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Audited Media*

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Transition and Expansion:

Bring your total brand to media buyers

September 24, 2014

- New AAM leadership
- Circulation
 - Label changes
 - Expansion for nonpaid
- New Audience View Report
 - Objectives
 - Submission Requirements
 - Expanded Opportunities
 - First look at the new AVR
- New digital access requirement
 - Paid and qualified circulation
 - Future of Total Consumer Accounts (TCA) metric



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New AAM Leadership



Tom Drouillard
CEO, President and Managing
Director

Began March 2014

- Embrace technology
- Retain and enhance industry relevance
- Expand all media opportunities
- Timely decisions
- Cost effective member structure and operations

- Board of Directors
 - Reduction from 38 to 30 directors
 - Reduction from 3 to 2 in-person meetings, remainder via teleconference
 - Elimination of annual conference.
 - Teleconference for annual business meeting



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Circulation

- Label change
 - Effective with Sept. 2014 PS and quarterly filing
 - Category of “verified” changed to “qualified”.
 - Qualified includes:
 - ~ HD requested and targeted
 - ~ Education/University
 - ~ Employee copies
 - ~ Retail/business

***This is only a
label change.***

*No changes to the
requirements or audit
processes were made*

1A. ANYTOWN DAILY

Paid Circulation

Individually

Home Delivery

Joint Distribution

Single Copy

Total Average

Business/Trade

Group Subscription

Hotel Distribution

Hotel Distribution

Total Average

Total Average

Qualified Circulation

Home Delivery

Requested

Targeted

Total Average Home Delivery

Single Copy

Educational Copies

University Copies

Employee/Independent Contractor

Retail/Business

Total Average Single Copy

Total Average Qualified Circulation

Qualified Circulation
Home Delivery

Requested

Targeted

Total Average Home Delivery
Single Copy

Educational Copies

University Copies

Employee/Independent Contractor

Retail/Business

Total Average Single Copy
Total Average Qualified Circulation

5,000

131

5,131

1,899

100

2,934

100

5,033
10,164

5,000

904

5,904

10,234

100

2,939

100

13,373
19,277

- Expansion for nonpaid
 - Effective with Sept. 2014 PS and quarterly filing
 - Category labeled as “verified”
 - Includes:
 - ~ Home delivery market coverage
 - ~ Public access
 - Apartment bulk delivery
 - Event distribution
 - Racks and other nonresidential distribution

***Nonpaid
(verified) is
included in
total average
circulation***

	Sun	Avg Mon-Fri
1A. ANYTOWN DAILY NEWS		
Paid Circulation		
Individually Paid Circulation		
Home Delivery and Mail	397,278	354,690
Joint Distribution	795	
Single Copy Sales	64,600	42,015
Total Average Individually Paid Circulation	462,673	396,705
Business/Traveler Paid Circulation		
Group Subscri		
Hotel Distributi		
Hotel Distributi		
Total Average Bu		
Total Average Pa		
Qualified Circula		
Home Deliver		
Requested		
Targeted		
Total Average		
Single Copy		
Educational Co		
University Cop		
Employee/Inde		
Retail/Business		
Total Average Single Copy	5,033	13,373
Total Average Qualified Circulat	10,164	19,277
Verified Circulation		
Home Delivery	10,000	
Public Access		
Delivered to Apartments		
Event Distribution		
Racks and Other Distribution		
Total Average Public Access		
Total Average Verified Circulation	10,000	
Total Average Circulation -	517,046	438,950

Verified Circulation

Home Delivery	10,000
Public Access	
Delivered to Apartments	
Event Distribution	
Racks and Other Distribution	
<hr/>	
Total Average Public Access	
<hr/>	
Total Average Verified Circulation	10,000

Home Delivery Overview

Category	Requirements	Address known?
Paid	<ul style="list-style-type: none">• Payment of one cent, net of considerations.	Yes.
Qualified - Requested	<ul style="list-style-type: none">• Residential delivery• Opt-in• 12-week minimum term• Delivery addresses	Yes.
Qualified - Targeted	<ul style="list-style-type: none">• Residential delivery• Opt-out• Address specific route lists	Yes.
Verified	<ul style="list-style-type: none">• Residential delivery	No. Only general distribution area

Single Copy Overview



Category	Requirements
Paid	<ul style="list-style-type: none">• Payment of one cent, net of considerations
Qualified – Retail/Business	<ul style="list-style-type: none">• Non-residential delivery to retailers or other established business locations (hospitals, restaurants, etc.)• Request or agreement with retailer or business exists and available for audit• Distribution is recurring
Verified – Racks & Other Distribution	<ul style="list-style-type: none">• Non-residential delivery• Distribution locations

- For September 30, 2014
 - Reporting model is paid, qualified and verified.
 - Qualified is only a new label. Requirements remain the same.
 - Expanded to include nonpaid distribution such as home delivery market coverage and public access copies. These are classified as the new “verified” copies.



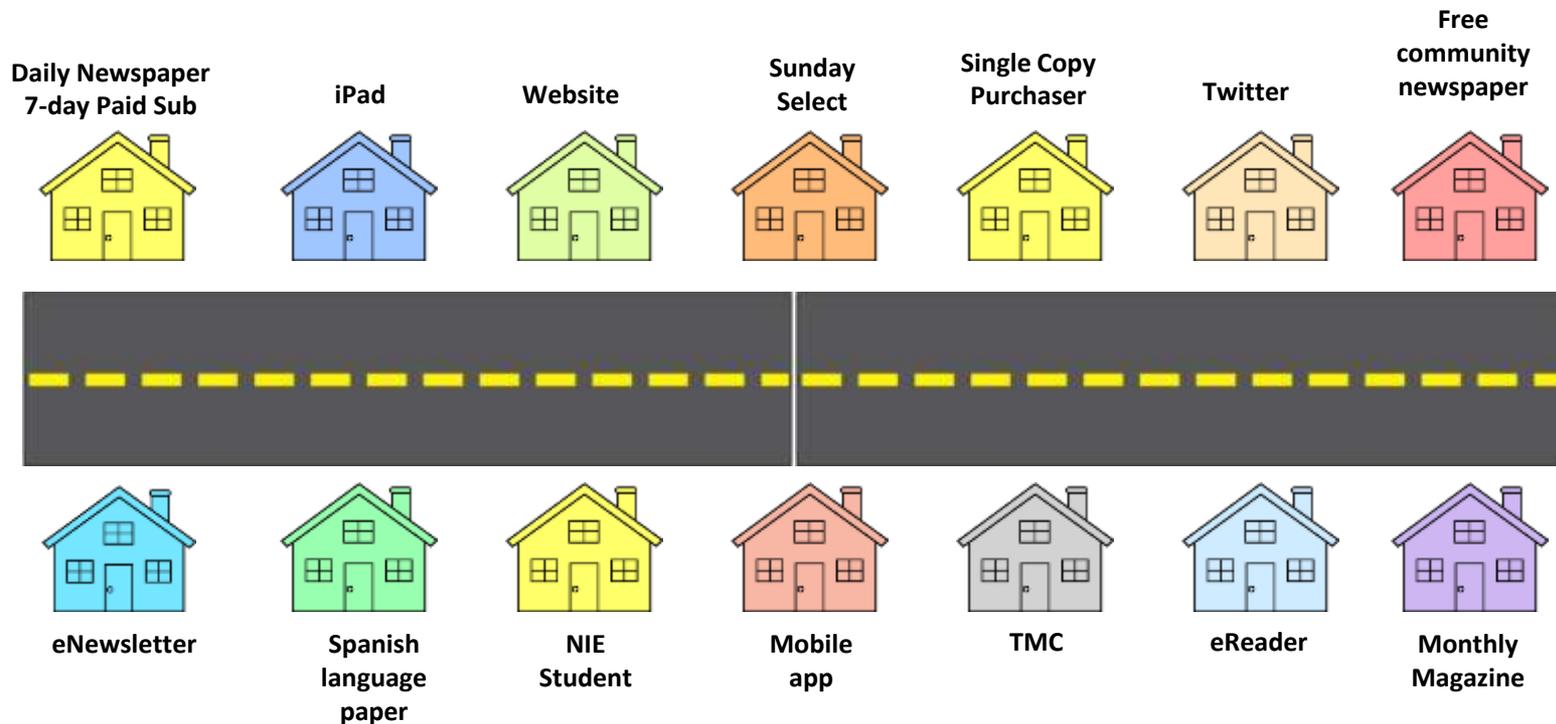
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New Audience View Report

Audience View Report

- Objectives
 - Timely data into the marketplace for buyers (quarterly)
 - Show entire media footprint





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Submission Requirements

- Effective October 1, 2014
 - ~ For all U.S. AAM newspapers
 - ~ Includes dailies under 25k and all weeklies

CAC newspapers

- *Over 25k quarterly required as of October 1, 2014*
- *Under 25k anticipated for June 2015.*

- Quarterly filing minimum requirements
 - Expanded detail
 - ~ Circulation data at micro level (HD, SCS, NIE, etc.)
 - ~ Basic prices
 - ~ Total Consumer Accounts
 - ~ Explanatory
 - ZIP code analysis
 - ~ No county or town analysis



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Expanded Opportunities

- Reporting expanded to include affiliated publications.
 - Effective October 1, 2014
 - May be any newspaper or periodical you publish
 - May be any frequency
 - Reflects averages for its own frequency
 - Included in total average circulation
- Branded editions re-labeled
 - Become affiliated publications
 - “Edition of” phrasing no longer required

- Unique subscriber metric
 - Affiliated publications only
 - ~ Home delivery only
 - ~ Identifies if recipient of affiliated pub also received primary newspaper or another affiliated pub.
 - Worksheet and guidelines will be provided.

- Optional
 - Readership
 - Website (i.e Unique browsers and page impressions)
 - Mobile Metrics (i.e. downloads)
 - Social Media (i.e. fans and followers)
 - E-Newsletters

*No effort will be made
un-duplicate metrics for
websites, readership,
social media, etc.*

- Pull reports via online Media Intelligence Center
 - Instead of pushed out via mail or email
 - Analysis and report generation tools available
- Standard Reports

September 30, 2014 period	December 31, 2014 quarter
<p>Publisher's Statement</p> <ul style="list-style-type: none">• Every six months• Circulation data for all editions• Optional readership and website metrics	<p>Audience View Data</p> <ul style="list-style-type: none">• Three month averages• May includes affiliated publications• May include optional cross media metrics such as mobile media, social media, etc.
<p>Snapshot</p> <ul style="list-style-type: none">• Top line summary of all six month statements• Specific released date	<p>Summary Data</p> <ul style="list-style-type: none">• Top line averages for each quarter• On-demand summary available• Dynamic summary - data included is based on when generated by user.
<p>Audit Reports</p> <ul style="list-style-type: none">• Annual or bi-annual	<p>Same for now.</p>



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PROTOTYPE: Community Newspaper Audits

Anytown News (or logo)

City, State

www.anytown.com

Audience View Report

3 months ended December 31, 2014

Subject to Audit

EXECUTIVE SUMMARY

	Sun	Mon-Sat
Print	21,640	16,330
Digital	850	1,320
Total Average Circulation	22,490	17,650

1. TOTAL AVERAGE CIRCULATION

Paid Circulation

Individually Paid Circulation

Home Delivery and Mail

Print	17,000	14,000
Digital	800	800
Single Copy Sales		
Print	2,000	1,200
Digital	50	20

Total Average Individually Paid Circulation	19,850	16,020
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Business/Traveler Paid Circulation

Hotel Distribution Room/Lobby Copies	100	260
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Total Average Business/Traveler Paid Circulation	100	260
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Total Average Paid Circulation	19,950	16,280
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Qualified Circulation

Home Delivery

Requested	2,000	-
Targeted	300	100

Total Average Home Delivery	2,300	100
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Single Copy

Educational Copies

Print	-	200
Digital	-	500

Employee/Independent Contractor	35	35
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Retail/Business	100	480
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Total Average Single Copy	135	1,215
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Total Average Qualified Circulation	2,435	1,315
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Verified Circulation

Home Delivery	40	30
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Public Access

Event Distribution	10	15
Racks and Other Distribution	55	10

Total Average Public Access	65	25
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Total Average Verified Circulation	105	55
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TOTAL AVERAGE CIRCULATION	22,490	17,650
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2. BASIC PRICES as of December 31, 2014

Frequency	Home Delivery		Single Copy		Mail Print
	Print	Digital Replica	Print	Digital Replica	
Mon-Sun	\$ 50.00	\$ 25.00			\$ 100.00
Mon-Sat	\$ 35.00		\$ 0.50	\$ 0.50	\$ 70.00
Sun	\$ 40.00		\$ 2.00	\$ 2.00	\$ 80.00

3. DISTRIBUTION BY COUNTIES AND ZIP CODES RECEIVING 25 OR MORE COPIES:

(See www.auditedmedia.com Media Intelligence Center for in period Paragraph 3 information)

4. EXPLANATORY - OTHER:

NONPUBLISHING DAYS

No paper was issues on the following regular publishing days:
December 25, 2014 (Thursday)

LATEST AUDIT REPORT RELEASED

September 30, 2013

DIGITAL CIRCULATION

Digital Circulation reporting in Par. 1 is comprised of the following:

	Sun	Mon-Sat
Digital Replica	850	1,320

PUBLISHER'S RETURN POLICY

Fully returnable

AVERAGE UNPAID DISTRIBUTION

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

	Total
Mon-Sat	28
Sun	12

Publishing Plans

ANYTOWN DAILY NEWS	Frequency: Seven days a week Delivery vehicle(s): Print, online Home delivered print editions are broadsheet format. Website(s): www.anytownnews.com
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- Eligibility
 - Must be less than 25k to participate in community audit plan
 - Based on daily (Mon-Fri or Mon-Sat) average
- Impact
 - May add nonpaid (the new verified)
 - May add affiliated publications
 - ~ Not disclosed separately
 - To retain eligibility in community audit program, circulation must remain under 25k when your primary newspaper and all affiliated publications are aggregated together.



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PROTOTYPE: Traditional Audit Plan



Anytown News

Audience View Report

Anytown, State

www.anytown.com

3 months ended March 31, 2015

Subject to Audit

EXECUTIVE SUMMARY

	Sun	Mon & Tue	Wed & Fri	Mon	Tue	Wed	Thu	Fri	Sat	Mthly
TOTAL COMBINED AVERAGE CIRCULATION	108,000	264,555	273,238	260,757	268,351	279,932	328,051	266,543	75,000	
Anytown News										
Print	80,000	50,000	57,500	50,000	50,000	61,000	50,000	54,000	55,000	
Digital Replica	1,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	
Digital Nonreplica	2,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	
Total Circulation Excluding Other Affiliated Publications	84,000	70,000	77,500	70,000	70,000	81,000	70,000	74,000	75,000	
AFFILIATED PUBLICATIONS										
Sunday Direct	24,000									
Anytown Youth News		194,555	195,738	190,757	198,351	198,932	198,051	192,543		
Municipal Nueva							60,000			
Anytown Magazine										25,000
Total Average Circulation - Affiliated Publications	24,000	194,555	195,738	190,757	198,351	198,932	258,051	192,543		25,000
Total Combined Average Circulation	108,000	264,555	273,238	260,757	268,351	279,932	328,051	266,543	75,000	25,000

CROSS MEDIA METRICS SUMMARY

	Cross Media Metrics	Period
Readership		
DMA	Print Readership: 650,000 Online Readership: 200,000 Net Cmbd Audience: 897,000	2014 Release 2
NDM	Print Readership: 542,000 Online Readership: 295,000 Net Cmbd Audience: 801,000	2014 Release 2
Mobile App Activity:		
ATN	Unique Devices: 50,000 Page Impressions: 300,000	March 2015
Mobile/ Website Activity: m.ATN.com		
m.atn.com	Unique Browsers: 35,000 Page Impressions: 175,000	March 2015
Anytown News.com	Total Unique Browsers: 985,000 Total Page Impressions/Views: 5,000,000	March 2015
MunicipalNueva.com	Total Unique Browsers: 300,900 Total Page Impressions/Views: 600,000	March 2015
Social Media		
Facebook	Total Likes: 52,000	As of March 29, 2015
Twitter	Total Followers: 108,000	As of March 29, 2015
Tumblr	Total Followers: 5,100	As of March 30, 2015
E-Newsletters		
Evening Newsletter	Net Distribution for period: 32,400	March 2015
Morning News - The Newsletter	Net Distribution for period: 120,000	March 2015

Optional Metrics

	Sun	Avg Mon-Fri
1A. ANYTOWN DAILY NEWS - PRINT		
Paid Circulation		
Individually Paid Circulation		
Home Delivery and Mail	397,278	354,690
Joint Distribution	795	
Single Copy Sales	64,600	42,015
Total Average Individually Paid Circulation	462,673	396,705
Business/Traveler Paid Circulation		
Group Subscriptions (Designated Employees)	100	100
Hotel Distribution - Guest Refund	34,009	22,768
Hotel Distribution - Room/Lobby Copies	100	100
Total Average Business/Traveler Paid Circulation	34,209	22,968
Total Average Paid Circulation - Print	496,882	419,673
Qualified Circulation		
Home Delivery		
Requested	5,000	5,000
Targeted	131	904
Total Average Home Delivery	5,131	5,904
Single Copy		
Educational Copies	1,899	10,234
University Copies	100	100
Employee/Independent Contractor	2,934	2,939
Retail/Business	100	100
Total Average Single Copy	5,033	13,373
Total Average Qualified Circulation - Print	10,164	19,277
Verified Circulation		
Home Delivery	10,000	
Public Access		
Delivered to Apartments		
Event Distribution		
Racks and Other Distribution		
Total Average Public Access		
Total Average Verified Circulation	10,000	
Total Average Circulation - Print	517,046	438,950

AFFILIATED PUBLICATIONS
Sunday Direct

Sun Mon & Tue Wed & Fri

1D. SUNDAY DIRECT - PRINT
Qualified Circulation
Home Delivery

Requested 20,000

Targeted 4,000

Total Average Home Delivery 24,000
Single Copy

Employee/Independent Contractor

Retail/Business

Total Average Single Copy
TOTAL AVERAGE QUALIFIED CIRCULATION - PRINT 24,000
Anytown Youth News
1E. ANYTOWN YOUTH NEWS - PRINT
Paid Circulation
Individually Paid Circulation

Home Delivery and Mail 819 820

Single Copy Sales 193,736 194,918

Total Average Individually Paid Circulation 194,555 195,738
Business/Traveler Paid Circulation

Group Subscriptions (Designated Employees)

Hotel Distribution - Guest Refund

Hotel Distribution - Room/Lobby Copies

Total Average Business/Traveler Paid Circulation
TOTAL AVERAGE PAID CIRCULATION - PRINT 194,555 195,738

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

	Sun	Mon & Tue	Wed & Fri	Mon	Tue	Wed	Thu	Fri	Sat	Mthly
NEWSPAPER DESIGNATED MARKET - PRINT										
Paid Circulation										
Individually Paid Circulation										
Home Delivery and Mail	52,000	36,000	40,680	36,000	36,000	44,000	36,000	37,360	37,600	
Joint Distribution	1,200									
Single Copy Sales	2,720	1,600	2,600	1,600	1,600	2,400	1,600	2,800	3,360	
Newspaper Designated Market - Total Average Individually Paid Circulation	55,920	37,600	43,280	37,600	37,600	46,400	37,600	40,160	40,960	
Business/Traveler Paid Circulation										
Group Subscriptions (Designated Employees)	100	100	100	100	100	100	100	100	100	
Hotel Distribution - Guest Refund										
Hotel Distribution - Room/Lobby Copies	60	60	60	60	60	60	60	60	60	
Newspaper Designated Market - Total Average Business/Traveler Paid Circulation	160									
Newspaper Designated Market - Total Average Paid Circulation - Print	56,080	37,760	43,440	37,760	37,760	46,560	37,760	40,320	41,120	
Qualified Circulation										
Home Delivery										
Requested	8,000	200	200	200	200	200	200	200	200	
Targeted	1,000									
Newspaper Designated Market - Total Average Home Delivery	9,000	200								
Single Copy										
Educational Copies		700	700	700	700	700	700	700	700	
University Copies	250	800	800	800	800	800	800	800	800	
Employee/Independent Contractor	400	400	400	400	400	400	400	400	400	
Retail/Business	250	700	1,100	700	700	700	700	1,500	1,500	
Newspaper Designated Market - Total Average Single Copy	900	2,600	3,000	2,600	2,600	2,600	2,600	3,400	3,400	
Newspaper Designated Market - Total Average Qualified Circulation - Print	9,900	2,800	3,200	2,800	2,800	2,800	2,800	3,600	3,600	
Newspaper Designated Market - Total Average Circulation - Print	65,980	40,560	46,640	40,560	40,560	49,360	40,560	43,920	44,720	
OUTSIDE NEWSPAPER DESIGNATED MARKET - PRINT										
Paid Circulation										
Individually Paid Circulation										
Home Delivery and Mail	13,000	9,000	10,170	9,000	9,000	11,000	9,000	9,340	9,400	
Joint Distribution	300									
Single Copy Sales	680	400	650	400	400	600	400	700	840	

3. DISTRIBUTION BY COUNTIES AND ZIP CODES RECEIVING 25 OR MORE COPIES:

(See www.auditedmedia.com Media Intelligence Center for in period Paragraph 3 information.)

4. BASIC PRICES as of March 31, 2015: (Home Delivery and Mail represent an annual price):

Frequency	Home Delivery				Single Copy				Mail			
	Print	Digital Replica	Digital Nonrep- lica	Hybrid	Print	Digital Replica	Digital Nonrep- lica	Hybrid	Print	Digital Replica	Digital Nonrep- lica	Hybrid
Mon-Sat	\$100.00	\$45.00	\$45.00	\$120.00	\$0.50	\$1.00			\$150.00			
Mon & Tue	\$50.00											
Wed-Fri	\$50.00											
Sun-Sat												
Sun	\$90.00				\$1.50							

5. ADDITIONAL INFORMATION

TOTAL CONSUMER ACCOUNTS

Total Consumer Accounts is the total unique subscriber accounts reported in circulation for the date analyzed.

This calculation is intended to fairly represent the number of unique/unduplicated subscribers.

Total Accounts

Sun (Sun, March 8, 2015)	82,000
Daily (Tue, March 10, 2015)	45,292

Represents an analysis of the following publications:

- Anytown News
- Sunday Direct

- Remainder of Audience View Report
 - Details of optional data such as websites, social media, mobile data, etc.

SOCIAL MEDIA				
	Source	URL	Likes/Followers	As of Date
Anytown Youth	Facebook	facebook.com/AYN	2,000	March 29, 2015
Municipal Nueva	Tumblr	MN.tumblr.com/v	5,100	March 30, 2015
AnytownNews Headlines	Twitter	twitter.com/anytown	67,000	March 29, 2015
AnytownLive	Twitter	twitter.com/ATL	41,000	March 29, 2015
	Facebook	facebook.com/Anygolive	50,000	March 30, 2015

E-NEWSLETTERS									
		Jan		Feb			Mar		
	# of issues in Month	Net Distribution per Issue	Net Monthly Distribution	# of issues in Month	Net Distribution per Issue	Net Monthly Distribution	# of issues in Month	Net Distribution per Issue	Net Monthly Distribution
Evening Newsletter	24	1,417	34,000	23	1,522	35,000	22	1,473	32,400
Morning News-The Newsletter	24	6,167	148,000	23	6,609	152,000	22	5,455	120,000

Source
Lyris

EXPLANATORY**LATEST AUDIT REPORT RELEASED**

March 31, 2014

AUDIENCE VIEW REPORT ENDING DATE

March 31, 2015

NONPUBLISHING DAYS**DAYS OMITTED FROM AVERAGES****CREDIT AND ARREARS ALLOWANCE**

Included in Individually Paid Home Delivery and Mail (ANYTOWN NEWS only) is an average of the following:

	Total
Sun	367
Daily	367

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.



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Digital Access Requirements

And the future of Total Consumer Accounts (TCA)

- Two options to qualify digital circulation units:
 1. Incremental pricing, or
 2. Recipient usage

- Effective October 1, 2014
 - Recipient usage requirement modified
 - Only **issues actually accessed** are eligible as circulation units if incremental pricing isn't presented.
 - Applies to paid and qualified circulation
 - Daily usage reports needed.

- Now until September 2014
 - Review your digital strategy for circulation units.
 - If using current access requirement
 - ~ Consider how change from once every 30 days to every issue may impact you.
 - ~ Determine how you wish to claim digital circulation for September 2014 knowing change will occur.

- Total Consumer Accounts
 - Elimination or modification?
 - To be determined



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Questions?