

Quarterly Data Report

Q4 2019

Subject to Audit

Rochester (Monroe County), New York
www.democratandchronicle.com

AUDIENCE SUMMARY									
Readership	Print Readership: in Market				Online Readership: in Market		Net Combined Audience: in Market (Unduplicated)		
	Sun	Weekday	Saturday	Past 7 Days	Past 7 Days	Past 30 Days		Past 7 Days	Past 7 Days Print Past 30 Days Online
DMA Readers	222,503	167,492		318,111	131,205	231,111	DMA Audience	359,774	412,006
Reach	26.0%	19.6%		37.2%	15.3%	27.0%	Reach	42.1%	48.2%
NDM Readers	201,929	155,772		288,131	124,741	217,767	NDM Audience	327,153	375,597
Reach	27.8%	21.5%		39.7%	17.2%	30.0%	Reach	45.1%	51.7%

Source: 2019 Release 2, Nielsen Scarborough Report. Copyright 2019, The Nielsen Company. All rights reserved.

CROSS-MEDIA METRICS			
WEBSITE ACTIVITY			Period
www.democratandchronicle.com (Combined)	Unique Browsers	1,361,569	December 2019
	Page Impressions (1)	8,437,449	
Source: (1) Adobe Analytics			

MOBILE APP ACTIVITY			Period
Democrat and Chronicle	Unique Devices	23,353	December 2019
	Page Impressions (7)	1,855,838	
Source: (7) Adobe Analytics			

SOCIAL MEDIA ACTIVITY			Period
Facebook	Total Likes	151,988	December 2019

CIRCULATION SUMMARY								
	Sun	Avg Mon-Fri	Mon	Tue	Wed	Thu	Fri	Sat
TOTAL COMBINED AVERAGE CIRCULATION	87,277	51,079	48,818	48,410	48,407	57,420	52,546	66,632
DEMOCRAT AND CHRONICLE								
Print	64,096	35,572	33,096	32,971	33,037	41,263	37,696	55,816
Digital Replica	5,386	8,625	8,873	8,697	8,536	8,544	8,468	5,790
Digital Nonreplica	4,742	6,684	6,849	6,742	6,834	6,609	6,382	5,026
Total Circulation Excluding Other Affiliated Publications	74,224	50,881	48,818	48,410	48,407	56,416	52,546	66,632
AFFILIATED PUBLICATIONS								
yes! Your Essential Shopper	13,053	198				1,004		
Total Combined Average Circulation	87,277	51,079	48,818	48,410	48,407	57,420	52,546	66,632

CIRCULATION DATA BY PUBLICATION								
	Sun	Avg Mon-Fri	Mon	Tue	Wed	Thu	Fri	Sat
DEMOCRAT AND CHRONICLE - PRINT								
Paid Circulation								
Individually Paid Circulation								
Home Delivery and Mail	53,144	31,744	29,552	29,595	29,620	35,901	34,220	51,962
Single Copy Sales	9,815	2,303	2,057	1,840	1,876	3,824	1,952	2,747
Total Average Individually Paid Circulation	62,959	34,047	31,609	31,435	31,496	39,725	36,172	54,709
Business/Traveler Paid Circulation								
Hotel Distribution - Room/Lobby Copies	135	52	52	52	52	52	52	95
Total Average Business/Traveler Paid Circulation	135	52	52	52	52	52	52	95
Total Average Paid Circulation - Print	63,094	34,099	31,661	31,487	31,548	39,777	36,224	54,804
Qualified Circulation								
Single Copy								
Educational Copies		270	239	279	280	281	273	
University Copies		20	20	19	20	20	20	
Employee/Independent Contractor	776	811	811	811	811	811	811	776
Retail/Business	226	372	365	375	378	374	368	236
Total Average Single Copy	1,002	1,473	1,435	1,484	1,489	1,486	1,472	1,012
Total Average Qualified Circulation - Print	1,002	1,473	1,435	1,484	1,489	1,486	1,472	1,012
Total Average Circulation - Print	64,096	35,572	33,096	32,971	33,037	41,263	37,696	55,816
DEMOCRAT AND CHRONICLE - DIGITAL REPLICA								
Paid Circulation								
Subscription	5,386	6,811	7,056	6,888	6,719	6,727	6,657	5,790
Total Average Paid Circulation - Digital Replica	5,386	6,811	7,056	6,888	6,719	6,727	6,657	5,790
Qualified Circulation: Opt-in								
Educational Copies		1,814	1,817	1,809	1,817	1,817	1,811	
Total Average Qualified Circulation - Digital Replica		1,814	1,817	1,809	1,817	1,817	1,811	
Total Average Circulation - Digital Replica	5,386	8,625	8,873	8,697	8,536	8,544	8,468	5,790
Total Average Circulation - Print & Digital Replica	69,482	44,197	41,969	41,668	41,573	49,807	46,164	61,606
DEMOCRAT AND CHRONICLE - DIGITAL NONREPLICA								
Paid Circulation								
Restricted Access Website	4,739	6,679	6,844	6,737	6,829	6,604	6,377	5,023
Tablet	2	3	3	3	3	3	3	2
Mobile/Smartphones	1	2	2	2	2	2	2	1
Total Average Paid Circulation - Digital Nonreplica	4,742	6,684	6,849	6,742	6,834	6,609	6,382	5,026
Total Average Circulation - Digital Nonreplica	4,742	6,684	6,849	6,742	6,834	6,609	6,382	5,026
TOTAL AVERAGE CIRCULATION - PRINT & DIGITAL REPLICA AND NONREPLICA	74,224	50,881	48,818	48,410	48,407	56,416	52,546	66,632
YES! YOUR ESSENTIAL SHOPPER - PRINT								
Qualified Circulation								
Home Delivery								
Requested	12,350	187				950		
Targeted	703	11				54		
Total Average Home Delivery	13,053	198				1,004		
Total Average Qualified Circulation - Print	13,053	198				1,004		
Total Average Circulation - Print	13,053	198				1,004		

TOTAL AVERAGE CIRCULATION BY MARKET								
	Sun	Avg Mon-Fri	Mon	Tue	Wed	Thu	Fri	Sat
NEWSPAPER DESIGNATED MARKET - PRINT								
Paid Circulation								
Individually Paid Circulation								
Home Delivery and Mail	49,337	29,088	27,017	27,048	27,068	33,021	31,443	48,133
Single Copy Sales	7,860	1,704	1,469	1,341	1,362	2,970	1,406	2,060
Newspaper Designated Market - Total Average Individually Paid Circulation	57,197	30,792	28,486	28,389	28,430	35,991	32,849	50,193
Business/Traveler Paid Circulation								
Hotel Distribution - Room/Lobby Copies	123	47	47	47	47	47	47	83
Newspaper Designated Market - Total Average Business/Traveler Paid Circulation	123	47	47	47	47	47	47	83
Newspaper Designated Market - Total Average Paid Circulation - Print	57,320	30,839	28,533	28,436	28,477	36,038	32,896	50,276
Qualified Circulation								
Single Copy								
Educational Copies		197	171	205	205	206	199	
Employee/Independent Contractor	776	811	811	811	811	811	811	776
Retail/Business	226	372	365	375	378	374	368	236
Newspaper Designated Market - Total Average Single Copy	1,002	1,380	1,347	1,391	1,394	1,391	1,378	1,012
Newspaper Designated Market - Total Average Qualified Circulation - Print	1,002	1,380	1,347	1,391	1,394	1,391	1,378	1,012
Newspaper Designated Market - Total Average Circulation - Print	58,322	32,219	29,880	29,827	29,871	37,429	34,274	51,288

OUTSIDE NEWSPAPER DESIGNATED MARKET - PRINT								
Paid Circulation								
Individually Paid Circulation								
Home Delivery and Mail	3,807	2,656	2,535	2,547	2,552	2,880	2,777	3,829
Single Copy Sales	1,955	599	588	499	514	854	546	687
Outside Newspaper Designated Market - Total Average Individually Paid Circulation	5,762	3,255	3,123	3,046	3,066	3,734	3,323	4,516
Business/Traveler Paid Circulation								
Hotel Distribution - Room/Lobby Copies	12	5	5	5	5	5	5	12
Outside Newspaper Designated Market - Total Average Business/Traveler Paid Circulation	12	5	5	5	5	5	5	12
Outside Newspaper Designated Market - Total Average Paid Circulation - Print	5,774	3,260	3,128	3,051	3,071	3,739	3,328	4,528
Qualified Circulation								
Single Copy								
Educational Copies		73	68	74	75	75	74	
University Copies		20	20	19	20	20	20	
Outside Newspaper Designated Market - Total Average Single Copy		93	88	93	95	95	94	
Outside Newspaper Designated Market - Total Average Qualified Circulation - Print		93	88	93	95	95	94	
Outside Newspaper Designated Market - Total Average Circulation - Print	5,774	3,353	3,216	3,144	3,166	3,834	3,422	4,528

Total Average Circulation								
Total Average Circulation - Print	64,096	35,572	33,096	32,971	33,037	41,263	37,696	55,816
Total Digital Replica	5,386	8,625	8,873	8,697	8,536	8,544	8,468	5,790
Total Digital Nonreplica	4,742	6,684	6,849	6,742	6,834	6,609	6,382	5,026
Total Affiliated Publications	13,053	198				1,004		
TOTAL AVERAGE CIRCULATION	87,277	51,079	48,818	48,410	48,407	57,420	52,546	66,632

NOTES

REPORT ENDING DATE

December 31, 2019

Visit auditedmedia.com Media Intelligence Center for additional data.

QUALIFIED RETAIL/BUSINESS

Included in Qualified Retail/Business are copies distributed through publisher-maintained venues. Verification is made of distribution to location only, and not of actual pick-up.

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.

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. 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. 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.

CREDIT AND ARREARS ALLOWANCE

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

	Total
Daily	348
Sunday	702

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.

Publishing Plans

DEMOCRAT AND CHRONICLE	<p>Frequency: Daily</p> <p>Delivery Vehicle(s): Print, online, mobile</p> <p>Primary Circulation Classification: Paid</p> <p>Description: Home delivered print editions are distributed in broadsheet format. Digital editions are sold for display of select newspaper content on personal computers, tablets and mobile/smartphone.</p> <p>Website(s): www.democratandchronicle.com</p>
yes! Your Essential Shopper	<p>Frequency: Sun Thu</p> <p>Delivery Vehicle(s): Print</p> <p>Primary Circulation Classification: Qualified</p> <p>Unique Print Subscriber Percent: 100.0%</p>

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We certify that to the best of our knowledge all data set forth in this Quarterly Data Report are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

Parent Company: Gannett Company Inc.

DEMOCRAT AND CHRONICLE, published by Gannett Company Inc., 55 Exchange Boulevard, Rochester, NY 14614

BILL HART
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