

## Consolidated Media Report

1 Quarter ending December 31, 2015  
*Subject to Audit*



# The Post and Courier

WINNER OF 2015 PULITZER PRIZE FOR PUBLIC SERVICE

## Quarterly Data Report

Q4 2015

Subject to Audit

Charleston (Charleston County), South Carolina

www.postandcourier.com

### CROSS-MEDIA METRICS

WEBSITE ACTIVITY			Period
Post and Courier (Web)	Unique Browsers	1,303,498	December 2015
	Page Impressions (2)	6,509,614	

Source: (2) Google Analytics

SOCIAL MEDIA			Period
Facebook	Total Likes	86,990	December 2015
Twitter	Total Followers	64,300	December 2015

### CIRCULATION SUMMARY

	Sun	Avg Mon-Fri	Avg Mon-Sat	Mon	Tue	Wed	Thu	Fri	Sat
<b>TOTAL COMBINED AVERAGE CIRCULATION</b>	79,591	72,056	71,479	71,296	71,421	72,946	72,102	72,508	68,559
<b>THE POST AND COURIER</b>									
Print (See Par. 1A)	69,581	57,447	57,598	56,791	56,226	58,114	57,614	58,473	58,374
Digital Replica (See Par. 1B)	757	4,737	4,081	4,410	4,839	4,849	4,789	4,797	751
Digital Nonreplica (See Par. 1C)	9,253	9,872	9,800	10,095	10,356	9,983	9,699	9,238	9,434
<b>Total Combined Average Circulation</b>	<b>79,591</b>	<b>72,056</b>	<b>71,479</b>	<b>71,296</b>	<b>71,421</b>	<b>72,946</b>	<b>72,102</b>	<b>72,508</b>	<b>68,559</b>

### CIRCULATION DATA BY PUBLICATION

1A. THE POST AND COURIER - PRINT									
<b>Paid Circulation</b>									
<b>Individually Paid Circulation</b>									
Home Delivery and Mail	51,144	49,442	49,448	49,506	48,866	50,078	49,005	49,785	49,480
Single Copy Sales	16,391	6,549	6,600	5,836	5,921	6,585	7,144	7,216	6,859
<b>Total Average Individually Paid Circulation</b>	<b>67,535</b>	<b>55,991</b>	<b>56,048</b>	<b>55,342</b>	<b>54,787</b>	<b>56,663</b>	<b>56,149</b>	<b>57,001</b>	<b>56,339</b>
<b>Business/Traveler Paid Circulation</b>									
Hotel Distribution - Room/Lobby Copies	868	192	301	183	178	185	203	210	857
<b>Total Average Business/Traveler Paid Circulation</b>	<b>868</b>	<b>192</b>	<b>301</b>	<b>183</b>	<b>178</b>	<b>185</b>	<b>203</b>	<b>210</b>	<b>857</b>
<b>Total Average Paid Circulation - Print</b>	<b>68,403</b>	<b>56,183</b>	<b>56,349</b>	<b>55,525</b>	<b>54,965</b>	<b>56,848</b>	<b>56,352</b>	<b>57,211</b>	<b>57,196</b>
<b>Qualified Circulation</b>									
<b>Single Copy</b>									
Educational Copies		5	4		25				
Employee/Independent Contractor	965	965	965	965	965	965	965	965	965
Retail/Business	213	294	280	301	271	301	297	297	213
<b>Total Average Single Copy</b>	<b>1,178</b>	<b>1,264</b>	<b>1,249</b>	<b>1,266</b>	<b>1,261</b>	<b>1,266</b>	<b>1,262</b>	<b>1,262</b>	<b>1,178</b>
<b>Total Average Qualified Circulation - Print</b>	<b>1,178</b>	<b>1,264</b>	<b>1,249</b>	<b>1,266</b>	<b>1,261</b>	<b>1,266</b>	<b>1,262</b>	<b>1,262</b>	<b>1,178</b>
<b>Total Average Circulation - Print</b>	<b>69,581</b>	<b>57,447</b>	<b>57,598</b>	<b>56,791</b>	<b>56,226</b>	<b>58,114</b>	<b>57,614</b>	<b>58,473</b>	<b>58,374</b>

1B. THE POST AND COURIER - DIGITAL REPLICA									
<b>Paid Circulation</b>									
Subscription	757	758	757	758	775	785	741	733	751
<b>Total Average Paid Circulation - Digital Replica</b>	<b>757</b>	<b>758</b>	<b>757</b>	<b>758</b>	<b>775</b>	<b>785</b>	<b>741</b>	<b>733</b>	<b>751</b>
<b>Qualified Circulation: Opt-in</b>									
Educational Copies		3,979	3,324	3,652	4,064	4,064	4,048	4,064	
<b>Total Average Qualified Circulation - Digital Replica</b>		<b>3,979</b>	<b>3,324</b>	<b>3,652</b>	<b>4,064</b>	<b>4,064</b>	<b>4,048</b>	<b>4,064</b>	
<b>Total Average Circulation - Digital Replica</b>	<b>757</b>	<b>4,737</b>	<b>4,081</b>	<b>4,410</b>	<b>4,839</b>	<b>4,849</b>	<b>4,789</b>	<b>4,797</b>	<b>751</b>
<b>Total Average Circulation - Print &amp; Digital Replica</b>	<b>70,338</b>	<b>62,184</b>	<b>61,679</b>	<b>61,201</b>	<b>61,065</b>	<b>62,963</b>	<b>62,403</b>	<b>63,270</b>	<b>59,125</b>

1C. THE POST AND COURIER - DIGITAL NONREPLICA									
<b>Qualified Circulation</b>									
Tablet	2,390	2,313	2,309	2,389	2,390	2,358	2,252	2,182	2,286
Mobile/Smartphones	6,863	7,559	7,491	7,706	7,966	7,625	7,447	7,056	7,148
<b>Total Average Qualified Circulation - Digital Nonreplica</b>	<b>9,253</b>	<b>9,872</b>	<b>9,800</b>	<b>10,095</b>	<b>10,356</b>	<b>9,983</b>	<b>9,699</b>	<b>9,238</b>	<b>9,434</b>
<b>Total Average Circulation - Digital Nonreplica</b>	<b>9,253</b>	<b>9,872</b>	<b>9,800</b>	<b>10,095</b>	<b>10,356</b>	<b>9,983</b>	<b>9,699</b>	<b>9,238</b>	<b>9,434</b>
<b>TOTAL AVERAGE CIRCULATION - PRINT &amp; DIGITAL REPLICA AND NONREPLICA</b>	<b>79,591</b>	<b>72,056</b>	<b>71,479</b>	<b>71,296</b>	<b>71,421</b>	<b>72,946</b>	<b>72,102</b>	<b>72,508</b>	<b>68,559</b>

## 2. TOTAL AVERAGE CIRCULATION By Market (Optional)

## NOTES

### REPORT ENDING DATE

December 31, 2015

### CREDIT AND ARREARS ALLOWANCE

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

	Total
Sunday	325
Daily	325

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.

### 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.

### ADVERTISING POLICY

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 may include additional advertising. THE POST AND COURIER digital replica edition contains all ROP advertising content found in the print edition. FSIs are excluded from the digital replica edition. THE POST AND COURIER digital nonreplica editions contain the following advertising: Tablet and Mobile/Smartphone - select advertising from the print edition, as well as additional advertising.

## Publishing Plans

<b>The Post and Courier</b>	Frequency: Daily
	Delivery Vehicle(s): Print, online, mobile
	Primary Circulation Classification: Paid
	Website(s): www.postandcourier.com

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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: Evening Post Publishing Company (EPPC)

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Audience Development Sales & Mktng Manager

PAMELA J. BROWNING  
Publisher