



**PAID, VERIFIED &  
ANALYZED  
NON-PAID MAGAZINE  
PUBLISHER'S STATEMENT**

Subject to Audit

# Greenville Journal

For the six months ended December 31, 2008

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.

Published by Community Journals LLC

Frequency: 52 times/year

ABC Member # 04-0388-8

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

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
<b>Paid, Verified &amp; Analyzed Non-Paid Circulation: (See Par. 6)</b>					
<b>Subscriptions:</b>					
Paid	67	0.2			
Verified					
<b>Total Paid &amp; Verified Subscriptions</b>	<b>67</b>	<b>0.2</b>			
Single Copy Sales	41	0.1			
<b>Total Paid &amp; Verified Circulation</b>	<b>108</b>	<b>0.3</b>	<b>None Claimed</b>		
<b>Total Analyzed Non-Paid Circulation</b>	<b>42,692</b>	<b>99.7</b>	<b>None Claimed</b>		
<b>Total Paid, Verified &amp; Analyzed Non-Paid Circulation</b>	<b>42,800</b>	<b>100.0</b>	<b>None Claimed</b>		

## 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 Statement period  
(2) See Par. 9.

## 3. PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Non-Paid	Total Paid, Verified, & Analyzed Non-Paid
July	4	69	69	25	94	42,898	42,992
	11	69	69	30	99	42,975	43,074
	18	69	69	35	104	42,975	43,079
	25	69	69	34	103	42,995	43,098
Aug.	1	67	67	43	110	43,151	43,261
	8	68	68	56	124	43,033	43,157
	15	69	69	48	117	43,043	43,160
	22	70	70	58	128	43,021	43,149
Sept.	29	70	70	46	116	43,021	43,137
	4	68	68	46	114	43,208	43,322
	11	67	67	50	117	43,189	43,306
	18	67	67	38	105	43,451	43,556
	25	68	68	45	113	43,386	43,499

### 3. PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION BY ISSUE (Continued)

Oct.	3	71	71	42	113	43,591	43,704
	10	70	70	33	103	43,555	43,658
	17	72	72	29	101	43,560	43,661
	24	69	69	35	104	43,595	43,699
	31	69	69	39	108	43,672	43,780
Nov.	7	67	67	41	108	41,237	41,345
	14	69	69	36	105	41,265	41,370
	21	69	69	39	108	41,278	41,386
	28	63	63	48	111	41,342	41,453
Dec.	5	61	61	41	102	41,404	41,506
	12	59	59	51	110	41,447	41,557
	19	60	60	31	91	41,847	41,938
	26	60	60	43	103	41,847	41,950

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

None

### 5. TREND ANALYSIS

	2004	%	2005	%	2006	%	2007	%	2008	%
Subscriptions:										
Paid	124	0.3	117	0.3	97	0.2	78	0.2	67	0.2
Verified	N/A		N/A		N/A		N/A		N/A	
<b>Total Paid &amp; Verified Subscriptions</b>	<b>124</b>	<b>0.3</b>	<b>117</b>	<b>0.3</b>	<b>97</b>	<b>0.2</b>	<b>78</b>	<b>0.2</b>	<b>67</b>	<b>0.2</b>
Single Copy Sales	184	0.5	181	0.4	468	1.1	269	0.6	45	0.1
<b>Total Paid &amp; Verified Circulation</b>	<b>308</b>	<b>0.8</b>	<b>298</b>	<b>0.7</b>	<b>565</b>	<b>1.3</b>	<b>347</b>	<b>0.8</b>	<b>112</b>	<b>0.3</b>
Year Over Year Percent of Change		-4.9		-3.2		89.6		-38.6		-67.7
<b>Total Analyzed Non-Paid Circ.</b>	<b>37,734</b>	<b>99.2</b>	<b>40,771</b>	<b>99.3</b>	<b>41,512</b>	<b>98.7</b>	<b>42,859</b>	<b>99.2</b>	<b>42,776</b>	<b>99.7</b>
Year Over Year Percent of Change		24.0		8.0		1.8		3.2		-0.2
<b>Total Paid, Verified &amp; Analyzed Non-Paid Circ.</b>	<b>38,042</b>	<b>100.0</b>	<b>41,069</b>	<b>100.0</b>	<b>42,077</b>	<b>100.0</b>	<b>43,206</b>	<b>100.0</b>	<b>42,888</b>	<b>100.0</b>
Year Over Year Percent of Change		23.7		8.0		2.5		2.7		-0.7
Avg. Annualized Subscription Price	N/A		N/A		N/A		N/A		N/A	

### 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 Par. 9 for full explanation.

	Average for Period	% of Circulation
<b>PAID SUBSCRIPTIONS</b>		
Individual Subscriptions*	67	0.2
<b>TOTAL PAID SUBSCRIPTIONS</b>	<b>67</b>	<b>0.2</b>
<b>VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL VERIFIED SUBSCRIPTIONS</b>		
<b>TOTAL PAID &amp; VERIFIED SUBSCRIPTIONS</b>	<b>67</b>	<b>0.2</b>
<b>SINGLE COPY SALES</b>		
Single Issue Sales	41	0.1
<b>TOTAL SINGLE COPY SALES</b>	<b>41</b>	<b>0.1</b>
<b>TOTAL PAID &amp; VERIFIED CIRCULATION</b>	<b>108</b>	<b>0.3</b>
<b>ANALYZED NON-PAID</b>		
Market Coverage	37,887	88.5
Non-Paid Bulk	4,805	11.2
<b>TOTAL ANALYZED NON-PAID</b>	<b>42,692</b>	<b>99.7</b>
<b>TOTAL PAID, VERIFIED &amp; ANALYZED NON-PAID</b>	<b>42,800</b>	<b>100.0</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 statement period to the following public areas:

None

## 6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

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

None

## 7. GEOGRAPHIC DATA for the October 10, 2008 issue

Total paid & verified circulation of this issue was 4.6% less than the total average paid & verified circulation.

Total analyzed non-paid circulation of this issue was 2.0% greater than the total average analyzed non-paid circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	ANALYZED NON-PAID	TOTAL CIRCULATION
Alabama							
Arizona							
Arkansas							
California							
Colorado							
Connecticut	1		1		1		1
Delaware							
District of Columbia							
Florida	4		4		4		4
Georgia	1		1		1		1
Idaho							
Illinois	2		2		2		2
Indiana							
Iowa							
Kansas							
Kentucky							
Louisiana							
Maine	1		1		1		1
Maryland							
Massachusetts							
Michigan							
Minnesota							
Mississippi							
Missouri							
Montana							
Nebraska							
Nevada							
New Hampshire							
New Jersey							
New Mexico							
New York	1		1		1		1
North Carolina	2		2		2		2
North Dakota							
Ohio							
Oklahoma							
Oregon							
Pennsylvania		2	2		2		2
Rhode Island							
South Carolina	54		54	33	87	43,555	43,642
South Dakota							
Tennessee	1		1		1		1
Texas	1		1		1		1
Utah							
Vermont							
Virginia							
Washington							
West Virginia							
Wisconsin							
Wyoming							
<b>TOTAL 48 CONTERMI- NOUS STATES</b>	<b>70</b>		<b>70</b>	<b>33</b>	<b>103</b>	<b>43,555</b>	<b>43,658</b>
Alaska							
Hawaii							
<b>TOTAL ALASKA &amp; HAWAII</b>							
U.S. Unclassified							
<b>TOTAL UNITED STATES</b>	<b>70</b>		<b>70</b>	<b>33</b>	<b>103</b>	<b>43,555</b>	<b>43,658</b>
Poss. & Other Areas							
<b>U.S. &amp; POSS., etc.</b>	<b>70</b>		<b>70</b>	<b>33</b>	<b>103</b>	<b>43,555</b>	<b>43,658</b>
Canada							
International							
Other Unclassified							
Military or Civilian Personnel Overseas							
<b>GRAND TOTAL</b>	<b>70</b>		<b>70</b>	<b>33</b>	<b>103</b>	<b>43,555</b>	<b>43,658</b>

## ANALYSIS BY ABCD COUNTY SIZE for the October 10, 2008 issue

Magazine of less than 500,000 total average paid, verified and/or analyzed non-paid circulation not required to answer this paragraph.

## 8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended December 31, 2008

<b>A. DURATION</b>			<b>%</b>	<b>C.CHANNELS</b>			<b>%</b>
(a) One to six months (1 to 26 issues).....	1		4.2	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers.....	24		100.0
(b) Seven to eleven months (27 to 48 issues).....	None			(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling.....	None		
(c) Twelve months (49 to 52 issues).....	23		95.8	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations.....	None		
(d) Thirteen to twenty-four months.....	None			(d) Subscriptions as part of membership in an organiza- tion.....	None		
(e) Twenty-five months and more.....	None			<b>Total Subscriptions Sold in Period.....</b>	<b>24</b>		<b>100.0</b>
<b>Total Subscriptions Sold in Period.....</b>	<b>24</b>		<b>100.0</b>				
<b>B. USE OF PREMIUMS</b>							
(a) Ordered without premium.....	24		100.0				
(b) Ordered with material reprinted from this publication.....	None						
(c) Ordered with other premiums.....	None						
<b>Total Subscriptions Sold in Period.....</b>	<b>24</b>		<b>100.0</b>				

## 9. EXPLANATORY

(a) Suggested Retail Prices: Subscriptions: 6 mos. \$55.00.

(b) Average non-analyzed non-paid circulation for the 6 month period: 1,200 copies per issue.

(c) Post expiration copies: None.

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

(e) Market Coverage Copies, averaging 37,887 copies per issue, shown in Par. 6 and included in Par. 1, represents copies delivered to homes or businesses on an issue-to-issue basis. Consecutive issuance is not measured.

(f) Non-Paid Bulk, averaging 4,805 copies per issue, shown in Par. 6 and included in Par. 1, represents copies available for pickup at designated locations.

## 10. VARIANCE

Latest released Audit Report for 12 months ended June 30, 2008; Variation from Publisher's Statements

Audit Period Ended^	Rate Base (Paid & Verified)	Audit Report (Paid & Verified)	Publisher's Statements (Paid & Verified)	Difference (Paid & Verified)	Percentage of Difference (Paid & Verified)	Rate Base (Analyzed Non-Paid)	Audit Report (Analyzed Non-Paid)	Publisher's Statements (Analyzed Non-Paid)	Difference (Analyzed Non-Paid)	Percentage of Difference (Analyzed Non-Paid)
06-30-08	None Claimed	125	125			None Claimed	42,626	42,626		
06-30-07	None Claimed	548	548			None Claimed	42,715	42,715		
06-30-06	None Claimed	443	443			None Claimed	40,829	40,829		
06-30-05	None Claimed	297	297			None Claimed	40,841	40,841		
06-30-04	None Claimed	325	325			None Claimed	32,460	32,476	-16	-0.0

  

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
06-30-08	None Claimed	42,751	42,751		
06-30-07	None Claimed	43,263	43,263		
06-30-06	None Claimed	41,272	41,272		
06-30-05	None Claimed	41,138	41,138		
06-30-04	None Claimed	32,785	32,801	-16	-0.0

^Effective with the June 2006 Publisher's Statements, publications were given the option of reporting verified circulation.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: Community Journals LLC

THE GREENVILLE JOURNAL, published by Community Journals LLC • 148 River St., Ste. 120 • Greenville, SC 29609

DAVID M. ROBINSON

Circulation Manager

P: 864.467.9070 • F: 864.467.9809 • URL: www.greenvillejournal.com

MARK B. JOHNSTON

Publisher

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04-0388-8	Analyzed Issue Date	10/10/08
	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	