

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
TOTAL COMBINED AVERAGE CIRCULATION	79,591	72,056	71,479	71,296	71,421	72,946	72,102	72,508	68,559
THE POST AND COURIER									
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
Total Combined Average Circulation	79,591	72,056	71,479	71,296	71,421	72,946	72,102	72,508	68,559

CIRCULATION DATA BY PUBLICATION

1A. THE POST AND COURIER - PRINT									
Paid Circulation									
Individually Paid Circulation									
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
Total Average Individually Paid Circulation	67,535	55,991	56,048	55,342	54,787	56,663	56,149	57,001	56,339
Business/Traveler Paid Circulation									
Hotel Distribution - Room/Lobby Copies	868	192	301	183	178	185	203	210	857
Total Average Business/Traveler Paid Circulation	868	192	301	183	178	185	203	210	857
Total Average Paid Circulation - Print	68,403	56,183	56,349	55,525	54,965	56,848	56,352	57,211	57,196
Qualified Circulation									
Single Copy									
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
Total Average Single Copy	1,178	1,264	1,249	1,266	1,261	1,266	1,262	1,262	1,178
Total Average Qualified Circulation - Print	1,178	1,264	1,249	1,266	1,261	1,266	1,262	1,262	1,178
Total Average Circulation - Print	69,581	57,447	57,598	56,791	56,226	58,114	57,614	58,473	58,374

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

1C. THE POST AND COURIER - DIGITAL NONREPLICA									
Qualified Circulation									
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
Total Average Qualified Circulation - Digital Nonreplica	9,253	9,872	9,800	10,095	10,356	9,983	9,699	9,238	9,434
Total Average Circulation - Digital Nonreplica	9,253	9,872	9,800	10,095	10,356	9,983	9,699	9,238	9,434
TOTAL AVERAGE CIRCULATION - PRINT & DIGITAL REPLICA AND NONREPLICA	79,591	72,056	71,479	71,296	71,421	72,946	72,102	72,508	68,559

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

The Post and Courier	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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