



Audit Bureau  
of Circulations

**Audit Report  
Magazine**

**PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION**

**THE GREENVILLE JOURNAL**

Greenville, South Carolina 29609

**Field Served:** Local news and views for the Greenville, South Carolina Community.

**Definition of List Source Recipients:**

**Method of Circulation for Analyzed Non-Paid Circulation:** Delivered via contracted drivers.

**AVERAGE CIRCULATION FOR 12 MONTHS ENDED JUNE 30, 2009:**

**1. TOTAL AVERAGE PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION**

	Audited Circulation	Publisher's Statement Claim	Difference	% of Difference
<b>Paid, Verified &amp; Analyzed Non-Paid Circulation: (See Par. 6)</b>				
<b>Subscriptions:</b>				
Paid	60	60		
Verified				
<b>Total Paid &amp; Verified Subscriptions</b>	<b>60</b>	<b>60</b>		
Single Copy Sales	45	45		
<b>Total Paid &amp; Verified Circulation</b>	<b>105</b>	<b>105</b>		
Paid & Verified Rate Base:	None Claimed			
# Above/Below Rate Base (+/-)				
% Above/Below Rate Base (+/-)				
<b>Total Analyzed Non-Paid Circulation</b>	<b>41,115</b>	<b>41,115</b>		
Non-Paid Rate Base:	None Claimed			
# Above/Below Rate Base (+/-)				
% Above/Below Rate Base (+/-)				
<b>Total Paid, Verified &amp; Analyzed Non-Paid Circulation</b>	<b>41,220</b>	<b>41,220</b>		
Combined Rate Base:	None Claimed			
# Above/Below Rate Base (+/-)				
% Above/Below Rate Base (+/-)				

**2. PRICES**

	Suggested Retail Prices (1)	Average Price (2) Net	Gross (Optional)
Average Single Copy	\$0.50		
Subscription	\$95.00		
Average Subscription Price Annualized			
Average Subscription Price per Copy			

(1) For the Report period

(2) See Explanatory.

## ANALYSIS OF AVERAGE CIRCULATION

### 3. PAID, VERIFIED AND ANALYZED NON-PAID BY ISSUE

2008 Issue	Total Paid, Verified and Analyzed Non-Paid				Combined Rate Base	
	Audited Circulation	Publisher's Statement Claim	Difference	%	Rate Base	% Above/ Below (+/-)
July	4	42,992	42,992		*	
	11	43,074	43,074		*	
	18	43,079	43,079		*	
	25	43,098	43,098		*	
Aug.	1	43,261	43,261		*	
	8	43,157	43,157		*	
	15	43,160	43,160		*	
	22	43,149	43,149		*	
	29	43,137	43,137		*	
Sept.	4	43,322	43,322		*	
	11	43,306	43,306		*	
	18	43,556	43,556		*	
	25	43,499	43,499		*	
Oct.	3	43,704	43,704		*	
	10	43,658	43,658		*	
	17	43,661	43,661		*	
	24	43,699	43,699		*	
	31	43,780	43,780		*	
Nov.	7	41,345	41,345		*	
	14	41,370	41,370		*	
	21	41,386	41,386		*	
	28	41,453	41,453		*	
Dec.	5	41,506	41,506		*	
	12	41,557	41,557		*	
	19	41,938	41,938		*	
	26	41,950	41,950		*	
2009 Issue						
Jan.	2	39,263	39,263		*	
	9	39,551	39,551		*	
	16	39,369	39,369		*	
	23	39,522	39,522		*	
	30	39,485	39,485		*	
Feb.	6	39,660	39,660		*	
	13	39,688	39,688		*	
	20	39,635	39,635		*	
	27	39,452	39,452		*	
Mar.	6	39,643	39,643		*	
	13	39,565	39,565		*	
	20	39,636	39,636		*	
	27	39,682	39,682		*	
Apr.	3	39,669	39,669		*	
	10	39,664	39,664		*	
	17	39,758	39,758		*	
	24	39,656	39,656		*	
May	1	39,806	39,806		*	
	8	40,053	40,053		*	
	15	39,779	39,779		*	
	22	39,715	39,715		*	
	29	39,793	39,793		*	
June	5	39,856	39,856		*	
	12	39,566	39,566		*	
	19	39,651	39,651		*	
	26	39,540	39,540		*	
Total Average Circulation	41,220	41,220				

\*None Claimed

**3. PAID, VERIFIED AND ANALYZED NON-PAID BY ISSUE (Continued)**

2008 Issue	Total Paid and Verified Circulation				Paid & Verified Rate Base	
	Audited Circulation	Publisher's Statement Claim	Difference	%	Rate Base	% Above/ Below (+/-)
July	4	94	94		*	
	11	99	99		*	
	18	104	104		*	
	25	103	103		*	
Aug.	1	110	110		*	
	8	124	124		*	
	15	117	117		*	
	22	128	128		*	
	29	116	116		*	
Sept.	4	114	114		*	
	11	117	117		*	
	18	105	105		*	
	25	113	113		*	
Oct.	3	113	113		*	
	10	103	103		*	
	17	101	101		*	
	24	104	104		*	
	31	108	108		*	
Nov.	7	108	108		*	
	14	105	105		*	
	21	108	108		*	
	28	111	111		*	
Dec.	5	102	102		*	
	12	110	110		*	
	19	91	91		*	
	26	103	103		*	
2009 Issue						
Jan.	2	102	102		*	
	9	108	108		*	
	16	116	116		*	
	23	114	114		*	
	30	106	106		*	
Feb.	6	113	113		*	
	13	116	116		*	
	20	111	111		*	
	27	111	111		*	
Mar.	6	103	103		*	
	13	99	99		*	
	20	100	100		*	
	27	101	101		*	
Apr.	3	103	103		*	
	10	95	95		*	
	17	97	97		*	
	24	100	100		*	
May	1	108	108		*	
	8	106	106		*	
	15	104	104		*	
	22	94	94		*	
	29	97	97		*	
June	5	86	86		*	
	12	90	90		*	
	19	90	90		*	
	26	85	85		*	
<hr/>						
Total Average Circulation		105	105			
*None Claimed						

**3. PAID, VERIFIED AND ANALYZED NON-PAID BY ISSUE (Continued)**

	Total Paid and Verified Subscriptions				Paid Subscriptions				Verified Subscriptions			
	Audited Circulation	Publisher's Statement Claim	Difference	%	Audited Circulation	Publisher's Statement Claim	Difference	%	Audited Circulation	Publisher's Statement Claim	Difference	%
2008 Issue												
July	4	69	69		69	69						
	11	69	69		69	69						
	18	69	69		69	69						
	25	69	69		69	69						
Aug.	1	67	67		67	67						
	8	68	68		68	68						
	15	69	69		69	69						
	22	70	70		70	70						
	29	70	70		70	70						
Sept.	4	68	68		68	68						
	11	67	67		67	67						
	18	67	67		67	67						
	25	68	68		68	68						
Oct.	3	71	71		71	71						
	10	70	70		70	70						
	17	72	72		72	72						
	24	69	69		69	69						
	31	69	69		69	69						
Nov.	7	67	67		67	67						
	14	69	69		69	69						
	21	69	69		69	69						
	28	63	63		63	63						
Dec.	5	61	61		61	61						
	12	59	59		59	59						
	19	60	60		60	60						
	26	60	60		60	60						
2009 Issue												
Jan.	2	57	57		57	57						
	9	58	58		58	58						
	16	57	57		57	57						
	23	56	56		56	56						
	30	56	56		56	56						
Feb.	6	56	56		56	56						
	13	57	57		57	57						
	20	57	57		57	57						
	27	57	57		57	57						
Mar.	6	54	54		54	54						
	13	54	54		54	54						
	20	54	54		54	54						
	27	53	53		53	53						
Apr.	3	53	53		53	53						
	10	51	51		51	51						
	17	52	52		52	52						
	24	50	50		50	50						
May	1	49	49		49	49						
	8	49	49		49	49						
	15	48	48		48	48						
	22	48	48		48	48						
	29	48	48		48	48						
June	5	44	44		44	44						
	12	45	45		45	45						
	19	45	45		45	45						
	26	44	44		44	44						
Total Average Circulation	60	60			60	60						

**3. PAID, VERIFIED AND ANALYZED NON-PAID BY ISSUE (Continued)**

2008 Issue	Single Copy Sales				Analyzed Non-Paid				Non-Paid Rate Base	
	Audited Circulation	Publisher's Statement Claim	Difference	%	Audited Circulation	Publisher's Statement Claim	Difference	%	Rate Base	% Above/Below (+/-)
July	4	25	25		42,898	42,898			*	
	11	30	30		42,975	42,975			*	
	18	35	35		42,975	42,975			*	
	25	34	34		42,995	42,995			*	
Aug.	1	43	43		43,151	43,151			*	
	8	56	56		43,033	43,033			*	
	15	48	48		43,043	43,043			*	
	22	58	58		43,021	43,021			*	
	29	46	46		43,021	43,021			*	
Sept.	4	46	46		43,208	43,208			*	
	11	50	50		43,189	43,189			*	
	18	38	38		43,451	43,451			*	
	25	45	45		43,386	43,386			*	
Oct.	3	42	42		43,591	43,591			*	
	10	33	33		43,555	43,555			*	
	17	29	29		43,560	43,560			*	
	24	35	35		43,595	43,595			*	
	31	39	39		43,672	43,672			*	
Nov.	7	41	41		41,237	41,237			*	
	14	36	36		41,265	41,265			*	
	21	39	39		41,278	41,278			*	
	28	48	48		41,342	41,342			*	
Dec.	5	41	41		41,404	41,404			*	
	12	51	51		41,447	41,447			*	
	19	31	31		41,847	41,847			*	
	26	43	43		41,847	41,847			*	
2009 Issue										
Jan.	2	45	45		39,161	39,161			*	
	9	50	50		39,443	39,443			*	
	16	59	59		39,253	39,253			*	
	23	58	58		39,408	39,408			*	
	30	50	50		39,379	39,379			*	
Feb.	6	57	57		39,547	39,547			*	
	13	59	59		39,552	39,552			*	
	20	54	54		39,524	39,524			*	
	27	54	54		39,341	39,341			*	
Mar.	6	49	49		39,540	39,540			*	
	13	45	45		39,466	39,466			*	
	20	46	46		39,536	39,536			*	
	27	48	48		39,581	39,581			*	
Apr.	3	50	50		39,566	39,566			*	
	10	44	44		39,569	39,569			*	
	17	45	45		39,661	39,661			*	
	24	50	50		39,556	39,556			*	
May	1	59	59		39,698	39,698			*	
	8	57	57		39,947	39,947			*	
	15	56	56		39,675	39,675			*	
	22	46	46		39,621	39,621			*	
	29	49	49		39,696	39,696			*	
June	5	42	42		39,770	39,770			*	
	12	45	45		39,476	39,476			*	
	19	45	45		39,561	39,561			*	
	26	41	41		39,455	39,455			*	
Total Average Circulation	45	45			41,115	41,115				

\*None Claimed

---

**4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS**

None of record

---

**5. TREND ANALYSIS (See Publisher's Statement for Five Year Trend)**

---

**6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION**

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Explanatory for full explanation.

	Audited Circulation	Publisher's Statement Claim	Difference	% of Difference
<b>PAID SUBSCRIPTIONS</b>				
Individual Subscriptions*	60	60		
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>60</b>	<b>60</b>		
<b>VERIFIED SUBSCRIPTIONS</b>				
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>				
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>60</b>	<b>60</b>		
<b>SINGLE COPY SALES</b>				
Single Issue Sales	45	45		
<b>TOTAL SINGLE COPY SALES</b>	<b>45</b>	<b>45</b>		
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>105</b>	<b>105</b>		
<b>ANALYZED NON-PAID</b>				
Market Coverage	36,686	36,686		
Non-Paid Bulk	4,429	4,429		
<b>TOTAL ANALYZED NON-PAID</b>	<b>41,115</b>	<b>41,115</b>		
<b>TOTAL PAID, VERIFIED &amp; ANALYZED NON-PAID</b>	<b>41,220</b>	<b>41,220</b>		

\*Included in Average Price calculation

---

**6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE**

The following represents the average public place copies made available during the report period to the following public areas:

None of record

---

**6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE**

The following represents the average individual use copies made available during the report period to the following individuals:

None of record

---

**AUDIT STATEMENT**

There was no adjustment made in the average paid, verified and analyzed non-paid circulation as shown in the Publisher's Statements for the period audited.

---

**EXPLANATORY**

Suggested Retail Prices: No additional prices.

Average non-analyzed non-paid circulation for the 12 month period: 906 copies per issue.

Post expiration copies: None of record.

Less than 5% of this publication's circulation is individual subscriptions. Therefore, reporting of an average subscription price is not required.

Market Coverage Copies, averaging 36,686 copies per issue, shown in Par. 6 and included in Par. 1, represent copies delivered to homes or businesses on an issue-to-issue basis. Consecutive issuance is not measured.

Non-Paid Bulk, averaging 4,429 copies per issue, shown in Par. 6 and included in Par. 1, represents copies available for pickup at designated locations.

---

To Members of the Audit Bureau of Circulations:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with the Bureau's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average paid, verified and analyzed non-paid circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average paid, verified and analyzed non-paid circulation.

**Audit Bureau of Circulations**

04-0388-8	Analyzed Issue Date	04/10/09
	Analyzed Issue Text (for double month issue date)	
	Average Single Copy Price	0.50
	Association Subscription Price	
	U.S. Subscription Price	95.00
	Canadian Subscription Price	
	International Subscription Price	