

# THE MERCURY NEWS

San Jose (Santa Clara County), California

12 months ended September 30, 2017

## AUDIT REPORT News Media

	Sun	Avg Tue-Fri	Mon	Tue	Wed	Thu	Fri	Sat
<b>EXECUTIVE SUMMARY</b>	471,130	310,217	234,306	256,849	262,094	275,080	522,761	250,677
<b>The Mercury News</b>								
Print (See Par. 1A)	131,678	74,720	71,461	71,601	73,830	77,923	78,784	71,134
Digital Replica (See Par. 1B)	35,005	36,048	36,026	36,170	36,046	36,009	35,992	30,813
Digital Nonreplica (See Par. 1C)	2,421	2,553	2,553	2,553	2,553	2,553	2,553	2,413
<b>Total Circulation Excluding Affiliated Publications</b>	<b>169,104</b>	<b>113,321</b>	<b>110,040</b>	<b>110,324</b>	<b>112,429</b>	<b>116,485</b>	<b>117,329</b>	<b>104,360</b>
<b>Affiliated Publications</b>								
East Bay Times - (See Par. 1D)	151,793	101,319	89,061	99,412	102,343	107,611	108,161	98,364
Marin Independent Journal - (See Par. 1E)	21,453	17,391	16,599	16,629	16,819	18,485	18,424	17,297
Santa Cruz Sentinel - (See Par. 1F)	20,039	18,049	17,962	17,945	17,974	18,055	18,310	17,921
Reporter - (See Par. 1G)	7,177	5,343	262	6,535	6,526	6,560	6,822	6,754
Times-Herald - (See Par. 1H)	6,363	4,889	382	6,004	6,003	6,020	6,040	5,981
The Journal - (See Par. 1I)		720					3,601	
The Montclarion - (See Par. 1J)		4,950					24,753	
The Piedmonter - (See Par. 1K)		855					4,271	
The Berkeley Voice - (See Par. 1L)		1,318					6,593	
Alameda Journal - (See Par. 1M)		3,566					17,829	
Almaden Resident - (See Par. 1N)		1,040					5,202	
The Campbell Reporter - (See Par. 1O)		1,705					8,524	
Cupertino Courier - (See Par. 1P)		2,581					12,905	
Los Gatos Weekly Times - (See Par. 1Q)		3,307					16,535	
Rose Garden Resident - (See Par. 1R)		891					4,457	
Saratoga News - (See Par. 1S)		2,133					10,665	
The Sunnyvale Sun - (See Par. 1T)		2,074					10,371	
Willow Glen Resident - (See Par. 1U)		2,799					13,998	
Cambrian Resident - (See Par. 1V)		951					4,752	
Yes! Sunday Select - (See Par. 1W)	95,201	373				1,864		
The Daily News - (See Par. 1X)		3,695					18,475	
Milpitas Post - (See Par. 1Y)		3,423					17,116	
The Argus - (See Par. 1Z)		1,106					5,532	
The Oakland Tribune - (See Par. 1AA)		1,148					5,738	
The Daily Review - (See Par. 1AB)		1,488					7,441	
Brentwood News - (See Par. 1AC)		1,533					7,663	
Antioch News - (See Par. 1AD)		1,114					5,572	
Oakley News - (See Par. 1AE)		658					3,291	
Pittsburg News - (See Par. 1AF)		321					1,603	
Lamorinda Sun - (See Par. 1AG)		562					2,811	
The Record - (See Par. 1AH)		670					3,351	
Times Herald - (See Par. 1AI)		1,525					7,626	
Concord Record - (See Par. 1AJ)		987					4,936	
Valley Journal - (See Par. 1AK)		1,284					6,422	
Walnut Creek Journal - (See Par. 1AL)		1,128					5,642	
<b>TOTAL AVERAGE CIRCULATION</b>	<b>471,130</b>	<b>310,217</b>	<b>234,306</b>	<b>256,849</b>	<b>262,094</b>	<b>275,080</b>	<b>522,761</b>	<b>250,677</b>

### Audience Summary

PRINT READERSHIP: In Market				ONLINE READERSHIP: In Market			NET COMBINED AUDIENCE: In Market (unduplicated)		
	Sun	Weekday	Past 7 Days		Past 7 Days	Past 30 Days		Past 7 Days	Past 30 Days
DMA				DMA			DMA		
Readers	889,336	714,913	1,653,490	Readers	695,592	1,170,482	Audience	2,017,880	2,314,246
Reach	15.1%	12.2%	28.1%	Reach	11.8%	19.9%	Reach	34.3%	39.4%
NDM*				NDM*			NDM*		
Readers	818,981	661,550	1,419,693	Readers	590,233	960,597	Audience	1,717,047	1,931,018
Reach	21.0%	17.0%	36.4%	Reach	15.1%	24.6%	Reach	44.0%	49.5%

Source: 2017 Release 1, Nielsen Scarborough Report. Copyright 2017, The Nielsen Company. All rights reserved.

	Sun	Avg Tue-Fri	Mon	Tue	Wed	Thu	Fri	Sat
<b>1K. THE PIEDMONTER - PRINT</b>								
Paid Circulation								
Individually Paid Circulation								
Home Delivery and Mail		1					4	
Total Average Individually Paid Circulation		1					4	
Total Average Paid Circulation - Print		1					4	
Qualified Circulation								
Home Delivery								
Targeted		834					4,168	
Total Average Home Delivery		834					4,168	
Single Copy								
Retail/Business		20					99	
Total Average Single Copy		20					99	
Total Average Qualified Circulation - Print		854					4,267	
TOTAL AVERAGE CIRCULATION - PRINT		855					4,271	
<b>1L. THE BERKELEY VOICE - PRINT</b>								
Paid Circulation								
Individually Paid Circulation								
Home Delivery and Mail		1					6	
Total Average Individually Paid Circulation		1					6	
Total Average Paid Circulation - Print		1					6	
Qualified Circulation								
Home Delivery								
Targeted		1,192					5,962	
Total Average Home Delivery		1,192					5,962	
Single Copy								
Retail/Business		125					625	
Total Average Single Copy		125					625	
Total Average Qualified Circulation - Print		1,317					6,587	
TOTAL AVERAGE CIRCULATION - PRINT		1,318					6,593	
<b>1M. ALAMEDA JOURNAL - PRINT</b>								
Paid Circulation								
Individually Paid Circulation								
Home Delivery and Mail		5					27	
Total Average Individually Paid Circulation		5					27	
Total Average Paid Circulation - Print		5					27	
Qualified Circulation								
Home Delivery								
Targeted		3,422					17,108	
Total Average Home Delivery		3,422					17,108	
Single Copy								
Retail/Business		139					694	
Total Average Single Copy		139					694	
Total Average Qualified Circulation - Print		3,561					17,802	
TOTAL AVERAGE CIRCULATION - PRINT		3,566					17,829	