

Quarterly Data Report

Q2 2017

Subject to Audit

Charleston (Charleston County), South Carolina

www.postandcourier.com

CROSS-MEDIA METRICS

WEBSITE ACTIVITY			Period
http://www.postandcourier.com/ (Combined)	Unique Browsers	1,941,140	June 2017
	Page Impressions (14)	6,603,707	
Source: (14) AAMSiteCertifier			

CIRCULATION SUMMARY

	Sun	Avg Mon-Fri	Avg Mon-Sat	Mon	Tue	Wed	Thu	Fri	Sat
TOTAL COMBINED AVERAGE CIRCULATION	60,262	51,114	51,140	50,320	49,927	53,795	50,065	51,463	51,274
THE POST AND COURIER									
Print (See Par. 1A)	58,386	49,221	49,251	48,442	48,041	51,902	48,165	49,554	49,402
Digital Replica (See Par. 1B)	1,876	1,893	1,889	1,878	1,886	1,893	1,900	1,909	1,872
Total Combined Average Circulation	60,262	51,114	51,140	50,320	49,927	53,795	50,065	51,463	51,274

CIRCULATION DATA BY PUBLICATION

1A. THE POST AND COURIER - PRINT									
Paid Circulation									
Individually Paid Circulation									
Home Delivery and Mail	44,734	42,048	42,074	41,861	41,494	43,289	41,373	42,222	42,207
Single Copy Sales	11,830	5,389	5,381	5,096	5,092	5,635	5,294	5,829	5,339
Total Average Individually Paid Circulation	56,564	47,437	47,455	46,957	46,586	48,924	46,667	48,051	47,546
Business/Traveler Paid Circulation									
Hotel Distribution - Room/Lobby Copies	648	226	302	224	220	220	231	236	680
Total Average Business/Traveler Paid Circulation	648	226	302	224	220	220	231	236	680
Total Average Paid Circulation - Print	57,212	47,663	47,757	47,181	46,806	49,144	46,898	48,287	48,226
Qualified Circulation									
Home Delivery									
Targeted	1	300	250	1	1	1,494	1	1	1
Total Average Home Delivery	1	300	250	1	1	1,494	1	1	1
Single Copy									
Employee/Independent Contractor	965	965	965	965	965	965	965	965	965
Retail/Business	208	293	279	295	269	299	301	301	210
Total Average Single Copy	1,173	1,258	1,244	1,260	1,234	1,264	1,266	1,266	1,175
Total Average Qualified Circulation - Print	1,174	1,558	1,494	1,261	1,235	2,758	1,267	1,267	1,176
Total Average Circulation - Print	58,386	49,221	49,251	48,442	48,041	51,902	48,165	49,554	49,402

	Sun	Avg Mon-Fri	Avg Mon-Sat	Mon	Tue	Wed	Thu	Fri	Sat
1B. THE POST AND COURIER - DIGITAL REPLICA									
Paid Circulation									
Subscription	1,876	1,893	1,889	1,878	1,886	1,893	1,900	1,909	1,872
Total Average Paid Circulation - Digital Replica	1,876	1,893	1,889	1,878	1,886	1,893	1,900	1,909	1,872
Total Average Circulation - Digital Replica	1,876	1,893	1,889	1,878	1,886	1,893	1,900	1,909	1,872
Total Average Circulation - Print & Digital Replica	60,262	51,114	51,140	50,320	49,927	53,795	50,065	51,463	51,274

2. TOTAL AVERAGE CIRCULATION By Market (Optional)

NOTES

REPORT ENDING DATE

June 30, 2017

CREDIT AND ARREARS ALLOWANCE

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

	Total
Daily	370
Sunday	370

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.

Publishing Plans

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

Scott Embry, Director of Advertising
 Telephone (843) 937-5405 - FAX (843) 937-5463
 134 Columbus Street
 Charleston, SC 29403-4809
 e-mail: sembry@postandcourier.com

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 Industries (EPI)

THE POST AND COURIER, published by Evening Post Industries (EPI) 134 Columbus Street Charleston, SC 29403-4809

JAMIE DROLET

PAMELA J BROWNING

Audience Development Operations Manager

Publisher