

# NEWSPAPER PERFORMANCE REPORT

## CIRCULATION, PENETRATION, REACH AND FREQUENCY ANALYZER

Newspaper(s): **SAN FRANCISCO CHRONICLE (Monday-Saturday All Day)** Market: **San Jose-San Francisco et al, CA CMSA**

CMSA Population (Adults 18+)	CMSA Households	Total Avg. Print Circulation	Market Penetration	% of Market Not Reached
5,126,741	2,386,200	138,050	6%	94%

Readers per Copy	Average Daily Readers
2.2	303,710

### TRENDING DATA

YEAR	CMSA HOUSEHOLDS		TOTAL AVG. PRINT CIRCULATION		ADVERTISING COST	
	NUMBER	% CHANGE	NUMBER	% CHANGE	SAU RATE	% CHANGE
2009-S/S <small>Base</small>	2,424,800	0.0%	251,958	0.0%	\$ 613.00	0.0%
2010-F/W	2,424,800	0.0%	238,458	-5.4%	\$ 691.00	12.7%
2010-S/S	2,402,700	-0.9%	223,133	-11.4%	\$ 691.00	12.7%
2011-F/W	2,402,700	-0.9%	196,291	-22.1%	\$ 691.00	12.7%
2011-S/S	2,458,500	1.4%	181,711	-27.9%	\$ 691.00	12.7%
2012-F/W	2,458,500	1.4%	167,075	-33.7%	\$ 691.00	12.7%
2012-S/S	2,356,600	-2.8%	157,631	-37.4%	\$ 691.00	12.7%
2013-F/W	2,356,600	-2.8%	156,350	-37.9%	\$ 691.00	12.7%
2013-S/S	2,261,400	-6.7%	144,075	-42.8%	\$ 691.00	12.7%
2014-F/W	2,261,400	-6.7%	141,324	-43.9%	\$ 691.00	12.7%
2014-S/S	2,386,200	-1.6%	138,050	-45.2%	\$ 691.00	12.7%

**AVERAGE DAILY ONLINE CIRCULATION:** Digital Replica: Monday-Friday @ 19,948; Saturday @ 7,984  
 Digital Non-Replica: Monday-Friday @ 40,132; Saturday @ 39,966

**AVERAGE DAILY PRINT CIRCULATION:** Monday-Friday @ 141,916; Saturday @ 118,721

**AVERAGE DAILY PRINT/ONLINE CIRCULATION:** **196,109** (Monday-Friday @ 201,996; Saturday @ 166,671)

### PRINT NEWSPAPER REACH

	1st Day	2nd Day*	3rd Day*	4th Day*	5th Day*
Number of Persons Reached by Print:	303,710	349,267	373,563	385,712	397,860
Newspaper's Reach Rating (% of Population)	5.9	6.8	7.3	7.5	7.8
Frequency	1	1.7	2.4	3.1	3.9

\* Assumes same ad is placed over multiple days

### PRINT REACH & DELIVERY

Ad Size	Noting Factor	% of Population Reached; Persons Reached; GRPs					
Full Page Ad	42%	Reach (#)	127,558	146,692	156,897	161,999	167,101
		Reach (%)	2.5%	2.9%	3.1%	3.2%	3.3%
		GRPs	2.5	4.9	7.3	9.8	12.7
3/4 Page Ad	38%	Reach (#)	115,410	132,721	141,954	146,570	151,187
		Reach (%)	2.3%	2.6%	2.8%	2.9%	2.9%
		GRPs	2.3	4.4	6.6	8.9	11.5
1/2 Page Ad	34%	Reach (#)	103,261	118,751	127,012	131,142	135,272
		Reach (%)	2.0%	2.3%	2.5%	2.6%	2.6%
		GRPs	2.0	3.9	5.9	7.9	10.3
1/4 Page Ad	28%	Reach (#)	85,039	97,795	104,598	107,999	111,401
		Reach (%)	1.7%	1.9%	2.0%	2.1%	2.2%
		GRPs	1.7	3.2	4.9	6.5	8.5
1/8 Page Ad	23%	Reach (#)	69,853	80,331	85,920	88,714	91,508
		Reach (%)	1.4%	1.6%	1.7%	1.7%	1.8%
		GRPs	1.4	2.7	4.0	5.4	7.0

**SOURCES:** Circulation: Alliance for Audited Media (formerly Audit Bureau of Circulations) Snapshot (9/30/09-9/30/14); Rates: SRDS National Standard Advertising Unit Rate or Modular Rate Households and Population: Nielsen Claritas 2014

Noting Factors: Starch Newspaper Ad Readership Studies; F/W=Audit period ending 3/31; S/S=Audit period ending 9/30

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DIGITAL REPLICAS/NONREPLICAS numbers are not synonymous with daily website visitors, page views, or other common web traffic terms.

**NEWSPAPER PERFORMANCE REPORT**  
**CIRCULATION, PENETRATION, REACH AND FREQUENCY ANALYZER**

Newspaper(s): **SAN FRANCISCO CHRONICLE (Monday-Saturday All Day)** Market: **San Jose-San Francisco et al, CA CMSA**

<b>CMSA Population (Adults 18+)</b>	<b>CMSA Households</b>	<b>Total Avg. Print Circulation</b>	<b>Market Penetration</b>	<b>% of Market Not Reached</b>	<b>Readers per Copy</b>	<b>Average Daily Readers</b>
5,126,741	2,386,200	138,050	6%	94%	2.2	303,710

**TRENDING DATA**

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	NUMBER	% CHANGE	NUMBER	% CHANGE	SAU RATE	% CHANGE
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<b>2010-F/W</b>	2,424,800	0.0%	238,458	-5.4%	\$ 691.00	12.7%
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**AVERAGE DAILY ONLINE CIRCULATION:** Digital Replica: Monday-Friday @ 19,948; Saturday @ 7,984  
Digital Non-Replica: Monday-Friday @ 40,132; Saturday @ 39,966  
**AVERAGE DAILY PRINT CIRCULATION:** Monday-Friday @ 141,916; Saturday @ 118,721  
**AVERAGE DAILY PRINT/ONLINE CIRCULATION:** **196,109** (Monday-Friday @ 201,996; Saturday @ 166,671)

**PRINT NEWSPAPER REACH**

	<b>1st Day</b>	<b>2nd Day*</b>	<b>3rd Day*</b>	<b>4th Day*</b>	<b>5th Day*</b>
<b>Number of Persons Reached by Print</b>	303,710	349,267	373,563	385,712	397,860
<b>Newspaper's Reach Rating (% of Population)</b>	5.9	6.8	7.3	7.5	7.8
<b>Frequency</b>	1	1.7	2.4	3.1	3.9

\* Assumes same ad is placed over multiple days

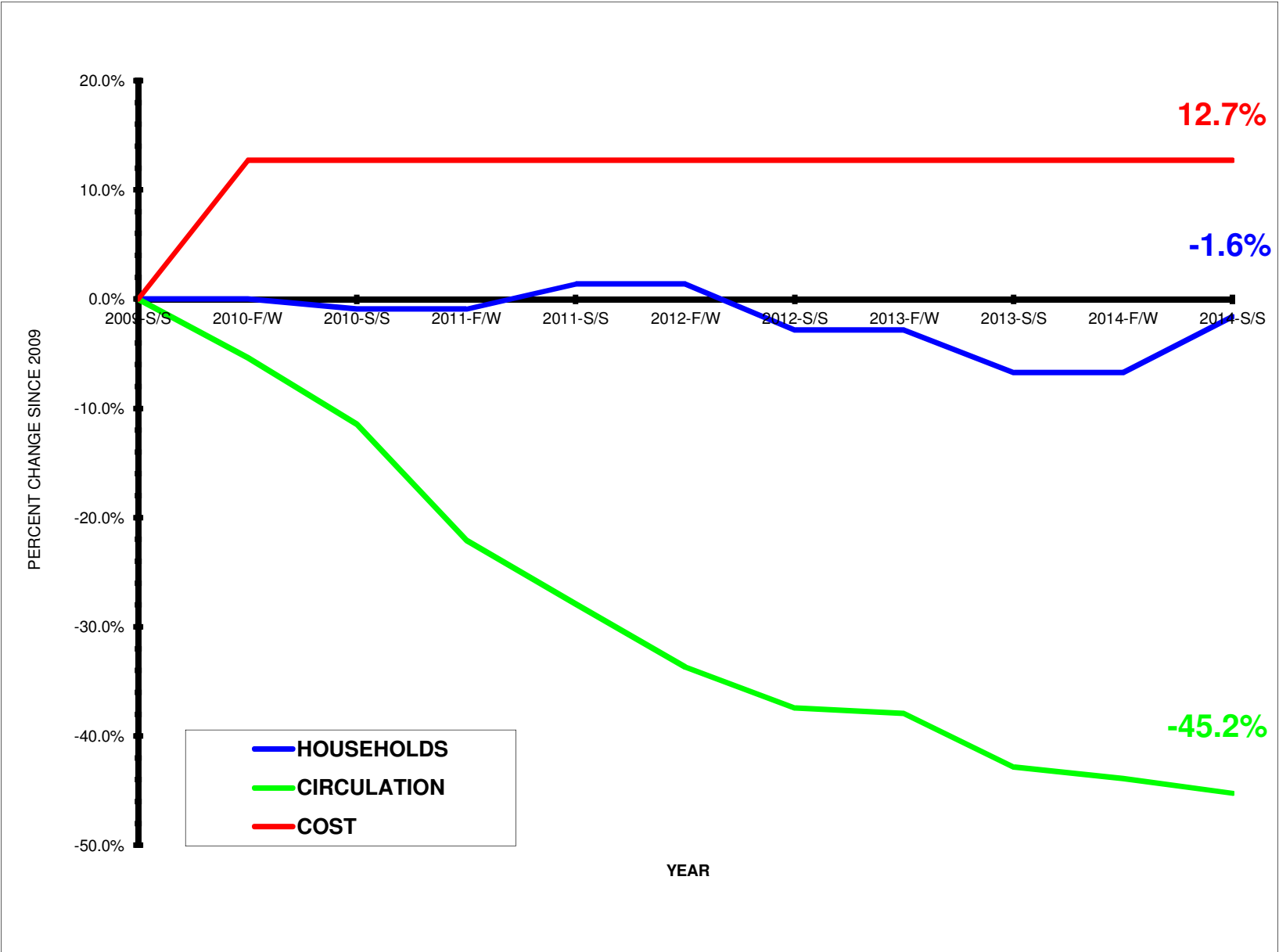
**PRINT REACH & DELIVERY**

<b>Section</b>	<b>Read Regularly</b>	<b>% of Population Reached: Persons Reached: GRPs</b>					
<b>Section 1</b>	<b>36%</b>	Reach (#)	109,336	125,736	134,483	138,856	143,230
<b>Front Page Section</b>		Reach (%)	2.1%	2.5%	2.6%	2.7%	2.8%
		GRPs	2.1	4.2	6.3	8.4	10.9
<b>Sports</b>	<b>19%</b>	Reach (#)	57,705	66,361	70,977	73,285	75,593
		Reach (%)	1.1%	1.3%	1.4%	1.4%	1.5%
		GRPs	1.1	2.2	3.3	4.4	5.8
<b>Business</b>	<b>19%</b>	Reach (#)	57,705	66,361	70,977	73,285	75,593
		Reach (%)	1.1%	1.3%	1.4%	1.4%	1.5%
		GRPs	1.1	2.2	3.3	4.4	5.8
<b>Automotive Classified</b>	<b>5%</b>	Reach (#)	15,186	17,463	18,678	19,286	19,893
		Reach (%)	0.3%	0.3%	0.4%	0.4%	0.4%
		GRPs	0.3	0.6	0.9	1.2	1.5
<b>Employment/ Classified</b>	<b>5%</b>	Reach (#)	15,186	17,463	18,678	19,286	19,893
		Reach (%)	0.3%	0.3%	0.4%	0.4%	0.4%
		GRPs	0.3	0.6	0.9	1.2	1.5

**SOURCES:** Circulation: Alliance for Audited Media (formerly Audit Bureau of Circulations) Snapshot (9/30/09-9/30/14); Rates: SRDS National Standard Advertising Unit Rate or Modular Rate  
Households and Population: Nielsen Claritas 2014  
Sectional Readership: The Media Audit Regular Readers (1/12-3/13); F/W=Audit period ending 3/31; S/S=Audit period ending 9/30  
PRINT=Individually paid (1 cent or more), business/traveler and verified (consumer copies that are nonpaid or paid by someone other than the individual);  
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NEWSPAPER PERFORMANCE TREND REPORT

**SAN FRANCISCO CHRONICLE (Monday-Saturday All Day)**



# NEWSPAPER PERFORMANCE REPORT

## CIRCULATION, PENETRATION, REACH AND FREQUENCY ANALYZER

Newspaper(s): **SAN FRANCISCO CHRONICLE (Sunday)**

Market: **San Jose-San Francisco et al, CA CMSA**

CMSA Population (Adults 18+)	CMSA Households	Total Avg. Print Circulation	Market Penetration	% of Market Not Reached
5,126,741	2,386,200	277,909	12%	88%

Readers per Copy	Average Daily Readers
2.5	694,773

### TRENDING DATA

YEAR	CMSA HOUSEHOLDS		TOTAL AVG. PRINT CIRCULATION		ADVERTISING COST	
	NUMBER	% CHANGE	NUMBER	% CHANGE	SAU RATE	% CHANGE
2009-S/S <sup>Base</sup>	2,424,800	0.0%	306,705	0.0%	\$ 686.00	0.0%
2010-F/W	2,424,800	0.0%	286,121	-6.7%	\$ 774.00	12.8%
2010-S/S	2,402,700	-0.9%	282,445	-7.9%	\$ 774.00	12.8%
2011-F/W	2,402,700	-0.9%	284,457	-7.3%	\$ 774.00	12.8%
2011-S/S	2,458,500	1.4%	270,443	-11.8%	\$ 774.00	12.8%
2012-F/W	2,458,500	1.4%	262,485	-14.4%	\$ 774.00	12.8%
2012-S/S	2,356,600	-2.8%	247,157	-19.4%	\$ 774.00	12.8%
2013-F/W	2,356,600	-2.8%	250,677	-18.3%	\$ 774.00	12.8%
2013-S/S	2,261,400	-6.7%	263,023	-14.2%	\$ 774.00	12.8%
2014-F/W	2,261,400	-6.7%	371,768	21.2%	\$ 774.00	12.8%
2014-S/S	2,386,200	-1.6%	277,909	-9.4%	\$ 774.00	12.8%

**AVERAGE SUNDAY ONLINE CIRCULATION:**

Digital Replica: 3,590

Digital Non-Replica: 40,046

Branded Editions (Print & Digital): 5,925

**AVERAGE SUNDAY PRINT/ONLINE CIRCULATION: 327,470**

### PRINT NEWSPAPER REACH

	1st Week	2nd Week*	3rd Week*	4th Week*	5th Week*
Number of Persons Reached by Newspaper	694,773	798,988	854,570	882,361	910,152
Newspaper's Reach Rating (% of Population)	13.6	15.6	16.7	17.2	17.8
Frequency	1	1.7	2.4	3.1	3.9

\* Assumes same ad is placed over multiple days

### PRINT REACH & DELIVERY

Ad Size	Noting Factor	% of Population Reached; Persons Reached; GRPs					
Full Page Ad	42%	Reach (#)	291,804	335,575	358,919	370,592	382,264
		Reach (%)	5.7%	6.5%	7.0%	7.2%	7.5%
		GRPs	5.7	11.1	16.8	22.4	29.1
3/4 Page Ad	38%	Reach (#)	264,014	303,616	324,737	335,297	345,858
		Reach (%)	5.1%	5.9%	6.3%	6.5%	6.7%
		GRPs	5.1	10.1	15.2	20.3	26.3
1/2 Page Ad	34%	Reach (#)	236,223	271,656	290,554	300,003	309,452
		Reach (%)	4.6%	5.3%	5.7%	5.9%	6.0%
		GRPs	4.6	9.0	13.6	18.1	23.5
1/4 Page Ad	26%	Reach (#)	180,641	207,737	222,188	229,414	236,640
		Reach (%)	3.5%	4.1%	4.3%	4.5%	4.6%
		GRPs	3.5	6.9	10.4	13.9	18.0
1/8 Page Ad	23%	Reach (#)	159,798	183,767	196,551	202,943	209,335
		Reach (%)	3.1%	3.6%	3.8%	4.0%	4.1%
		GRPs	3.1	6.1	9.2	12.3	15.9

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CIRCULATION, PENETRATION, REACH AND FREQUENCY ANALYZER**

Newspaper(s): **SAN FRANCISCO CHRONICLE (Sunday)**

Market: **San Jose-San Francisco et al, CA CMSA**

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**AVERAGE SUNDAY ONLINE CIRCULATION:** Digital Replica: 3,590  
Digital Non-Replica: 40,046  
Branded Editions (Print & Digital): 5,925

**AVERAGE SUNDAY PRINT/ONLINE CIRCULATION: 327,470**

**PRINT NEWSPAPER REACH**

	1st Week	2nd Week*	3rd Week*	4th Week*	5th Week*
Number of Persons Reached by Newspaper	694,773	798,988	854,570	882,361	910,152
Newspaper's Reach Rating (% of Population)	13.6	15.6	16.7	17.2	17.8
Frequency	1	1.7	2.4	3.1	3.9

\* Assumes same ad is placed over multiple days

**PRINT REACH & DELIVERY**

Section	Read Regularly	% of Population Reached: Persons Reached: GRPs					
<b>Section 1</b>	<b>37%</b>	Reach (#)	257,066	295,626	316,191	326,474	336,756
<b>Front Page Section</b>		Reach (%)	5.0%	5.8%	6.2%	6.4%	6.6%
		GRPs	5.0	9.8	14.8	19.7	25.6
<b>Sports</b>	<b>19%</b>	Reach (#)	132,007	151,808	162,368	167,649	172,929
		Reach (%)	2.6%	3.0%	3.2%	3.3%	3.4%
		GRPs	2.6	5.0	7.6	10.1	13.2
<b>Business</b>	<b>19%</b>	Reach (#)	132,007	151,808	162,368	167,649	172,929
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		GRPs	2.6	5.0	7.6	10.1	13.2
<b>Automotive</b>	<b>5%</b>	Reach (#)	34,739	39,949	42,729	44,118	45,508
<b>Classified Ads</b>		Reach (%)	0.7%	0.8%	0.8%	0.9%	0.9%
		GRPs	0.7	1.3	2.0	2.7	3.5
<b>Sunday Ad Inserts</b>	<b>26%</b>	Reach (#)	180,641	207,737	222,188	229,414	236,640
		Reach (%)	3.5%	4.1%	4.3%	4.5%	4.6%
		GRPs	3.5	6.9	10.4	13.9	18.0

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