8,151	7,872	7,970	7,943	9,019	7,950	8,503
Total Average Individually Paid Circulation	121,453	79,342	77,650	73,285	74,811	85,583	85,383	104,638
Business/Traveler Paid Circulation								
Group Subscriptions (Designated Employees)	392	701	658	689	680	796	684	411
Hotel Distribution - Room/Lobby Copies	245	101	101	101	101	101	101	197
Total Average Business/Traveler Paid Circulation	637	802	759	790	781	897	785	608
Total Average Paid Circulation - Print	122,090	80,144	78,409	74,075	75,592	86,480	86,168	105,246
Qualified Circulation								
Single Copy								
Educational Copies		894	843	925	913	919	870	1
Employee/Independent Contractor	1,068	1,068	1,068	1,068	1,068	1,068	1,068	1,068
Total Average Single Copy	1,068	1,962	1,911	1,993	1,981	1,987	1,938	1,069
Total Average Qualified Circulation - Print	1,068	1,962	1,911	1,993	1,981	1,987	1,938	1,069
Total Average Circulation - Print	123,158	82,106	80,320	76,068	77,573	88,467	88,106	106,315

	Sun	Avg Mon-Fri	Mon	Tue	Wed	Thu	Fri	Sat
1B. DEMOCRAT & CHRONICLE - DIGITAL REPLICA								
Paid Circulation								
Subscription	1,510	2,450	2,535	2,639	2,597	2,307	2,174	1,672
Total Average Paid Circulation - Digital Replica	1,510	2,450	2,535	2,639	2,597	2,307	2,174	1,672
Qualified Circulation: Opt-in								
Educational Copies	3	3,808	6,769	4,486	2,739	2,527	2,519	3
Total Average Qualified Circulation - Digital Replica	3	3,808	6,769	4,486	2,739	2,527	2,519	3
Total Average Circulation - Digital Replica	1,513	6,258	9,304	7,125	5,336	4,834	4,693	1,675
Total Average Circulation - Print & Digital Replica	124,671	88,364	89,624	83,193	82,909	93,301	92,799	107,990

1C. DEMOCRAT & CHRONICLE - DIGITAL NONREPLICA								
Paid Circulation								
Restricted Access Website	2,076	3,011	2,949	3,040	3,166	3,052	2,847	2,030
Tablet	399	403	409	407	413	399	386	383
Mobile/Smartphone	637	665	669	672	680	657	649	622
Total Average Paid Circulation - Digital Nonreplica	3,112	4,079	4,027	4,119	4,259	4,108	3,882	3,035
Total Average Circulation - Digital Nonreplica	3,112	4,079	4,027	4,119	4,259	4,108	3,882	3,035
TOTAL AVERAGE CIRCULATION - PRINT & DIGITAL REPLICA AND NONREPLICA	127,783	92,443	93,651	87,312	87,168	97,409	96,681	111,025

	Sun	Avg Mon-Fri	Mon	Tue	Wed	Thu	Fri	Sat
1D. YES! YOUR ESSENTIAL SHOPPER - PRINT								
Qualified Circulation								
Home Delivery								
Requested	7,966							
Targeted	5,407							
Total Average Home Delivery	13,373							
Total Average Qualified Circulation - Print	13,373							
TOTAL AVERAGE CIRCULATION - PRINT	13,373							

2. TOTAL AVERAGE CIRCULATION By Market (See Par. 5 for description of area):

	Sun	Avg Mon-Fri	Mon	Tue	Wed	Thu	Fri	Sat
NEWSPAPER DESIGNATED MARKET - PRINT								
Paid Circulation								
Individually Paid Circulation								
Home Delivery and Mail	93,221	65,204	63,865	59,721	61,165	70,235	71,036	88,467
Single Copy Sales	15,848	6,353	6,083	6,229	6,187	7,100	6,164	6,447
Newspaper Designated Market - Total Average Individually Paid Circulation	109,069	71,557	69,948	65,950	67,352	77,335	77,200	94,914
Business/Traveler Paid Circulation								
Group Subscriptions (Designated Employees)	377	621	581	608	600	718	598	396
Hotel Distribution - Room/Lobby Copies	240	96	96	96	96	96	96	192
Newspaper Designated Market - Total Average Business/Traveler Paid Circulation	617	717	677	704	696	814	694	588
Newspaper Designated Market - Total Average Paid Circulation - Print	109,686	72,274	70,625	66,654	68,048	78,149	77,894	95,502
Qualified Circulation								
Single Copy								
Educational Copies		693	657	719	710	707	672	1
Employee/Independent Contractor	1,068	1,068	1,068	1,068	1,068	1,068	1,068	1,068
Newspaper Designated Market - Total Average Single Copy	1,068	1,761	1,725	1,787	1,778	1,775	1,740	1,069
Newspaper Designated Market - Total Average Qualified Circulation - Print	1,068	1,761	1,725	1,787	1,778	1,775	1,740	1,069
Newspaper Designated Market - Total Average Circulation - Print	110,754	74,035	72,350	68,441	69,826	79,924	79,634	96,571
OUTSIDE NEWSPAPER DESIGNATED MARKET - PRINT								
Paid Circulation								
Individually Paid Circulation								
Home Delivery and Mail	7,952	5,987	5,913	5,594	5,703	6,329	6,397	7,668
Single Copy Sales	4,432	1,798	1,789	1,741	1,756	1,919	1,786	2,056
Outside Newspaper Designated Market - Total Average Individually Paid Circulation	12,384	7,785	7,702	7,335	7,459	8,248	8,183	9,724
Business/Traveler Paid Circulation								
Group Subscriptions (Designated Employees)	15	80	77	81	80	78	86	15
Hotel Distribution - Room/Lobby Copies	5	5	5	5	5	5	5	5
Outside Newspaper Designated Market - Total Average Business/Traveler Paid Circulation	20	85	82	86	85	83	91	20
Outside Newspaper Designated Market - Total Average Paid Circulation - Print	12,404	7,870	7,784	7,421	7,544	8,331	8,274	9,744
Qualified Circulation								
Single Copy								
Educational Copies		201	186	206	203	212	198	
Outside Newspaper Designated Market - Total Average Single Copy		201	186	206	203	212	198	
Outside Newspaper Designated Market - Total Average Qualified Circulation - Print		201	186	206	203	212	198	
Outside Newspaper Designated Market - Total Average Circulation - Print	12,404	8,071	7,970	7,627	7,747	8,543	8,472	9,744
Total Average Circulation - Print	123,158	82,106	80,320	76,068	77,573	88,467	88,106	106,315
Total Digital Replica	1,513	6,258	9,304	7,125	5,336	4,834	4,693	1,675
Total Digital Nonreplica	3,112	4,079	4,027	4,119	4,259	4,108	3,882	3,035
Total Branded Editions	13,373							
TOTAL AVERAGE CIRCULATION	141,156	92,443	93,651	87,312	87,168	97,409	96,681	111,025

AUDIT STATEMENT

	Sun			Avg Mon-Fri			Mon			Tue		
	Audited Circulation	Publisher's Statement Claim	Difference	Audited Circulation	Publisher's Statement Claim	Difference	Audited Circulation	Publisher's Statement Claim	Difference	Audited Circulation	Publisher's Statement Claim	Difference
Democrat and Chronicle (Excluding Branded Editions)	127,783	127,783		92,443	92,443		93,651	93,651		87,312	87,312	
yes! Your Essential Shopper	13,373	11,822	1,551									
Total Average Circulation	141,156	139,605	1,551	92,443	92,443		93,651	93,651		87,312	87,312	

	Wed			Thu			Fri			Sat		
	Audited Circulation	Publisher's Statement Claim	Difference	Audited Circulation	Publisher's Statement Claim	Difference	Audited Circulation	Publisher's Statement Claim	Difference	Audited Circulation	Publisher's Statement Claim	Difference
Democrat and Chronicle (Excluding Branded Editions)	87,168	87,168		97,409	97,409		96,681	96,681		111,025	111,025	
yes! Your Essential Shopper											1,551	-1,551
Total Average Circulation	87,168	87,168		97,409	97,409		96,681	96,681		111,025	112,576	-1,551

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

Calendar Quarter Ended	Sun	Avg	Mon	Tue	Wed	Thu	Fri	Sat
	Total Avg. Circ.	Mon-Fri Total Avg. Circ.	Total Avg. Circ.	Total Avg. Circ.	Total Avg. Circ.	Total Avg. Circ.	Total Avg. Circ.	Total Avg. Circ.
December 26, 2010	178,171	122,562	121,721	121,887	116,823	126,541	125,836	136,864
March 27, 2011	172,124	117,509	125,166	115,274	112,030	118,843	116,231	132,734
June 26, 2011	175,521	119,023	120,218	118,649	116,546	121,761	117,941	133,736
September 25, 2011	171,335	114,758	118,436	111,624	113,095	112,942	117,694	131,864
December 25, 2011	170,875	117,797	117,675	112,690	112,585	121,427	124,608	130,298
March 25, 2012	164,853	111,209	117,588	107,269	104,853	108,664	117,670	125,802
June 24, 2012	158,562	109,222	111,871	107,376	107,529	108,815	110,521	125,216
September 23, 2012	151,289	101,598	102,418	98,758	101,158	103,198	102,458	119,875
December 30, 2012	149,587	105,239	111,057	102,956	98,222	108,859	105,103	119,644
March 31, 2013	151,997	100,485	105,792	99,184	92,874	101,633	102,940	116,557
June 30, 2013	153,478	98,414	101,119	94,782	92,107	102,674	101,390	119,230
September 29, 2013	150,334	95,500	94,055	90,612	89,725	103,340	99,767	117,850
December 29, 2013	146,667	95,412	99,144	88,997	88,479	101,876	98,563	114,937
March 30, 2014	140,764	92,791	95,938	87,216	88,823	96,472	95,504	110,937
June 29, 2014	139,332	93,348	93,510	89,322	87,578	97,813	98,517	110,047
September 28, 2014	137,860	88,222	86,012	83,706	83,787	93,467	94,138	108,173

Effective with the December 2010 AAM reports, a change was made in the qualification and reporting formats.

3. ACTUAL ONE-DAY GROSS DISTRIBUTION AND AVERAGE PROJECTED CIRCULATION AVERAGES BY COUNTIES:

Sun, July 20, 2014; Thu, July 17, 2014.

(OH's) Occupied Households - #1-1-14 The Nielsen Company (U.S.), Inc.

The "Average Projected Circulation" (Avg. Proj. Circ.) has been arrived at by projecting the audit period averages to the one day distribution figures in this report.

State County	OH's #1-1-14 Estimate	Democrat and Chronicle						Sun		yes! Your Essential Shopper						
		Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Qualified	Total	Sun Avg. Proj. Circ.*	Hshld. Cov.	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Qualified	Total	Sun Avg. Proj. Circ.*
NEW YORK																
ALLEGANY	17,945	37	160			197	197	197	1.1%							
CAYUGA	31,467		56			56	56	56	0.2%							
GENESEE	23,903	1,202	544	15		1,761	1,761	1,761	7.4%							
JEFFERSON	46,336		140			140	140	140	0.3%							
LIVINGSTON	24,426	4,168	1,580	5		5,753	5,753	5,753	23.6%							
MONROE	304,990	77,185	14,950	446		92,581	1,066	93,647	30.7%				13,794	13,794	12,808	4.2%
ONONDAGA	188,572		295			295	295	295	0.2%							
ONTARIO	43,805	5,889	1,704	45		7,638	7,638	7,638	17.4%				608	608	564	1.3%
ORLEANS	16,010	1,231	679			1,910	1,910	1,910	11.9%							
SCHUYLER	7,695		26			26	26	26	0.3%							
SENECA	13,487	198	132			330	330	330	2.4%							
STEUBEN	40,609	486	740			1,226	1,226	1,226	3.0%							
WAYNE	36,474	6,367	1,890			8,257	8,257	8,257	22.6%							
WYOMING	15,569	360	330			690	690	690	4.4%							
YATES	9,497	135	615	14		764	764	764	8.0%							
Miscellaneous Counties		261	181			442	442	442					1	1	1	
TOTAL IN NEW YORK		97,519	24,022	525		122,066	1,066	123,132					14,403	14,403	13,373	
All Other		25				25		25								
TOTAL PRINT CIRCULATION		97,544	24,022	525		122,091	1,066	123,157					14,403	14,403	13,373	
DIGITAL REPLICA CIRCULATION			1,521			1,521	4	1,525	1,513							
DIGITAL NONREPLICA CIRCULATION		4,147				4,147		4,147	3,112							
TOTAL AVERAGE CIRCULATION		103,212	24,022	525		127,759	1,070	128,829					14,403	14,403	13,373	

State County	OH's #1-1-14 Estimate	Thu Democrat and Chronicle						Thu Avg. Proj. Circ.*	Hshld. Cov.
		Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Qualified	Total		
NEW YORK									
ALLEGANY	17,945	20	41		61		61	62	0.3%
CAYUGA	31,467		32		32		32	32	0.1%
GENESEE	23,903	817	269	20	1,106	1	1,107	1,122	4.7%
JEFFERSON	46,336	1	75		76		76	77	0.2%
LIVINGSTON	24,426	3,197	653	5	3,855	23	3,878	3,929	16.1%
MONROE	304,990	58,459	7,290	601	66,350	1,750	68,100	68,996	22.6%
ONONDAGA	188,572		270		270		270	274	0.1%
ONTARIO	43,805	4,294	801	20	5,115	11	5,126	5,193	11.9%
ORLEANS	16,010	881	231		1,112	10	1,122	1,137	7.1%
SCHUYLER	7,695								
SENECA	13,487	187	160		347	1	348	353	2.6%
STEUBEN	40,609	407	343		750	1	751	761	1.9%
WAYNE	36,474	4,463	656		5,119	11	5,130	5,198	14.3%
WYOMING	15,569	274	114		388		388	393	2.5%
YATES	9,497	97	300		397	1	398	403	4.2%
Miscellaneous Counties		330	182		512	3	515	522	
TOTAL IN NEW YORK		73,427	11,417	646	85,490	1,812	87,302	88,452	
All Other		16			16		16	15	
TOTAL PRINT CIRCULATION		73,443	11,417	646	85,506	1,812	87,318	88,467	
DIGITAL REPLICA CIRCULATION		2,202			2,202	2,847	5,049	4,834	
DIGITAL NONREPLICA CIRCULATION		5,230			5,230		5,230	4,108	
TOTAL AVERAGE CIRCULATION		80,875	11,417	646	92,938	4,659	97,597	97,409	

#County population and occupied household estimates appearing in AAM reports are obtained from The Nielsen Company (U.S.), Inc. Estimates for AAM 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 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, #1-1-14 The Nielsen Company (U.S.), Inc., See Par. 5.

STATE ZIP Code		OH's #1-1-14 Estimate	Democrat and Chronicle					Sun			yes! Your Essential Shopper					Sun	
			Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Qualified	Total	Sun Avg. Proj. Circ.	Hshld. Cov.	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Qualified	Total	Sun Avg. Proj. Circ.
NEW YORK																	
13057	East Syracuse	6,508		295		295		295		295	4.5%						
13064	Fair Haven			56		56		56		56							
13143	Red Creek	1,091	19	16		35		35		35	3.2%						
13146	Savannah	848	21	11		32		32		32	3.8%						
13148	Seneca Falls	4,531	99	59		158		158		158	3.5%						
13165	Waterloo	4,340	99	73		172		172		172	4.0%						
13601	Watertown	16,838		140		140		140		140	0.8%						
14011	Attica	2,483	12	23		35		35		35	1.4%						
14020	Batavia	9,496	232	220	15	467		467		467	4.9%						
14058	Elba	867	34	32		66		66		66	7.6%						
14098	Lyndonville	1,162	32	35		67		67		67	5.8%						
14103	Medina	4,394	46	85		131		131		131	3.0%						
14125	Oakfield	1,391	19	17		36		36		36	2.6%						
14143	Stafford	468	45	4		49		49		49	10.5%						
14411	Albion	4,973	342	288		630		630		630	12.7%						
14414	Avon	3,054	754	230		984		984		984	32.2%						
14416	Bergen	1,458	255	41		296		296		296	20.3%						
14418	Branchport	569		67		67		67		67	11.8%						
14420	Brockport	7,461	1,402	600	5	2,007		2,007		2,007	26.9%						
14422	Byron	964	100	41		141		141		141	14.6%						
14423	Caledonia	1,914	465	158		623		623		623	32.5%						
14424	Canandaigua	11,757	1,553	578	20	2,151		2,151		2,151	18.3%						
14425	Farmington	4,220	666	115	15	796		796		796	18.9%						
14427	Castile	804	32	29		61		61		61	7.6%						
14428	Churchville	3,425	1,057	95		1,152		1,152		1,152	33.6%						
14429	Clarendon			25		25		25		25							
14432	Clifton Springs	2,172	183	59		242		242		242	11.1%						
14433	Clyde	1,723	89	35		124		124		124	7.2%						
14435	Conesus	1,266	271	48		319		319		319	25.2%						
14437	Dansville	3,990	432	253	5	690		690		690	17.3%						
14445	East Rochester	3,640	689	320	5	1,014		1,014		1,014	27.9%						
14450	Fairport	17,016	6,037	767	16	6,820		6,820		6,820	40.1%			2,025	2,025	1,880	11.0%

14454	Geneseo	3,186	616	285		901	901	901	28.3%				
14456	Geneva	7,813	349	168		517	517	517	6.6%				
14462	Groveland	158	37			37	37	37	23.4%				
14464	Hamlin	2,733	565	194		759	759	759	27.8%				
14466	Hemlock	699	96	30		126	126	126	18.0%				
14467	Henrietta	3,849	1,112	68	50	1,230	1,230	1,230	32.0%	426	426	396	10.3%
14468	Hilton	7,036	2,217	353		2,570	2,570	2,570	36.5%				
14469	Bloomfield	2,467	316	63		379	379	379	15.4%				
14470	Holley	3,170	496	155		651	651	651	20.5%				
14471	Honeoye	1,176	206	162		368	368	368	31.3%				
14472	Honeoye Falls	3,376	1,022	158		1,180	1,180	1,180	35.0%				
14476	Kendall	837	168	37		205	205	205	24.5%				
14477	Kent	721	95	28		123	123	123	17.1%				
14480	Lakeville	337	64	72		136	136	136	40.4%				
14481	Leicester	701	92	41		133	133	133	19.0%				
14482	Le Roy	3,661	447	160		607	607	607	16.6%				
14485	Lima	1,608	336	61		397	397	397	24.7%				
14486	Linwood	131	29	4		33	33	33	25.2%				
14487	Livonia	2,351	524	130		654	654	654	27.8%				
14489	Lyons	2,944	228	66		294	294	294	10.0%				
14502	Macedon	4,164	959	265		1,224	1,224	1,224	29.4%				
14504	Manchester	736	71	83		154	154	154	20.9%				
14505	Marion	1,948	397	79		476	476	476	24.4%				
14506	Mendon	447	151	72		223	223	223	49.9%	54	54	50	11.2%
14507	Middlesex	570	57	5		62	62	62	10.9%				
14510	Mount Morris	2,149	288	121		409	409	409	19.0%				
14511	Mumford		43			43	43	43					
14512	Naples	1,987	213	85		298	298	298	15.0%				
14513	Newark	5,554	625	320		945	945	945	17.0%				
14514	North Chili	2,473	658	2		660	660	660	26.7%				
14516	North Rose	871	144	22		166	166	166	19.1%				
14517	Nunda	1,140	130	106		236	236	236	20.7%				
14519	Ontario	4,624	1,308	260		1,568	1,568	1,568	33.9%				
14522	Palmyra	3,902	677	217		894	894	894	22.9%				
14525	Pavilion	1,081	70	29		99	99	99	9.2%				
14526	Penfield	8,187	3,023	486		3,509	3,509	3,509	42.9%	757	757	703	8.6%
14527	Penn Yan	4,954	4	407	14	425	425	425	8.6%				
14530	Perry	2,289	187	142		329	329	329	14.4%				
14532	Phelps	1,789	114	50		164	164	164	9.2%				
14533	Piffard	863	119	43		162	162	162	18.8%				
14534	Pittsford	12,092	5,109	135	15	5,259	5,259	5,259	43.5%	1,130	1,130	1,049	8.7%
14543	Rush	1,167	468	35		503	503	503	43.1%				

STATE ZIP Code	Sun																
	Democrat and Chronicle							yes! Your Essential Shopper							Sun		
	OH's #1-1-14 Estimate	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Qualified	Total	Sun Avg. Proj. Circ.	Hshld. Cov.	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Qualified	Total	Sun Avg. Proj. Circ.	Hshld. Cov.
NEW YORK (Cont'd)																	
14544	Rushville	817	74	44		118	118	118	14.4%								
14546	Scottsville	2,101	520	82		602	602	602	28.7%								
14548	Shortsville	1,660	152	16		168	168	168	10.1%								
14550	Silver Springs	661	27	25		52	52	52	7.9%								
14551	Sodus	2,134	314	103		417	417	417	19.5%								
14555	Sodus Point	484	130	106		236	236	236	48.8%								
14559	Spencerport	6,851	2,289	356		2,645	2,645	2,645	38.6%								
14560	Springwater	908	110	34		144	144	144	15.9%								
14561	Stanley	1,048	81			81	81	81	7.7%								
14564	Victor	5,871	1,759	229	10	1,998	1,998	1,998	34.0%				608	608	565	9.6%	
14568	Walworth	2,156	574	67		641	641	641	29.7%								
14569	Warsaw	2,531	76	100		176	176	176	7.0%								
14571	Waterport	450	52	26		78	78	78	17.3%								
14572	Wayland	2,071	188	129		317	317	317	15.3%								
14580	Webster	20,673	7,495	1,135	57	8,687	8,687	8,687	42.0%				2,037	2,037	1,891	9.1%	
14585	West Bloomfield		20	32		52	52	52									
14586	West Henrietta	3,954	859	14		873	873	873	22.1%								
14589	Williamson	3,097	649	177		826	826	826	26.7%								
14590	Wolcott	2,154	233	146		379	379	379	17.6%								
14591	Wyoming	675	26	11		37	37	37	5.5%								
14604	Rochester	1,216	87	63	38	188	188	188	15.5%								
14605	Rochester	4,409	179	55		234	234	234	5.3%								
14606	Rochester	11,121	2,188	708		2,896	2,896	2,896	26.0%								
14607	Rochester	9,634	613	170	10	793	793	793	8.2%								
14608	Rochester	5,253	268	65		333	333	333	6.3%								
14609	Rochester	17,975	2,954	407		3,361	3,361	3,361	18.7%								
14610	Rochester	7,159	1,951	434	6	2,391	2,391	2,391	33.4%								
14611	Rochester	7,134	509	167	10	686	686	686	9.6%								
14612	Rochester	14,585	4,696	774		5,470	5,470	5,470	37.5%				1,441	1,441	1,338	9.2%	
14613	Rochester	5,534	434	111		545	545	545	9.8%								
14614	Rochester		48	14	20	82	1,066	1,148	1,148								
14615	Rochester	6,704	1,263	221	46	1,530	1,530	1,530	22.8%								
14616	Rochester	12,114	3,280	958		4,238	4,238	4,238	35.0%				1,302	1,302	1,209	10.0%	
14617	Rochester	9,665	3,367	464		3,831	3,831	3,831	39.6%								
14618	Rochester	8,620	3,142	471	26	3,639	3,639	3,639	42.2%				687	687	638	7.4%	

14619	Rochester	5,506	703	73		776	776	776	14.1%				
14620	Rochester	11,515	1,558	281	117	1,956	1,956	1,956	17.0%				
14621	Rochester	12,737	1,066	721	10	1,797	1,797	1,797	14.1%				
14622	Rochester	5,501	1,681	371		2,052	2,052	2,052	37.3%				
14623	Rochester	9,966	1,639	1,034	15	2,688	2,688	2,688	27.0%	962	962	893	9.0%
14624	Rochester	14,790	4,707	1,222		5,929	5,929	5,929	40.1%	1,623	1,623	1,507	10.2%
14625	Rochester	4,581	1,644	231		1,875	1,875	1,875	40.9%				
14626	Rochester	12,743	4,492	1,063		5,555	5,555	5,555	43.6%	1,351	1,351	1,254	9.8%
14735	Fillmore	999	1	25		26	26	26	2.6%				
14804	Almond	503	11	14		25	25	25	5.0%				
14806	Andover	816	3	24		27	27	27	3.3%				
14807	Arkport	1,228	37	39		76	76	76	6.2%				
14808	Atlanta	167	23	14		37	37	37	22.2%				
14810	Bath	5,285	24	156		180	180	180	3.4%				
14822	Canaseraga	434	14	38		52	52	52	12.0%				
14823	Canisteo	1,568	19	57		76	76	76	4.8%				
14826	Cohocton	921	40	35		75	75	75	8.1%				
14836	Dalton	438	11	28		39	39	39	8.9%				
14837	Dundee	2,122		92		92	92	92	4.3%				
14840	Hammondsport	1,428	1	51		52	52	52	3.6%				
14843	Hornell	5,428	153	192		345	345	345	6.4%				
14873	Prattsburgh	984	1	67		68	68	68	6.9%				
14893	Wayne			26		26	26	26					
14895	Wellsville	4,202	8	59		67	67	67	1.6%				
Miscellaneous ZIP Codes			286	181		467	467	468					
TOTAL PRINT CIRCULATION		97,544	24,022	525	122,091	1,066	123,157	123,158		14,403	14,403	13,373	
DIGITAL REPLICA CIRCULATION		1,521			1,521	4	1,525	1,513					
DIGITAL NONREPLICA CIRCULATION		4,147			4,147		4,147	3,112					
TOTAL AVERAGE CIRCULATION		103,212	24,022	525	127,759	1,070	128,829	127,783		14,403	14,403	13,373	

STATE ZIP Code		OH's #1-1-14 Estimate	Thu Democrat and Chronicle					Total	Thu Avg. Proj. Circ.	Hshld. Cov.
			Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Qualified			
NEW YORK										
13057	East Syracuse	6,508		270		270		270	274	4.2%
13064	Fair Haven			32		32		32	32	
13143	Red Creek	1,091								
13146	Savannah	848	18	7		25		25	25	2.9%
13148	Seneca Falls	4,531	102	75		177	1	178	180	4.0%
13165	Waterloo	4,340	85	85		170		170	172	4.0%
13601	Watertown	16,838	1	75		76		76	77	0.5%
14011	Attica	2,483	12	18		30		30	30	1.2%
14020	Batavia	9,496	182	118	20	320	1	321	325	3.4%
14058	Elba	867	25	10		35		35	35	4.0%
14098	Lyndonville	1,162	21	10		31	8	39	40	3.4%
14103	Medina	4,394	34	26		60		60	61	1.4%
14125	Oakfield	1,391								
14143	Stafford	468	31	8		39		39	40	8.5%
14411	Albion	4,973	263	115		378		378	383	7.7%
14414	Avon	3,054	533	88		621	2	623	631	20.7%
14416	Bergen	1,458	169	38		207		207	210	14.4%
14418	Branchport	569		29		29		29	29	5.1%
14420	Brockport	7,461	1,042	219	5	1,266	6	1,272	1,289	17.3%
14422	Byron	964	60	12		72		72	73	7.6%
14423	Caledonia	1,914	333	74		407		407	412	21.5%
14424	Canandaigua	11,757	1,197	273	20	1,490	7	1,497	1,517	12.9%
14425	Farmington	4,220	417	70		487		487	493	11.7%
14427	Castile	804	23	10		33		33	33	4.1%
14428	Churchville	3,425	720	40		760	7	767	777	22.7%
14429	Clarendon									
14432	Clifton Springs	2,172	141	31		172		172	174	8.0%
14433	Clyde	1,723	74	21		95		95	96	5.6%
14435	Conesus	1,266	176	11		187		187	189	14.9%
14437	Dansville	3,990	349	123	5	477		477	483	12.1%
14445	East Rochester	3,640	528	144	10	682	3	685	694	19.1%
14450	Fairport	17,016	4,575	300	16	4,891	44	4,935	5,000	29.4%
14454	Geneeo	3,186	535	101		636	20	656	665	20.9%
14456	Geneva	7,813	311	126		437		437	443	5.7%
14462	Groveland	158	32			32		32	32	20.3%

14464	Hamlin	2,733	382	41		423		423	429	15.7%
14466	Hemlock	699	62	20		82		82	83	11.9%
14467	Henrietta	3,849	758	50	20	828	3	831	842	21.9%
14468	Hilton	7,036	1,507	119		1,626	3	1,629	1,650	23.5%
14469	Bloomfield	2,467	226	29		255		255	258	10.5%
14470	Holley	3,170	329	58		387	2	389	394	12.4%
14471	Honeoye	1,176	146	66		212		212	215	18.3%
14472	Honeoye Falls	3,376	769	80		849		849	860	25.5%
14476	Kendall	837	122	9		131		131	133	15.9%
14477	Kent	721	74	6		80		80	81	11.2%
14480	Lakeville	337	55	33		88		88	89	26.4%
14481	Leicester	701	67	21		88		88	89	12.7%
14482	Le Roy	3,661	304	73		377		377	382	10.4%
14485	Lima	1,608	259	36		295		295	299	18.6%
14486	Linwood	131	25	2		27		27	27	20.6%
14487	Livonia	2,351	383	37		420	1	421	427	18.2%
14489	Lyons	2,944	198	37		235	6	241	244	8.3%
14502	Macedon	4,164	666	82		748		748	758	18.2%
14504	Manchester	736	54	37		91		91	92	12.5%
14505	Marion	1,948	273	26		299	3	302	306	15.7%
14506	Mendon	447	128	23		151		151	153	34.2%
14507	Middlesex	570	38	2		40		40	41	7.2%
14510	Mount Morris	2,149	255	70		325		325	329	15.3%
14511	Mumford		34			34		34	34	
14512	Naples	1,987	158	32		190		190	193	9.7%
14513	Newark	5,554	490	105		595		595	603	10.9%
14514	North Chili	2,473	453	5		458		458	464	18.8%
14516	North Rose	871	120	9		129		129	131	15.0%
14517	Nunda	1,140	103	39		142		142	144	12.6%
14519	Ontario	4,624	827	83		910		910	922	19.9%
14522	Palmyra	3,902	470	68		538		538	545	14.0%
14525	Pavilion	1,081	46	10		56		56	57	5.3%
14526	Penfield	8,187	2,206	152		2,358	2	2,360	2,391	29.2%
14527	Penn Yan	4,954	8	200		208	1	209	212	4.3%
14530	Perry	2,289	157	44		201		201	204	8.9%
14532	Phelps	1,789	83	29		112		112	113	6.3%
14533	Piffard	863	92	18		110		110	111	12.9%
14534	Pittsford	12,092	4,163	83	15	4,261	6	4,267	4,323	35.8%
14543	Rush	1,167	326	19		345		345	350	30.0%
14544	Rushville	817	51	20		71		71	72	8.8%
14546	Scottsville	2,101	363	43		406		406	411	19.6%
14548	Shortsville	1,660	100	8		108		108	109	6.6%

Thu

Democrat and Chronicle

STATE ZIP Code	OH's #1-1-14 Estimate	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Qualified	Total	Thu Avg. Proj. Circ.	Hshld. Cov.	
NEW YORK (Cont'd)										
14550	Silver Springs	661	20	8	28		28	28	4.2%	
14551	Sodus	2,134	240	29	269		269	273	12.8%	
14555	Sodus Point	484	110	34	144		144	146	30.2%	
14559	Spencerport	6,851	1,622	104	1,726	2	1,728	1,751	25.6%	
14560	Springwater	908	69	8	77		77	78	8.6%	
14561	Stanley	1,048	55		55		55	56	5.3%	
14564	Victor	5,871	1,261	60	1,321	4	1,325	1,342	22.9%	
14568	Walworth	2,156	329	16	345	1	346	351	16.3%	
14569	Warsaw	2,531	62	34	96		96	97	3.8%	
14571	Waterport	450	38	7	45		45	46	10.2%	
14572	Wayland	2,071	144	56	200		200	203	9.8%	
14580	Webster	20,673	5,405	496	47	5,948	13	5,961	6,039	29.2%
14585	West Bloomfield		14	12	26		26	26		
14586	West Henrietta	3,954	526	17	543		543	550	13.9%	
14589	Williamson	3,097	462	80	542	1	543	550	17.8%	
14590	Wolcott	2,154	186	59	245		245	248	11.5%	
14591	Wyoming	675								
14604	Rochester	1,216	136	130	51	317		317	321	26.4%
14605	Rochester	4,409	141	68		209		209	212	4.8%
14606	Rochester	11,121	1,611	378		1,989		1,989	2,015	18.1%
14607	Rochester	9,634	551	204	19	774		774	784	8.1%
14608	Rochester	5,253	231	82		313		313	317	6.0%
14609	Rochester	17,975	2,185	245		2,430		2,430	2,462	13.7%
14610	Rochester	7,159	1,621	224	6	1,851		1,851	1,875	26.2%
14611	Rochester	7,134	412	157	10	579		579	587	8.2%
14612	Rochester	14,585	3,406	324	5	3,735	4	3,739	3,788	26.0%
14613	Rochester	5,534	333	72		405	2	407	412	7.4%
14614	Rochester		138	75	76	289	1,592	1,881	1,906	
14615	Rochester	6,704	939	180	16	1,135	2	1,137	1,152	17.2%
14616	Rochester	12,114	2,377	353		2,730	18	2,748	2,784	23.0%
14617	Rochester	9,665	2,670	181		2,851	1	2,852	2,890	29.9%
14618	Rochester	8,620	2,785	247	31	3,063	4	3,067	3,107	36.0%
14619	Rochester	5,506	524	41		565		565	572	10.4%
14620	Rochester	11,515	1,338	308	185	1,831		1,831	1,855	16.1%

14621	Rochester	12,737	793	458	5	1,256	1	1,257	1,274	10.0%
14622	Rochester	5,501	1,269	143		1,412		1,412	1,431	26.0%
14623	Rochester	9,966	1,290	536	44	1,870	15	1,885	1,910	19.2%
14624	Rochester	14,790	3,461	623	5	4,089	7	4,096	4,150	28.1%
14625	Rochester	4,581	1,323	121	10	1,454		1,454	1,473	32.2%
14626	Rochester	12,743	3,418	205	25	3,648	18	3,666	3,714	29.1%
14735	Fillmore	999								
14804	Almond	503								
14806	Andover	816								
14807	Arkport	1,228	31	19		50		50	51	4.2%
14808	Atlanta	167	19	6		25		25	25	15.0%
14810	Bath	5,285	21	78		99		99	100	1.9%
14822	Canaseraga	434	12	13		25		25	25	5.8%
14823	Canisteo	1,568	18	24		42		42	43	2.7%
14826	Cohocton	921	34	13		47		47	48	5.2%
14836	Dalton	438								
14837	Dundee	2,122		49		49		49	50	2.4%
14840	Hammondsport	1,428		30		30	1	31	31	2.2%
14843	Hornell	5,428	140	117		257		257	260	4.8%
14873	Prattsburgh	984								
14893	Wayne									
14895	Wellsville	4,202	8	28		36		36	36	0.9%
Miscellaneous ZIP Codes			346	182		528		528	539	
TOTAL PRINT CIRCULATION			73,443	11,417	646	85,506	1,812	87,318	88,467	
DIGITAL REPLICA CIRCULATION			2,202			2,202	2,847	5,049	4,834	
DIGITAL NONREPLICA CIRCULATION			5,230			5,230		5,230	4,108	
TOTAL AVERAGE CIRCULATION			80,875	11,417	646	92,938	4,659	97,597	97,409	

4. BASIC PRICES as of September 30, 2014 (subscription sales based on 52 weeks/1 year)

Frequency	Home Delivery			Single Copy	Mail
	Print	Digital Replica	Digital Nonreplica	Print	Print
Mon-Sat & Sun	\$504.00	\$156.00	\$156.00		\$401.40
Mon-Sat	\$356.00			\$1.00	\$301.08
Sat & Sun	\$324.00				\$205.80
Sun	\$300.00			\$3.00	\$165.84

5. EXPLANATORY - OTHER:

TOTAL CONSUMER ACCOUNTS

In accordance with Rule C2.14, Total Consumer Accounts, it is required that the member newspaper analyze its subscriber file in order to calculate and report total unique consumer accounts. This calculation is intended to fairly represent the number of unique/unduplicated subscribers.

NOTE BY ALLIANCE FOR AUDITED MEDIA

In accordance with the Alliance for Audited Media's policy, the difference shown between the TCA (Total Consumer Accounts) reported in the September 30, 2014 Audit Report and the TCA filed and reported in the September 30, 2014 Publisher's Statement is 1,112 for Daily.

CREDIT AND ARREARS ALLOWANCE

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

	Total
Sun	3,897
Daily	2,871

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.

PUBLISHER'S RETURN POLICY

Fully Returnable

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:

	Total
Sun	3.8%
Avg Mon-Fri	3.0%
Sat	2.5%

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

AGE OF SOURCE ANALYSIS OF QUALIFIED HOME DELIVERY - REQUESTED CIRCULATION

The following is an analysis of the Qualified Home Delivery - Requested Circulation from the July 20, 2014 issue. The analysis represents the age of opt-in request for that day's newspaper recipients.

Less than 1 year	
1 to 2 years	
2 to 3 years	8,872
More than 3 years	
Total	<u>8,872</u>

MARKET DESCRIPTION

Zone Reporting for this newspaper is defined as:

NEWSPAPER DESIGNATED MARKET comprises Monroe County; in GENESEE County, townships of Bergen, Byron and LeRoy; in LIVINGSTON County, townships of Avon, Caledonia and Lima; in ONTARIO County, townships of Bristol, Canandaigua, East Bloomfield, Farmington, Hopewell, Manchester, Victor and West Bloomfield plus Canandaigua City; in ORLEANS County, townships of Clarendon, Kendall and Murray; in WAYNE County, townships of Macedon, Marion, Ontario, Palmyra, Walworth and Williamson, all in New York.

5. EXPLANATORY - OTHER: (Continued)

MARKET PENETRATION

County population and occupied household estimates appearing in AAM reports are obtained from The Nielsen Company (U.S.), Inc. Estimates for AAM 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.

PRINT ADVERTISING POLICY

Publisher's declared policy is that all editions of the Daily and Sunday issues carry all advertising scheduled for the day, except copy received too late for early editions is inserted in corresponding editions of the following day. Some editions of the Sunday issue include additional advertising.

DIGITAL REPLICAS ADVERTISING POLICY

The DEMOCRAT AND CHRONICLE's digital replica edition contains all ROP advertising content found in the print edition. FSIs are excluded from the digital replica edition.

DIGITAL NONREPLICA ADVERTISING POLICY

The DEMOCRAT AND CHRONICLE's digital nonreplica editions contain the following advertising: Restricted Access Website - select advertising from the print edition; Tablet and Mobile/Smartphone - select advertising from the print edition, as well as additional advertising.

AVERAGE UNPAID DISTRIBUTION

Includes Arrears, Advertisers & Agencies and Complimentary, Sample, Service:

	Total
Sun	4,114
Mon	1,749
Tue	1,730
Wed	2,071
Thu	1,913
Fri	1,786
Sat	2,081

5A. AUDIENCE SNAPSHOT - 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):

DemocratAndChronicle.com

Please visit www.audiencesnapshot.com to create customizable reports.

Website Usage Explanatory:

For Publisher's Statement period ended September 30, 2014:

There was an adjustment of -0.3% to Total Unique Browsers.
There was an adjustment of -0.5% to Page Impressions/Views.

For Publisher's Statement period ended March 31, 2014:

There was an adjustment of -0.6% to Total Unique Browsers.
There was an adjustment of -0.5% to Page Impressions/Views.

5A. AUDIENCE SNAPSHOT - EXPLANATORY: (Continued)

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 Alliance for Audited Media's Reader Profile Standards. These standards can be found at <http://www.auditedmedia.com/pdfs/telephonestandards.pdf>. Verification of the Website 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 AAM Digital Services definitions and standards. This verification does not include AAM participation in the publisher's choice of data provider for website usage statistics nor should it be construed as an endorsement by AAM of the methodology or technologies used by the data providers.

Website Usage Definitions:

Total Unique Browsers: This site employs a cookie-based method for reporting of a Unique. In the absence of a cookie a combination of the IP address and user-agent string is used to establish a Unique. All traffic regardless of the originating location (U.S. or International) is included in this total. Also included in this count may be content from co-branded third party vendors as disclosed in the audit report for this site.

This method of accounting identifies an unduplicated cookie or identified browser that accessed the Internet content of the site during the measurement period reported and does not measure a person. No adjustment or correction to the numbers presented in the Audience Snapshot Website 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 noncookie browsers 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 browser as a single document as a result of a single request received by the server. In effect, one request by a valid browser 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.

Website Usage reports on the following URL Address(s):

circularcentral.shoplocal.com/*democratandchronicle*	search.democratandchronicle.com
affiliate.zap2it.com/*nyrodc*	www.apartments.com/*democratandchronicle*
blogs.democratandchronicle.com	www.careerbuilder.com/*lr=cbga_rdc*
gon.gannettonline.com/*1058*	www.democratandchronicle.com
hosted.ap.org/*NYROR*	www.fingerlakeswine.com
m.legacy.com/*democratandchronicle*	www.gadzoo.com/*democratandchronicle*
media.democratandchronicle.com	www.homefinder.com/*ny*
obits.democratandchronicle.com	www.legacy.com/*democratandchronicle*
pqasb.pqarchiver.com/*democratandchronicle*	www.uclick.com/*rdc*
rocdocs.democratandchronicle.com	www.usatodayhss.com/*rochester*
rochester.metromix.com	www.whatsuproc.com

To Members of the Alliance for Audited Media:

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 AAM'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 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 circulation.

Alliance for Audited Media

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