

## Quarterly Data Report

**Q4 2016 • COMMUNITY NEWSPAPER**

**Subject to Audit**

**Audited Every Other Year**

Eureka (Humboldt County, California)

www.times-standard.com

### CIRCULATION SUMMARY

	Sun	Avg Tue-Sat
<b>TOTAL COMBINED AVERAGE CIRCULATION</b>	<b>10,147</b>	<b>13,556</b>
<b>TIMES-STANDARD</b>		
Print Newspaper	9,926	13,293
Digital Editions	221	263
<b>Total Combined Average Circulation</b>	<b>10,147</b>	<b>13,556</b>

### CIRCULATION DATA BY PUBLICATION

<b>1A. TOTAL AVERAGE CIRCULATION</b>		
<b>Paid Circulation</b>		
<b>Individually Paid Circulation</b>		
Home Delivery and Mail		
Print	8,000	6,468
Digital	174	161
Single Copy Sales	1,718	1,114
<b>Total Average Individually Paid Circulation</b>	<b>9,892</b>	<b>7,743</b>
<b>Business/Traveler Paid Circulation</b>		
Hotel Distribution - Room/Lobby Copies	155	252
<b>Total Average Business/Traveler Paid Circulation</b>	<b>155</b>	<b>252</b>
<b>Total Average Paid Circulation</b>	<b>10,047</b>	<b>7,995</b>
<b>Qualified Circulation</b>		
<b>Home Delivery</b>		
Targeted		5,413
<b>Total Average Home Delivery</b>		<b>5,413</b>
<b>Single Copy</b>		
University Copies		
Print	22	20
Digital		59
Employee/Independent Contractor		
Print	31	26
Digital	47	43
<b>Total Average Single Copy</b>	<b>100</b>	<b>148</b>
<b>Total Average Qualified Circulation</b>	<b>100</b>	<b>5,561</b>
<b>TOTAL AVERAGE CIRCULATION</b>	<b>10,147</b>	<b>13,556</b>

# NOTES

## REPORT ENDING DATE

December 31, 2016

## NONPUBLISHING DAYS

No paper was issued on the following regular publishing days:


December 25, 2016 (Sunday)

## DIGITAL CIRCULATION

Digital circulation reported in Par. 1 is comprised of the following:

	Sun	Avg Tue-Sat
Digital Replica	221	263
Digital Nonreplica		

## Publishing Plans

	<p>Frequency: Tuesday through Sunday</p> <p>Delivery Vehicle(s): Print, online</p> <p>Primary Circulation Classification: Paid</p> <p>Website(s): <a href="http://www.times-standard.com">www.times-standard.com</a></p>
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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.

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