

**BANGOR DAILY NEWS**  
**(Morning & Weekend)**  
**Bangor (Penobscot County), Maine**

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**TOTAL AVERAGE PAID CIRCULATION FOR 12 MONTHS ENDED SEPTEMBER 30, 1997:**

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	<b>Morning (Mon. to Fri.)</b>	<b>Weekend</b>
<b>1A. TOTAL AVERAGE PAID CIRCULATION (BY INDIVIDUALS AND FOR DESIGNATED RECIPIENTS):</b>	<b>70,280</b>	<b>83,908</b>
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<b>1B. TOTAL AVERAGE PAID CIRCULATION (BY INDIVIDUALS AND FOR DESIGNATED RECIPIENTS) BY ZONES:</b> (See Par. 1E for description of area)		
<b>CITY ZONE</b>		
Population		Occupied
Households		
1990 Census:	75,652	28,033
#1-1-97 Estimate:	73,800	27,500
Home Delivery, See Par. 9(b) .....	14,374	14,494
Single Copy Sales .....	2,786	5,879
Mail Subscriptions .....	243	360
Newspapers in Education .....	182	24
Employee Copies .....	227	227
<b>TOTAL CITY ZONE .....</b>	<b>17,812</b>	<b>20,984</b>
<b>RETAIL TRADING ZONE</b>		
Population		Occupied
Households		
1990 Census:	377,889	141,622
#1-1-97 Estimate:	371,800	142,600
Home Delivery, See Par. 9(b) .....	37,460	37,586
Single Copy Sales .....	10,111	19,498
Mail Subscriptions .....	2,532	2,949
Newspapers in Education .....	477	3
Employee Copies .....	248	248
<b>TOTAL RETAIL TRADING ZONE .....</b>	<b>50,828</b>	<b>60,284</b>
<b>TOTAL CITY &amp; RETAIL TRADING ZONES .....</b>	<b>68,640</b>	<b>81,268</b>
<b>ALL OTHER</b>		
Home Delivery, See Par. 9(b) .....	9	9
Single Copy Sales .....	760	1,581
Mail Subscriptions .....	843	1,050
Newspapers in Education .....	28	
<b>TOTAL ALL OTHER .....</b>	<b>1,640</b>	<b>2,640</b>
<b>TOTAL AVERAGE PAID CIRCULATION (BY INDIVIDUALS AND FOR DESIGNATED RECIPIENTS)</b>	<b>70,280</b>	<b>83,908</b>
Days Omitted from Averages, See Par. 9 .....	2	None of record
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<b>1C. THIRD PARTY (BULK) SALES:</b>		
Restaurants — Available for patrons .....	55	56
<b>TOTAL AVERAGE THIRD PARTY (BULK) SALES .....</b>	<b>55</b>	<b>56</b>

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#Market Statistics, S&MM "Survey of Buying Power," See Par. 9(a).



**1D. METROPOLITAN STATISTICAL AREA — COUNTY OF PUBLICATION:**

Answer optional and not made.

**1E. CITY AND RETAIL TRADING ZONES:**

CITY ZONE is the corporate limits of Bangor, Brewer and Old Town, plus towns of Glenburn, Hampden, Hermon, Orono and Veazie in Penobscot County, Maine.

RETAIL TRADING ZONE includes, with exception of City Zone, counties of Penobscot, Aroostook, Hancock, Knox, Piscataquis, Somerset, Waldo and Washington.

**2. AVERAGE PAID CIRCULATION (BY INDIVIDUALS AND FOR DESIGNATED RECIPIENTS) IN NEWSPAPER DESIGNATED MARKET:**

(Coextensive with City and Retail Trading Zones)

	Population	Occupied Households	Morning (Mon. to Fri.)	Weekend
1990 Census:	453,541	169,655		
#1-1-97 Estimate:	445,600	170,100		
NEWSPAPER DESIGNATED MARKET			68,640	81,268
CIRCULATION OUTSIDE NEWSPAPER DESIGNATED MARKET			1,640	2,640
<b>TOTAL AVERAGE PAID CIRCULATION (BY INDIVIDUALS AND FOR DESIGNATED RECIPIENTS)</b>			<b>70,280</b>	<b>83,908</b>

#Market Statistics, S&MM "Survey of Buying Power," See Par. 9(a).

**AUDIT STATEMENT**

There was no adjustment made in the average paid circulation as shown in the Publisher's Statements for the period audited.

**PERCENTAGE OF TOTAL PAID AND HOUSEHOLD COVERAGE PERCENT:**

	Occupied Households (1-1-97 Est.)	Total Paid	Morning (Mon. to Fri.) % of Total Paid	Household Coverage	Total Paid	Weekend % of Total Paid	Household Coverage
City Zone .....	27,500	17,812	25.34	64.77%	20,984	25.01	76.31%
Retail Trading Zone .....	142,600	50,828	72.32	35.64%	60,284	71.85	42.27%
Total City & Retail Trading Zones .....	170,100	68,640	97.66	40.35%	81,268	96.86	47.78%
All Other .....		1,640	2.34		2,640	3.14	
<b>TOTAL PAID .....</b>		<b>70,280</b>	<b>100.00%</b>		<b>83,908</b>	<b>100.00%</b>	

**AVERAGE PAID CIRCULATION (BY INDIVIDUALS AND FOR DESIGNATED RECIPIENTS) BY QUARTERS** for the previous four years and period covered by this report:

Calendar Quarter Ended	Morning	Weekend
December 31, 1992	74,491	92,510
March 31, 1993	73,402	91,572
June 30, 1993	73,839	92,193
September 30, 1993	77,125	96,062
December 31, 1993	72,833	92,521
March 31, 1994	72,061	89,605
June 30, 1994	70,867	88,059
September 30, 1994	72,981	90,155
December 31, 1994	69,078	85,573
March 31, 1995	69,350	85,168

**AVERAGE PAID CIRCULATION (BY INDIVIDUALS AND FOR DESIGNATED RECIPIENTS) BY QUARTERS** for the previous four years and period covered by this report: (Continued)

Calendar Quarter Ended	Morning	Weekend
June 30, 1995	71,366	87,189
September 30, 1995	74,173	91,174
December 31, 1995	71,100	86,541
March 31, 1996	68,498	84,754
June 30, 1996	69,717	86,026
September 30, 1996	72,213	88,613
December 31, 1996	69,781	83,912
March 31, 1997	68,643	82,552
June 30, 1997	69,842	83,313
September 30, 1997	72,777	85,856

**AVERAGE PAID CIRCULATION (BY INDIVIDUALS AND FOR DESIGNATED RECIPIENTS) BY CIRCULATION TYPE** for the previous audit and period covered by this report:

Year	City Zone Home Delivery	City Zone Single Copy Sales	TOTAL City Zone	Retail Trading Zone	Retail Trading Zone	TOTAL Retail Trading Zone	TOTAL Average Paid Circulation
				Home Delivery	Single Copy Sales		
<b>Morning (Mon. to Fri.)</b>							
1997	14,374	2,786	17,812	37,460	10,111	50,828	70,280
1996	14,495	3,087	18,227	35,726	11,446	50,479	70,383
<b>Weekend</b>							
1997	14,494	5,879	20,984	37,586	19,498	60,284	83,908
1996	14,664	6,258	21,689	36,016	22,043	61,867	86,483

**3. ACTUAL ONE-DAY GROSS DISTRIBUTION AND AVERAGE PROJECTED PAID CIRCULATION AVERAGES BY COUNTIES:**

Morning, September 18, 1997; Weekend, September 20, 1997.

Occupied Households - #1-1-97 Market Statistics, S&MM "Survey of Buying Power."

The listing below gives gross distribution for one day only and is greater or less than the average paid for the period covered by this report by the following percentages:

	Morning	Weekend
City Zone	8.60% greater	8.84% greater
Retail Trading Zone	9.03% greater	8.71% greater
All Other	27.44% greater	23.33% greater
GRAND TOTAL	9.35% greater	9.20% greater

The "Average Projected Paid Circulation" (Avg. Proj. Pd. Circ.) has been arrived at by projecting the averages in Paragraph 1B to the appropriate ABC geographic market one day(s) gross distribution figures in this report.

State County	OCCUPIED HOUSEHOLDS		Morning		Weekend		Household Coverage
	#1-1-97 Estimate	Actual Gross Dist.	Avg. Proj. Pd. Circ.*	Household Coverage	Actual Gross Dist.	Avg. Proj. Pd. Circ.*	
<b>MAINE</b>							
ANDROSCOGGIN	39,900	41	32	0.08%	58	47	0.12%
AROOSTOOK	26,800	11,825	10,846	40.47%	13,869	12,758	47.60%
CUMBERLAND	99,400	450	353	0.36%	643	521	0.52%
FRANKLIN	11,300	129	101	0.89%	235	191	1.69%
HANCOCK	19,700	9,667	8,866	45.01%	11,534	10,610	53.86%
KENNEBEC	44,200	718	563	1.27%	947	768	1.74%
KNOX	15,000	2,733	2,507	16.71%	3,100	2,852	19.01%
LINCOLN	12,600	210	165	1.31%	351	285	2.26%
OXFORD	21,000	29	23	0.11%	4	3	0.01%

State County	OCCUPIED HOUSEHOLDS #1-1-97 Estimate	Actual Gross Dist.	Morning Avg. Proj. Pd. Circ.*	Household Coverage	Actual Gross Dist.	Weekend Avg. Proj. Pd. Circ.*	Household Coverage
MAINE (Cont'd)							
PENOBSCOT	54,200	33,733	31,010	57.21%	39,603	36,405	67.17%
PISCATAQUIS	7,200	3,763	3,451	47.93%	4,411	4,058	56.36%
SAGadahOC	12,800	90	71	0.55%	95	77	0.60%
SOMERSET	19,600	1,735	1,591	8.12%	2,430	2,235	11.40%
WALDO	13,800	4,547	4,170	30.22%	5,537	5,093	36.91%
WASHINGTON	13,800	6,758	6,199	44.92%	7,890	7,257	52.59%
YORK	65,200	74	58	0.09%	134	109	0.17%
TOTAL IN MAINE		76,502	70,006		90,841	83,269	
All Other		349	274		789	639	
GRAND TOTAL		76,851	70,280		91,630	83,908	

#County population and occupied household estimates appearing in ABC reports are obtained from Market Statistics, S&MM "Survey of Buying Power." Estimates for ABC defined newspaper markets and areas below the county level are projections based upon "Survey of Buying Power" estimates.

\*Arrived at by relating actual gross distribution figures to average paid circulation for the period covered by this report.

**3A. DISTRIBUTION IN TOWNS RECEIVING 25 OR MORE COPIES IN DETAIL BY COUNTIES, AS WELL AS THE TOTAL ONLY FOR TOWNS RECEIVING LESS THAN 25 COPIES DAILY:**

Morning, September 18, 1997; Weekend, September 20, 1997.

Occupied Households - 1990 Census; #1-1-97 Market Statistics, S&MM "Survey of Buying Power," See Par. 9(a).

"\*BALANCE IN COUNTY" is comprised of the distribution in towns receiving less than 25 copies which is not identified with the towns, townships or minor civil divisions listed.

(PART MA) designates one of the counties which is only partially included in the Bangor, Maine Metropolitan Statistical Area as defined by the Office of Management and Budget. (Penobscot and Waldo Counties)

State County Town	OCCUPIED HOUSEHOLDS		Single Copy Sales & Home Delivery	Motor Route	Morning				Single Copy Sales & Home Delivery	Motor Route	Weekend		Avg. Proj. Household Pd. Circ. Coverage	
	1990 Census	#1-1-97 Estimate			Mail	Total	Avg. Proj. Household Pd. Circ. Coverage	Mail			Total			
<b>MAINE</b>														
BANGOR ABC CITY ZONE as described in Par. 1E is the following:														
<u>PENOBSCOT COUNTY</u>														
<u>(PART MA)</u>														
	28,033	27,500												
Alton Town				102		102			101	1	102			
Bangor City	13,392	12,700	8,245	962	128	9,335		10,177	964	188	11,329			
Brewer City	3,619	3,600	2,479	327	26	2,832		3,116	326	43	3,485			
Glenburn Town			42	591	1	634		120	590	7	717			
Hampden Town			971	602	10	1,583		1,158	603	21	1,782			
Hermon Town			327	633		960		427	627	1	1,055			
Old Town City	3,276	3,200	1,683	371	8	2,062		1,999	373	18	2,390			
Orono Town			1,094	174	21	1,289		1,256	171	33	1,460			
University of Maine			82		11	93		27		13	40			
Veazie Town			413	37	1	451		436	38	2	476			
UNDER 25 COPIES					2	2				2	2			
TOTAL BANGOR ABC CITY ZONE			15,336	3,799	208	19,343	17,812	64.77%	18,716	3,793	329	22,838	20,984	76.31%
<u>PENOBSCOT COUNTY</u>														
<u>(PART MA)</u>														
Less included in	54,063	54,200												
ABC City Zone	28,033	27,500												
BALANCE IN COUNTY	26,030	26,700												

Bradford Town			28	138	5	171		67	139	7	213
Bradley Town			48	211	1	260		73	209	1	283
Burlington Town								28		1	29
Carmel Town			67	348	8	423		166	345	16	527
Charleston Town			4	128	8	140		12	129	11	152
Clifton Town				97	1	98			95	1	96
Corinna Town			158	133	12	303		202	133	12	347
Costigan Town			38	92	5	135		95	91	8	194
Dedham Town				236		236			232		232
Dexter Town			669	287	15	971		807	285	22	1,114
Dixmont Town			36	132	1	169		93	131	3	227
East Corinth			168	214	11	393		306	213	14	533
East Holden			327	522	10	859		463	523	13	999
East Millinocket Town			497		6	503		526		7	533
East Newport			27			27		65			65
Eddington Town			53	324	1	378		137	323	5	465
Enfield Town			26	171		197		42	171		213
Etna Town			51	110	2	163		43	107	7	157
Exeter Town			12	132	4	148		30	132	6	168
Garland Town			23	100	4	127		55	98	7	160
Howland Town			315	114	5	434		337	116	7	460
Hudson Town			37	134	1	172		94	136	4	234
Kenduskeag Town			55	194	3	252		159	193	5	357
Kingman Town			5	35	1	41		9	35	2	46
Lagrange Town			26	72	3	101		47	72	3	122
Lee Town			74	130	4	208		58	130	4	192
Levant Town			67	256	6	329		150	254	12	416
Lincoln Center				258		258			259		259
Lincoln Town			686	345	31	1,062		850	345	39	1,234
Mattawamkeag Town			74	79		153		95	80	1	176
Medway Town			99	262	8	369		154	262	11	427
Milford Town			351	196	1	548		449	194	4	647
Millinocket Town	2,704	2,500	1,695	121	25	1,841		1,786	122	32	1,940
Mount Chase				26		26			26		26
Newburgh Town			48	238	4	290		93	238	6	337
Newport Town			489	275	15	779		718	273	19	1,010
Olamon			11	32		43		33	32		65
Orrington Town			45	697	5	747		110	697	20	827
Passadumkeag Town			6	85	5	96		24	85	7	116
Patten Town			214	62	4	280		271	62	7	340
Plymouth Town			22	129		151		51	129	2	182
Springfield Town			33	48	25	106		66	48	25	139

State County Town	OCCUPIED HOUSEHOLDS		Single Copy Sales & Home Delivery	Motor Route	Morning				Single Copy Sales & Home Delivery	Motor Route	Weekend		Avg. Proj. Household Pd. Circ.	Household Coverage
	1990 Census	#1-1-97 Estimate			Mail	Total	Avg. Proj. Household Pd. Circ.	Coverage			Mail	Total		
<u>MAINE (Cont'd)</u>														
<u>PENOBSCOT COUNTY</u>														
<u>(PART MA)</u>														
Stacyville				41	1	42				41	1	42		
Stetson Town			15	102	5	122		68	100	9	177			
West Enfield			26		2	28		63		4	67			
Winn Town			13	71		84		26	71		97			
*BALANCE IN COUNTY			37	87	3	127		32	87	4	123			
TOTAL PENOBSCOT COUNTY (EXCLUSIVE OF ABC CITY ZONE)			6,675	7,464	251	14,390	13,198	49.43%	8,953	7,443	369	16,765	15,421	57.76%
TOTAL PENOBSCOT COUNTY			22,011	11,263	459	33,733	31,010	57.21%	27,669	11,236	698	39,603	36,405	67.17%
<u>ANDROSCOGGIN COUNTY</u>														
	40,017	39,900												
Lewiston City								24		10	34			
*BALANCE IN COUNTY			9		32	41				24	24			
TOTAL ANDROSCOGGIN COUNTY			9		32	41	32	0.08%	24		34	58	47	0.12%
<u>AROOSTOOK COUNTY</u>														
	31,366	26,800												
Allagash Town			7		20	27		6		21	27			
Ashland Town			102	151	15	268		180	151	19	350			
Benedicta			8	30	1	39		12	30	1	43			
Blaine Town			5	60	1	66		15	59	1	75			
Bridgewater Town			34	45	19	98		60	44	19	123			
Caribou City	3,719	3,200	1,035	380	25	1,440		1,285	379	31	1,695			
Caswell			3	38		41		7	38		45			
Crystal				37		37			37		37			
Eagle Lake Town			45	93	13	151		91	93	15	199			
Easton Town			44	98	28	170		72	97	29	198			
Fort Fairfield Town			384	182	31	597		465	182	31	678			
Fort Kent Town			444	240	12	696		542	242	21	805			
Frenchville Town			21	106	3	130		51	105	4	160			

Grand Isle Town			9	49		58		30	49	2	81			
Guerette								22		11	33			
Hamlin			5	20		25		6	21	1	28			
Haynesville Town				27		27			26		26			
Hodgdon Town			52	113	22	187		38	112	24	174			
Houlton Town	2,584	2,300	1,150	196	26	1,372		1,414	193	34	1,641			
Island Falls Town			160	73	9	242		193	73	9	275			
Limestone Town			178	131	8	317		211	132	12	355			
Linneus Town			28	66		94		37	62	1	100			
Littleton Town			19	78		97		32	77		109			
Loring			10	20		30								
Ludlow				29	1	30			29	2	31			
Macwahoc Town								19	13		32			
Madawaska Town			599		3	602		707		7	714			
Mapleton Town			63	210	9	282		107	211	9	327			
Mars Hill Town			206	87	8	301		291	86	9	386			
Masardis Town			10	27	3	40		12	27	3	42			
Monticello Town			20	77	8	105		41	77	8	126			
New Limerick Town			36	64	2	102		56	64	2	122			
New Sweden Town			11	83	5	99		18	82	7	107			
North Amity				25	1	26			24	1	25			
Oakfield Town			58	138	5	201		91	137	6	234			
Orient Town			29	19	6	54		55	18	6	79			
Portage			57		18	75		82		19	101			
Presque Isle City	4,124	3,600	1,384	251	55	1,690		1,699	250	62	2,011			
St. Agatha Town			35	112	2	149		60	112	3	175			
St. David			19	80	2	101		32	80	3	115			
St. Francis Town			50	102	8	160		69	103	10	182			
Sherman Mills			24	145	2	171		30	145	2	177			
Sherman Station Town			73	45	3	121		101	45	3	149			
Sinclair Town			11	32	3	46		18	32	3	53			
Smyrna Town			26	49	5	80		37	49	5	91			
Soldier Pond								23	4	2	29			
Stockholm Town			36	75	10	121		58	76	11	145			
Van Buren Town			327	40	14	381		401	40	15	456			
Wallagrass				82		82			81		81			
Washburn Town			133	143	4	280		183	144	4	331			
Weston Town			13	31		44		24	31		55			
Wytotitlock			6	35		41		7	34		41			
*BALANCE IN COUNTY			47	123	62	232		15	126	54	195			
TOTAL AROOSTOCK COUNTY			7,016	4,337	472	11,825	10,846	40.47%	9,005	4,322	542	13,869	12,758	47.60%

State County Town	OCCUPIED HOUSEHOLDS		Single Copy Sales & Home Delivery	Morning				Weekend					
	1990 Census	#1-1-97 Estimate		Motor Route	Mail	Total	Avg. Proj. Household Pd. Circ. Coverage	Single Copy Sales & Home Delivery	Motor Route	Mail	Total	Avg. Proj. Household Pd. Circ. Coverage	
<b>MAINE (Cont'd)</b>													
<u>CUMBERLAND COUNTY</u>													
	94,512	99,400											
Brunswick Town			50		12	62		104		13	117		
Freeport Town								25		3	28		
Portland City			96		17	113		117		19	136		
Scarborough Town								29		2	31		
South Portland City			55		15	70		85		15	100		
Westbrook Town			23		6	29		36		6	42		
Yarmouth Town			28		4	32		47		4	51		
*BALANCE IN COUNTY			55		89	144		44		94	138		
TOTAL CUMBERLAND COUNTY			307		143	450	353	0.36%	487	156	643	521	0.52%
<u>FRANKLIN COUNTY</u>													
	10,778	11,300											
Farmington Town			56		6	62		111		6	117		
Kingfield Town								44		3	47		
*BALANCE IN COUNTY			54		13	67		61		10	71		
TOTAL FRANKLIN COUNTY			110		19	129	101	0.89%	216	19	235	191	1.69%
<u>HANCOCK COUNTY</u>													
	18,342	19,700											
Ashville			31			31		58			58		
Aurora Town			26	51	9	86		55	51	9	115		
Bar Harbor Town			900	222	58	1,180		973	222	60	1,255		
Bass Harbor			52		2	54		95		4	99		
Birch Harbor			26			26		55			55		
Blue Hill Town			161	321	16	498		265	322	18	605		
Brooklin Town			48	97	4	149		65	98	5	168		
Brooksville Town			30	157	8	195		35	157	9	201		
Bucksport Town			596	520	31	1,147		737	527	43	1,307		
Castine Town			99	162	8	269		118	161	9	288		
Corea				35	13	48			35	15	50		
Deer Isle Town			97	147	30	274		131	146	30	307		
East Orland			51	84	3	138		93	84	3	180		
Ellsworth Falls			82	172	4	258		160	177	4	341		

Ellsworth Town	1,152	276	94	1,522	1,600	278	114	1,992					
Franklin Town	58	147	21	226	106	148	23	277					
Gouldsboro Town	12	152	22	186	20	151	27	198					
Hancock Town	36	123	10	169	77	121	11	209					
Hulls Cove	40		7	47	58		7	65					
Lamoine Town	18	197		215	30	194	2	226					
Little Deer Isle					25		8	33					
Manset	25	55		80	32	55	1	88					
Minturn	30		1	31	57		1	58					
Mount Desert Town	58		19	77	87		21	108					
Northeast Harbor	158		9	167	163		9	172					
Oceanville		28		28		27		27					
Orland Town	91	173	7	271	166	174	9	349					
Otter Creek	5	30	3	38	5	30	3	38					
Penobscot Town		109	12	121		110	13	123					
Prospect Harbor					22	3	8	33					
Salisbury Cove					36			36					
Seal Cove		65	2	67		64	3	67					
Seal Harbor	56	18	4	78	68	18	4	90					
Sedgwick Town	44	48	9	101	79	48	9	136					
Somesville		75		75		74		74					
Sorrento Town		36	3	39		36	3	39					
South Penobscot	34			34	68			68					
Southwest Harbor Town	245	108	17	370	312	108	18	438					
Stonington Town	73	119	5	197	138	119	8	265					
Sullivan Town	41	82		123	62	83		145					
Surry Town	36	144	8	188	72	144	12	228					
Town Hill	23	36		59	40	36		76					
Tremont Town		120		120		120		120					
Trenton Town	54	161	1	216	78	161	2	241					
Verona Town	19	96		115	28	97		125					
Winter Harbor Town	124	1	8	133	177	1	9	187					
*BALANCE IN COUNTY	68	66	87	221	26	65	83	174					
<b>TOTAL HANCOCK COUNTY</b>	<b>4,699</b>	<b>4,433</b>	<b>535</b>	<b>9,667</b>	<b>8,866</b>	<b>45.01%</b>	<b>6,472</b>	<b>4,445</b>	<b>617</b>	<b>11,534</b>	<b>10,610</b>	<b>53.86%</b>	
<b><u>KENNEBEC COUNTY</u></b>	<b>43,889</b>	<b>44,200</b>											
Albion Town				82			3	85		27		3	30
Augusta City				134			118	252		210		118	328
China Town										39			39
Clinton Town										34		5	39

State County Town	OCCUPIED HOUSEHOLDS		Single Copy Sales & Home Delivery	Motor Route	Morning				Single Copy Sales & Home Delivery	Motor Route	Weekend		Avg. Proj. Household Pd. Circ.	Household Coverage
	1990 Census	#1-1-97 Estimate			Mail	Total	Avg. Proj. Household Pd. Circ.	Coverage			Mail	Total		
<u>MAINE (Cont'd)</u>														
<u>KENNEBEC COUNTY</u>														
Gardiner City			27		13	40			53		13	66		
Manchester								28		4	32			
Oakland Town			21		7	28		35		7	42			
Waterville City			100		17	117		186		18	204			
Winslow Town			23		5	28		40		6	46			
Winthrop Town			36		3	39		30		4	34			
*BALANCE IN COUNTY			82		47	129		48		39	87			
TOTAL KENNEBEC COUNTY			505		213	718	563	1.27%	730		217	947	768	1.74%
<u>KNOX COUNTY</u>														
	14,344	15,000												
Appleton Town			16	12	4	32		25	12	5	42			
Camden Town			163	249	22	434		253	249	23	525			
Cushing Town			9	41	7	57		15	41	9	65			
Hope Town			5	61	1	67		7	62	2	71			
Owl's Head Town			4	103	5	112		10	102	5	117			
Port Clyde			14	23		37		18	22	1	41			
Rockland City	3,323	3,000	647	103	22	772		782	103	24	909			
Rockport Town			51	82	3	136		69	82	3	154			
St. George Town				76	1	77			76	1	77			
South Thomaston			14	26	1	41		18	26	1	45			
Spruce Head			8	29	2	39		15	29	2	46			
Tenants Harbor Town			23	48	4	75		42	48	4	94			
Thomaston			191	63	12	266		195	64	14	273			
Union Town			53	103	15	171		74	102	16	192			
Vinalhaven Town			55	39	4	98		65	39	5	109			
Warren Town			35	102	9	146		46	101	10	157			
Washington Town			27		11	38		37		11	48			
West Rockport			19	41		60		23	41		64			
*BALANCE IN COUNTY			39	2	34	75		34	2	35	71			
TOTAL KNOX COUNTY			1,373	1,203	157	2,733	2,507	16.71%	1,728	1,201	171	3,100	2,852	19.01%

<u>LINCOLN COUNTY</u>	11,968	12,600												
Boothbay Harbor Town								35		2		37		
Damariscotta Town			35		1	36		70		1		71		
Waldoboro Town			74	8	18	100		113	8	20		141		
Wiscasset Town								40				40		
*BALANCE IN COUNTY			43		31	74		29		33		62		
TOTAL LINCOLN COUNTY			152	8	50	210	165	1.31%	287	8	56	351	285	2.26%
<u>OXFORD COUNTY</u>	20,064	21,000												
South Paris			25		2	27								
*BALANCE IN COUNTY					2	2				4		4		
TOTAL OXFORD COUNTY			25		4	29	23	0.11%		4	4		3	0.01%
<u>PISCATAQUIS COUNTY</u>	7,194	7,200												
Abbott Village			32	72	7	111		52	72	7		131		
Atkinson				22	6	28			22	6		28		
Brownville Junction			177		1	178		207		1		208		
Brownville Town			85	130	17	232		105	129	19		253		
Derby			61			61		62				62		
Dover-Foxcroft Town			759	288	28	1,075		973	291	41		1,305		
Greenville Junction			142	5	6	153		159	5	6		170		
Greenville Town			283	94	23	400		402	94	25		521		
Guilford Town			313	144	31	488		337	144	34		515		
Milo Town			430	74	14	518		510	74	17		601		
Monson Town			127	31	3	161		161	31	4		196		
Parkman								25				25		
Sangerville Town			121	112	7	240		158	112	9		279		
Sebec Town			8	59	1	68		18	58	1		77		
Shirley Mills Town			5	30		35		10	30			40		
*BALANCE IN COUNTY			15			15								
TOTAL PISCATAQUIS COUNTY			2,558	1,061	144	3,763	3,451	47.93%	3,179	1,062	170	4,411	4,058	56.36%
<u>SAGADAHOC COUNTY</u>	12,581	12,800												
Bath City			33		1	34		44		1		45		
*BALANCE IN COUNTY			42	1	13	56		40		10		50		
TOTAL SAGADAHOC COUNTY			75	1	14	90	71	0.55%	84	11	95		77	0.60%

State County Town	OCCUPIED HOUSEHOLDS		Single Copy Sales & Home Delivery	Morning				Weekend						
	1990 Census	#1-1-97 Estimate		Motor Route	Mail	Total	Avg. Proj. Household Pd. Circ. Coverage	Single Copy Sales & Home Delivery	Motor Route	Mail	Total	Avg. Proj. Household Pd. Circ. Coverage		
<u>MAINE (Cont'd)</u>														
<u>SOMERSET COUNTY</u>														
	18,513	19,600												
Athens Town								39	1	3	43			
Bingham Town			38		5	43		70		5	75			
Cambridge Town			15	33	9	57		26	33	9	68			
Canaan Town								52			52			
Detroit Town			10	53	2	65		20	52	2	74			
Fairfield Town			70		16	86		97		16	113			
Harmony Town			33	51	13	97		74	51	14	139			
Hartland Town			77	79	5	161		125	78	6	209			
Jackman Town			56	37	6	99		98	37	7	142			
Madison Town			38	1	9	48		62	1	9	72			
Norridgewock Town			32		3	35		52		3	55			
North Anson								31			31			
Palmyra Town			27	47	4	78		90	48	5	143			
Pittsfield Town			362	77	16	455		456	77	20	553			
Rockwood Strip Town			60	17	7	84		96	17	7	120			
St. Albans Town			43	98	9	150		89	95	11	195			
Skowhegan Town	3,454	3,500	148		28	176		225		30	255			
Solon Town			22	2	3	27		41	2	3	46			
*BALANCE IN COUNTY			58	11	5	74		29	11	5	45			
TOTAL SOMERSET COUNTY			1,089	506	140	1,735	1,591	8.12%	1,772	503	155	2,430	2,235	11.40%
<u>WALDO COUNTY</u>														
<u>(PART MA)</u>														
	12,415	13,800												
Belfast City	2,579	2,600	726	350	23	1,099		1,021	351	29	1,401			
Belmont				35	2	37			35	3	38			
Brooks Town			33	103	9	145		78	103	10	191			
Burnham Town			6	22	4	32		12	22	4	38			
East Belfast Town			130	228		358		158	229		387			
Frankfort Town			17	126	3	146		40	125	7	172			
Freedom Town			12	2	18	32		26	2	18	46			
Islesboro Town			52		54	106		68		56	124			
Knox				29		29			29		29			

Liberty Town	66	12	17	95	116	12	18	146				
Lincolnvile Center	30			30	42			42				
Lincolnvile Town	32	152	15	199	46	150	17	213				
Monroe Town	35	83	1	119	68	83	3	154				
Morrill Town					35	1	9	45				
Northport Town	35	100		135	53	101		154				
Prospect Town	10	69	2	81	14	69	2	85				
Sandy Point	11	47	1	59	19	46	1	66				
Searsmont Town	18	69	17	104	39	69	18	126				
Searsport Town	255	180	13	448	353	177	15	545				
Stockton Springs Town	76	106	12	194	108	105	18	231				
Swanville Town	18	40		58	50	40		90				
Thorndike Town	38		9	47	60		11	71				
Troy	19	54	3	76	49	54	3	106				
Unity Town	43	38	10	91	87	38	10	135				
Waldo Town	12	49		61	22	49		71				
Winterport Town	241	453	12	706	316	450	17	783				
*BALANCE IN COUNTY	24	25	11	60	22	24	2	48				
TOTAL WALDO COUNTY	1,939	2,372	236	4,547	4,170	30.22%	2,902	2,364	271	5,537	5,093	36.91%

WASHINGTON COUNTY

13,418      13,800

Addison Town	17	140	9	166	27	137	12	176
Alexander Town	28		10	38	46		10	56
Baring Town	34	14		48	37	14		51
Beals Town	8	66	2	76	12	66	2	80
Brookton Town	12	18	12	42	18	18	14	50
Bucks Harbor	6	53		59	5	53	1	59
Calais City	733	99	11	843	830	99	16	945
Cherryfield Town	58	150	24	232	83	150	23	256
Columbia Falls Town	86	61	29	176	167	61	31	259
Cutler Town	28	79	2	109	42	80	2	124
Danforth Town	63	62	10	135	125	62	11	198
Dennysville Town	28	78	8	114	35	78	11	124
East Machias Town	75	151	12	238	87	149	13	249
Eastport Town	335	85	6	426	398	84	11	493
Grand Lake Stream Plantation	23		14	37	45		14	59
Harrington Town	40	111	14	165	70	111	14	195
Jacksonville		47		47		47		47
Jonesboro Town	37	83	1	121	56	83	1	140
Jonesport Town	40	144	3	187	73	143	3	219

State County Town	OCCUPIED HOUSEHOLDS		Single Copy Sales & Home Delivery	Motor Route	Morning				Single Copy Sales & Home Delivery	Motor Route	Weekend		Avg. Proj. Household Pd. Circ.	Household Coverage
	1990 Census	#1-1-97 Estimate			Mail	Total	Avg. Proj. Household Pd. Circ.	Coverage			Mail	Total		
<u>MAINE (Cont'd)</u>														
<u>WASHINGTON COUNTY</u>														
Lubec Town			196	145	28	369			271	145	30	446		
Machias Town			427	272	36	735			576	270	40	886		
Machiasport Town				53	13	66				52	15	67		
Meddybemps Town			24		15	39			32		15	47		
Milbridge Town			115	140	25	280			180	140	25	345		
Milltown			146			146			159			159		
Pembroke Town			80	142	20	242			129	144	21	294		
Perry Town			59	114	12	185			102	113	12	227		
Princeton Town			135	124	14	273			186	124	16	326		
Robbinston Town			26	67		93			18	66	1	85		
Steuben Town			22	100	18	140			34	100	24	158		
Topsfield Town			30	35	1	66			44	35	1	80		
Vanceboro Town			16		17	33			35		17	52		
Waite Town									23		2	25		
Wesley Town			40		3	43			64		3	67		
West Jonesport Town			77			77			83			83		
West Pembroke Town									31			31		
Whiting Town			32	32	6	70			45	32	6	83		
Whitneyville Town				55		55				55		55		
Woodland Town			359	110	32	501			409	110	32	551		
*BALANCE IN COUNTY			50		36	86			12		31	43		
TOTAL WASHINGTON COUNTY			3,485	2,830	443	6,758	6,199	44.92%	4,589	2,821	480	7,890	7,257	52.59%
<u>YORK COUNTY</u>	61,848	65,200												
Biddeford									38		6	44		
Old Orchard Beach Town			40		2	42			46		2	48		
*BALANCE IN COUNTY			10		22	32			18		24	42		
TOTAL YORK COUNTY			50		24	74	58	0.09%	102		32	134	109	0.17%
TOTAL IN MAINE			45,403	28,014	3,085	76,502	70,006		59,246	27,962	3,633	90,841	83,269	

ALL OTHER STATES

MISCELLANEOUS COUNTIES

UNDER 25 COPIES 188 188 148 379 379 307

MILITARY SERVICE -  
DESTINATION UNKNOWN 1 1 1 3 3 2

CANADA

MISCELLANEOUS CENSUS

DIVISIONS

UNDER 25 COPIES 157 3 160 125 403 4 407 330

SUMMARY

TOTAL MAINE	45,403	28,014	3,085	76,502	59,246	27,962	3,633	90,841		
" ALL OTHER STATES			188	188			379	379		
" MILITARY SERVICE - DESTINATION UNKNOWN			1	1			3	3		
" CANADA	157		3	160	403		4	407		
GRAND TOTAL	45,560	28,014	3,277	76,851	70,280	59,649	27,962	4,019	91,630	83,908

**3B. DISTRIBUTION BY ZIP CODES RECEIVING 25 OR MORE COPIES:**

SOURCE - U.S. ZIP Code Directory - #1-1-97 Market Statistics, S&MM "Survey of Buying Power," See Par. 9(a).

State ZIP Code	Town	#1-1-97 Estimate	Morning				Weekend				Avg. Proj. Pd. Circ.	
			Single Copy Sales & Home Delivery	Motor Route	Mail	Total	Single Copy Sales & Home Delivery	Motor Route	Mail	Total		
<b>MAINE</b>												
04005	Biddeford	8,343						38		6	44	40
04011	Brunswick Town	8,580	50		12	62	57	104		13	117	107
04032	Freeport Town	2,112						25		3	28	26
04064	Old Orchard Beach Town	2,959	40		2	42	38	46		2	48	44
04074	Scarborough Town	6,289						29		2	31	28
04092	Westbrook Town	6,061	23		6	29	27	36		6	42	38
04096	Yarmouth Town	2,632	28		4	32	29	47		4	51	47
04101	Portland City	8,973	96		17	113	103	117		19	136	125
04106	South Portland City	9,122	55		15	70	64	85		15	100	92
04240	Lewiston City	15,435						24		10	34	31
04281	South Paris	1,555	25		2	27	25					
04330	Augusta City	9,453	134		76	210	192	210		76	286	262
04333	Augusta City				42	42	38			42	42	38
04345	Gardiner City	2,126	27		13	40	37	53		13	66	60
04351	Manchester	459						28		4	32	29
04364	Winthrop Town	1,647	36		3	39	36	30		4	34	31
04401	Bangor City	14,677	9,027	2,223	74	11,324	10,356	11,160	2,219	142	13,521	12,382
	Glenburn Town											
	Hermon Town											
	Veazie Town											
04402	Bangor City				56	56	51			56	56	51
04406	Abbot Village	622	32	72	7	111	102	52	72	7	131	120
04408	Aurora Town	64	26	51	9	86	79	55	51	9	115	105
04410	Bradford Town	475	28	138	5	171	156	67	139	7	213	195
04411	Bradley Town	677	48	211	1	260	238	73	209	1	283	259
04412	Brewer City	2,893	2,479	327	26	2,832	2,590	3,116	326	43	3,485	3,191
04413	Brookton Town	97	12	18	12	42	38	18	18	14	50	46

04414	Brownville Town	353	85	130	17	232	212	105	129	19	253	232
04415	Brownville Junction	294	177		1	178	163	207		1	208	190
04416	Bucksport Town	1,915	615	616	31	1,262	1,154	765	624	43	1,432	1,311
	Verona Town											
04417	Burlington	315						28		1	29	27
04419	Carmel Town	1,337	67	348	8	423	387	166	345	16	527	483
04421	Castine Town	610	99	162	8	269	246	118	161	9	288	264
04422	Charleston Town	543	4	128	8	140	128	12	129	11	152	139
04423	Costigan	804	38	92	5	135	123	95	91	8	194	178
04424	Danforth Town	511	76	93	10	179	164	149	93	11	253	232
	Weston Town											
04426	Atkinson	1,807	759	310	34	1,103	1,009	973	313	47	1,333	1,221
	Dover-Foxcroft Town											
04427	East Corinth	853	168	214	11	393	359	306	213	14	533	488
04428	Clifton Town	1,409	53	421	2	476	435	137	418	6	561	514
	East Eddington Town											
	Eddington Town											
04429	Dedham Town	1,935	327	758	10	1,095	1,001	463	755	13	1,231	1,127
	East Holden Town											
	Lucerne											
04430	East Millinocket Town	695	497		6	503	460	526		7	533	488
04431	East Orland	638	51	84	3	138	126	93	84	3	180	165
04433	Enfield Town		26	171		197	180	42	171		213	195
04434	Etna Town	402	51	110	2	163	149	43	107	7	157	144
04435	Exeter Town	411	12	132	4	148	135	30	132	6	168	154
04438	Frankfort Town	445	17	126	3	146	134	40	125	7	172	158
04441	Greenville	773	283	94	23	400	366	402	94	25	521	477
04442	Greenville Junction	71	142	5	6	153	140	159	5	6	170	156
04443	Guilford Town	1,094	313	144	31	488	446	362	144	34	540	494
	Parkman Town											
04444	Hampden	2,601	1,019	840	14	1,873	1,713	1,251	841	27	2,119	1,940
	Newburgh Town											
04446	Haynesville Town			27		27	25		26		26	24
04448	Howland	673	315	114	5	434	397	337	116	7	460	421
04449	Hudson	548	37	134	1	172	157	94	136	4	234	214

State ZIP Code	Town	#1-1-97 Estimate	Morning				Weekend					
			Single Copy Sales & Home Delivery	Motor Route	Mail	Total	Single Copy Sales & Home Delivery	Motor Route	Mail	Total	Avg. Proj. Pd. Circ.	
<b>MAINE (Cont'd)</b>												
04450	Kenduskeag	356	55	194	3	252	230	159	193	5	357	327
04451	Kingman	154	5	35	1	41	37	28	48	2	78	71
	Macwahoc											
04453	Lagrange	291	26	72	3	101	92	47	72	3	122	112
04455	Lee	410	74	130	4	208	190	58	130	4	192	176
04456	Levant	628	67	256	6	329	301	150	254	12	416	381
04457	Lincoln	1,766	686	345	31	1,062	971	850	345	39	1,234	1,130
04458	Lincoln Center			258		258	236		259		259	237
04459	Mattawamkeag	322	74	79		153	140	95	80	1	176	161
04460	Medway	652	99	262	8	369	337	154	262	11	427	391
04461	Milford	876	351	196	1	548	501	449	194	4	647	592
04462	Millinocket	2,191	1,695	121	25	1,841	1,684	1,786	122	32	1,940	1,777
04463	Derby	1,006	491	74	14	579	529	572	74	17	663	607
	Milo Town											
04464	Monson Town	170	127	31	3	161	147	161	31	4	196	179
04465	North Amity Town			25	1	26	24		24	1	25	23
04467	Olamon	63	11	32		43	39	33	32		65	60
04468	Alton Town	3,223	1,683	473	8	2,164	1,979	1,999	474	19	2,492	2,282
	Old Town City											
04469	University of Maine		82		11	93	85	27		13	40	37
04471	Orient Town	188	29	19	6	54	49	55	18	6	79	72
04472	Orland Town	545	91	173	7	271	248	166	174	9	349	320
04473	Orono Town	2,257	1,094	174	21	1,289	1,179	1,256	171	33	1,460	1,337
04474	Orrington Town	1,279	45	697	5	747	683	110	697	20	827	757
04475	Passadumkeag Town	147	6	85	5	96	88	24	85	7	116	106
04476	Penobscot Town	366	34	109	12	155	142	68	110	13	191	175
	South Penobscot											
04478	Rockwood Strip Town	203	60	17	7	84	77	96	17	7	120	110
04479	Sangerville Town	588	121	112	7	240	219	158	112	9	279	255
04481	Sebec Town	119	8	59	1	68	62	18	58	1	77	71

04485	Shirley Mills Town	136	5	30		35	32	10	30		40	37
04487	Springfield Town	433	33	48	25	106	97	66	48	25	139	127
04488	Stetson Town	305	15	102	5	122	112	68	100	9	177	162
04490	Topsfield Town	105	30	35	1	66	60	44	35	1	80	73
04491	Vanceboro Town	117	16		17	33	30	35		17	52	48
04492	Waite Town	108						23		2	25	23
04493	West Enfield	1,035	26		2	28	26	63		4	67	61
04495	Winn Town	243	13	71		84	77	26	71		97	89
04496	Winterport Town	1,321	241	453	12	706	646	316	450	17	783	717
04497	Wytopitlock	185	6	35		41	37	7	34		41	38
04530	Bath City	4,471	33		1	34	31	44		1	45	41
04538	Boothbay Harbor Town	996						35		2	37	34
04543	Damariscotta Town	438	35		1	36	33	70		1	71	65
04563	Cushing Town	71	9	41	7	57	52	15	41	9	65	60
04572	Waldoboro Town	1,548	74	8	18	100	91	113	8	20	141	129
04574	Washington Town	519	27		11	38	35	37		11	48	44
04578	Wiscasset Town	1,546						40			40	37
04605	Ellsworth Falls	3,412	1,329	1,037	99	2,465	2,254	1,908	1,040	122	3,070	2,811
	Ellsworth Town											
	Lamoine Town											
	Somesville											
	Town Hill											
	Tremont Town											
	Trenton Town											
04606	Addison Town	505	17	140	9	166	152	27	137	12	176	161
04607	Ashville	588	43	152	22	217	198	78	151	27	256	234
	Gouldsboro Town											
04609	Bar Harbor Town	906	900	222	58	1,180	1,079	973	222	60	1,255	1,149
04610	Alexander Town		28		10	38	35	46		10	56	51
04611	Beals Town	330	8	66	2	76	70	12	66	2	80	73
04613	Birch Harbor	115	26			26	24	55			55	50
04614	Blue Hill Town	700	161	321	16	498	455	265	322	18	605	554
04616	Brooklin Town	467	48	97	4	149	136	65	98	5	168	154
04617	Brooksville Town	247	30	157	8	195	178	35	157	9	201	184
04618	Bucks Harbor		6	53		59	54	5	53	1	59	54

State ZIP Code	Town	#1-1-97 Estimate	Morning				Weekend				Avg. Proj. Pd. Circ.	
			Single Copy Sales & Home Delivery	Motor Route	Mail	Total	Single Copy Sales & Home Delivery	Motor Route	Mail	Total		
<b>MAINE (Cont'd)</b>												
04619	Baring	1,074	913	113	11	1,037	948	1,026	113	16	1,155	1,058
	Calais City											
	Milltown											
04622	Cherryfield Town	536	58	150	24	232	212	83	150	23	256	234
04623	Columbia Falls Town	510	86	61	29	176	161	167	61	31	259	237
04624	Corea	117		35	13	48	44		35	15	50	46
04626	Cutler Town	383	28	79	2	109	100	42	80	2	124	114
04627	Deer Isle Town	426	97	147	30	274	251	131	146	30	307	281
04628	Dennysville Town	238	28	78	8	114	104	35	78	11	124	114
04630	East Machias Town	686	75	198	12	285	261	87	196	13	296	271
	Jacksonville											
04631	Eastport Town	677	335	85	6	426	390	398	84	11	493	451
04634	Franklin Town	771	58	147	21	226	207	106	148	23	277	254
	Grand Lake Stream											
04637	Plantation	68	23		14	37	34	45		14	59	54
04640	Hancock Town	720	36	123	10	169	155	77	121	11	209	191
04643	Harrington Town	385	40	111	14	165	151	70	111	14	195	179
04644	Hulls Cove	28	40		7	47	43	58		7	65	60
04648	Jonesboro Town	301	37	83	1	121	111	56	83	1	140	128
04649	Jonesport Town	644	117	144	3	264	241	156	143	3	302	277
	West Jonesport Town											
04650	Little Deer Isle	66						25		8	33	30
04652	Lubec Town	762	196	145	28	369	337	271	145	30	446	408
04653	Bass Harbor	291	52		2	54	49	95		4	99	91
04654	Machias Town	988	427	272	36	735	672	576	270	40	886	811
04655	Machiasport Town	389		53	13	66	60		52	15	67	61
04656	Manset	32	25	55		80	73	32	55	1	88	81
04657	Meddybemps Town	84	24		15	39	36	32		15	47	43
04658	Millbridge Town	802	115	140	25	280	256	180	140	25	345	316
04659	Minturn Town	50	30		1	31	28	57		1	58	53

04660	Mount Desert Town	951	58		19	77	70	87		21	108	99
04662	Northeast Harbor	619	158		9	167	153	163		9	172	158
04664	Sullivan	683	41	82		123	112	62	83		145	133
04665	Otter Creek	111	5	30	3	38	35	5	30	3	38	35
04666	Pembroke Town	469	80	142	20	242	221	160	144	21	325	298
	West Pembroke Town											
04667	Perry Town	356	59	114	12	185	169	102	113	12	227	208
04668	Princeton Town	885	135	124	14	273	250	186	124	16	326	299
04669	Prospect Harbor	173						22	3	8	33	30
04671	Robbinston Town	180	26	67		93	85	18	66	1	85	78
04672	Salisbury Cove	70						36			36	33
04673	Oceanville	22		28		28	26		27		27	25
04674	Seal Cove Town	183		65	2	67	61		64	3	67	61
04675	Seal Harbor Town	167	56	18	4	78	71	68	18	4	90	82
04676	Sedgewick Town	544	44	48	9	101	92	79	48	9	136	125
04677	Sorrento Town	94		36	3	39	36		36	3	39	36
04679	Southwest Harbor Town	633	245	108	17	370	338	312	108	18	438	401
04680	Steuben Town	515	22	100	18	140	128	34	100	24	158	145
04681	Stonington Town	843	73	119	5	197	180	138	119	8	265	243
04684	Surry Town	447	36	144	8	188	172	72	144	12	228	209
04686	Wesley Town		40		3	43	39	64		3	67	61
04691	Whiting Town	189	32	32	6	70	64	45	32	6	83	76
04692	Whitneyville Town			55		55	50		55		55	50
04693	Winter Harbor Town	404	124	1	8	133	122	177	1	9	187	171
04694	Woodland Town	985	359	110	32	501	458	409	110	32	551	505
04730	Hogdon Town	3,056	1,230	404	49	1,683	1,539	1,489	396	61	1,946	1,782
	Houlton Town											
	Linneus Town											
	Ludlow Town											
04732	Ashland Town	577	102	151	15	268	245	180	151	19	350	321
04733	Benedicta	79	8	30	1	39	36	12	30	1	43	39
04734	Blaine Town	164	5	60	1	66	60	15	59	1	75	69
04735	Bridgewater Town	213	34	45	19	98	90	60	44	19	123	113
04736	Caribou City	3,401	1,035	380	25	1,440	1,317	1,285	379	31	1,695	1,552
04739	Eagle Lake Town	612	45	93	13	151	138	91	93	15	199	182

State ZIP Code	Town	#1-1-97 Estimate	Morning				Weekend					
			Single Copy Sales & Home Delivery	Motor Route	Mail	Total	Single Copy Sales & Home Delivery	Motor Route	Mail	Total	Avg. Proj. Pd. Circ.	
<b>MAINE (Cont'd)</b>												
04740	Easton Town	333	44	98	28	170	155	72	97	29	198	181
04742	Fort Fairfield Town	1,359	384	182	31	597	546	465	182	31	678	621
04743	Fort Kent Town	1,239	444	240	12	696	636	542	242	21	805	737
04745	Frenchville Town	124	21	106	3	130	119	51	105	4	160	147
04746	Grand Isle Town	169	9	49		58	53	30	49	2	81	74
04747	Crystal Town	502	160	110	9	279	255	193	110	9	312	286
	Island Falls Town											
04750	Caswell Town	809	181	169	8	358	327	218	170	12	400	366
	Limestone Town											
04751	Loring Town		10	20		30	27					
04756	Madawaska Town	1,887	599		3	602	551	707		7	714	654
04757	Mapleton Town	727	63	210	9	282	258	107	211	9	327	299
04758	Mars Hills Town	1,016	206	87	8	301	275	291	86	9	386	353
04759	Masardis Town	39	10	27	3	40	37	12	27	3	42	38
04760	Littleton Town	496	39	155	8	202	185	73	154	8	235	215
	Monticello Town											
04761	New Limerick Town	51	36	64	2	102	93	56	64	2	122	112
04762	New Sweden Town	350	11	83	5	99	91	18	82	7	107	98
04763	Oakfield Town	400	58	138	5	201	184	91	137	6	234	214
04765	Mount Chase Town	670	214	88	4	306	280	271	88	7	366	335
	Patten Town											
04768	Portage	162	57		18	75	69	82		19	101	92
04769	Presque Isle City	3,495	1,384	251	55	1,690	1,545	1,699	250	62	2,011	1,842
04772	St. Agatha Town	312	35	112	2	149	136	60	112	3	175	160
04773	St. David	139	19	80	2	101	92	32	80	3	115	105
04774	Allagash Town	366	57	102	28	187	171	75	103	31	209	191
	St. Francis Town											
04776	Sherman Mills	404	24	145	2	171	156	30	145	2	177	162
04777	Sherman Station	202	73	45	3	121	111	101	45	3	149	136
04779	Sinclair Town	132	11	32	3	46	42	18	32	3	53	49

04780	Smyrna Town	170	26	49	5	80	73	37	49	5	91	83
04781	Soldier Pond	224		82		82	75	23	85	2	110	101
	Wallagrass											
04782	Stacyville Town	37		41	1	42	38		41	1	42	38
04783	Guerette	224	36	75	10	121	111	80	76	22	178	163
	Stockholm Town											
04785	Hamlin Town	1,023	332	60	14	406	371	407	61	16	484	443
	Van Buren Town											
04786	Washburn Town	1,145	133	143	4	280	256	183	144	4	331	303
04841	Rockland City	2,895	647	103	22	772	706	782	103	24	909	832
04843	Camden Town	2,190	163	249	22	434	397	253	249	23	525	481
04847	Hope Town	50	5	61	1	67	61	7	62	2	71	65
04848	Islesboro Town	186	52		54	106	97	68		56	124	114
04849	Lincolnville Town	1,049	32	152	15	199	182	46	150	17	213	195
04850	Lincolnville Center	126	30			30	27	42			42	38
04854	Owls Head Town	829	4	103	5	112	102	10	102	5	117	107
04855	Port Clyde	318	14	23		37	34	18	22	1	41	38
04856	Rockport Town	903	51	82	3	136	124	69	82	3	154	141
04857	St. George Town	129		76	1	77	70		76	1	77	71
04858	South Thomaston Town	473	14	26	1	41	37	18	26	1	45	41
04859	Spruce Head Town	364	8	29	2	39	36	15	29	2	46	42
04860	Tenants Harbor Town	592	23	48	4	75	69	42	48	4	94	86
04861	Thomaston Town	841	191	63	12	266	243	195	64	14	273	250
04862	Appleton	1,521	69	115	19	203	186	99	114	21	234	214
	Union											
04863	Vinalhaven Town	526	55	39	4	98	90	65	39	5	109	100
04864	Warren Town	1,317	35	102	9	146	134	46	101	10	157	144
04865	West Rockport	267	19	41		60	55	23	41		64	59
04901	Waterville City	9,330	123		22	145	133	226		24	250	229
	Winslow Town											
04910	Albion Town	959	82		3	85	78	27		3	30	27
04912	Athens Town	399						39	1	3	43	39
04915	Belfast City	3,185	921	767	23	1,711	1,565	1,304	770	29	2,103	1,926
	East Belfast Town											
	Northport Town											

State ZIP Code	Town	#1-1-97 Estimate	Morning				Weekend				Avg. Proj. Pd. Circ.	
			Single Copy Sales & Home Delivery	Motor Route	Mail	Total	Single Copy Sales & Home Delivery	Motor Route	Mail	Total		
<u>MAINE (Cont'd)</u>												
04915	Swanville Town											
	Waldo Town											
04920	Bingham Town	580	38		5	43	39	70		5	75	69
04921	Brooks Town	521	33	132	9	174	159	78	132	10	220	201
	Knox Town											
04922	Burnham Town	302	6	22	4	32	29	12	22	4	38	35
04923	Cambridge Town	233	15	33	9	57	52	26	33	9	68	62
04924	Canaan Town	646						52			52	48
04926	China Town	411						39			39	36
04927	Clinton Town	1,749						34		5	39	36
04928	Corinna Town	878	158	133	12	303	277	202	133	12	347	318
04929	Detriot Town	343	10	53	2	65	59	20	52	2	74	68
04930	Dexter Town	1,556	669	287	15	971	888	807	285	22	1,114	1,020
04932	Dixmont Town	539	36	132	1	169	155	93	131	3	227	208
04933	East Newport	47	27			27	25	65			65	60
04937	Fairfield Town	1,993	70		16	86	79	97		16	113	103
04938	Farmington Town	2,781	56		6	62	57	111		6	117	107
04939	Garland Town	366	23	100	4	127	116	55	98	7	160	147
04941	Freedom Town	816	12	2	18	32	29	26	2	18	46	42
04942	Harmony Town	505	33	51	13	97	89	74	51	14	139	127
04943	Hartland Town	721	77	79	5	161	147	125	78	6	209	191
04945	Jackman Town	579	56	37	6	99	91	98	37	7	142	130
04947	Kingfield Town	932						44		3	47	43
04949	Liberty Town	252	66	12	17	95	87	116	12	18	146	134
04950	Madison Town	1,908	38	1	9	48	44	62	1	9	72	66
04951	Monroe Town	421	35	83	1	119	109	68	83	3	154	141
04952	Morrill Town	776		35	2	37	34	35	36	12	83	76
04953	Newport Town	877	489	275	15	779	712	718	273	19	1,010	925
04957	Norridgewock Town	1,750	32		3	35	32	52		3	55	50
04958	North Anson Town	851						31			31	28

04963	Oakland	2,684	21		7	28	26	35		7	42	38
04965	Palmyra	920	27	47	4	78	71	90	48	5	143	131
04967	Pittsfield Town	1,327	362	77	16	455	416	456	77	20	553	506
04969	Plymouth Town	688	22	129		151	138	51	129	2	182	167
04971	St. Albans Town	707	43	98	9	150	137	89	95	11	195	179
04972	Sandy Point Town	47	11	47	1	59	54	19	46	1	66	60
04973	Searsmont Town	440	18	69	17	104	95	39	69	18	126	115
04974	Searsport Town	1,188	255	180	13	448	410	353	177	15	545	499
04976	Skowhegan Town	3,326	148		28	176	161	225		30	255	234
04979	Solon Town	582	22	2	3	27	25	41	2	3	46	42
04981	Prospect Town	835	86	175	14	275	251	122	174	20	316	289
	Stockton Springs Town											
04986	Thorndike Town	376	38		9	47	43	60		11	71	65
04987	Troy	410	19	54	3	76	70	49	54	3	106	97
04988	Unity Town	659	43	38	10	91	83	87	38	10	135	124
	Miscellaneous ZIP Codes		633	315	678	1,626	1,487	410	315	836	1,561	1,429
	Miscellaneous Forward Sortation Area Codes		157		3	160	151	403		4	407	374
GRAND TOTAL			45,560	28,014	3,277	76,851	70,280	59,649	27,962	4,019	91,630	83,908

**4. NET PRESS RUN AND AVERAGE PROJECTED PAID CIRCULATION BY EDITIONS:**

Press Time	Date Printed	Issue Date	Net Press Run	Gross Paid Distribution	Sales Release See Note	Average Projected Paid Circulation*			
						Net Paid	City Zone	Retail Trading Zone	All Other
Morning Issue for Thursday, September 18, 1997									
10:24 PM	9-17	9-18	12,750	12,256	C				
11:14 PM	9-17	9-18	6,900	6,633	C				
12:09 AM	9-18	9-18	60,300	57,962	A-C				
Total			79,950	76,851		70,280	17,689	50,679	1,912
Weekend Issue for September 20, 1997									
10:21 PM	9-19	9-20	14,950	14,781	C				
11:14 PM	9-19	9-20	8,200	8,074	C				
12:02 AM	9-20	9-20	70,900	68,775	A-C				
Total			94,050	91,630		83,908	20,910	60,011	2,987

For publisher's policy in respect to advertising carried, See Par. 9(c).

NOTE: A — Immediate sales release in City Zone. C — Sales release on arrival at destination in Retail Trading Zone and All Other.

\*The average projected paid circulation figures have been calculated by projecting the gross paid distribution percentages against the averages in Pars. 1A & 1B.

**5. AVERAGE UNPAID DISTRIBUTION:**

	Morning (Mon. to Fri.)	Weekend
Arrears .....		
Advertisers, Agencies .....	91	105
Complimentary, Sample, Service .....	1,089	1,145
Total .....	1,180	1,250

**6. WERE RETURNS ACCEPTED OR ALLOWANCES MADE FOR UNDELIVERED, LEFTOVER AND UNSOLD COPIES?**

Fully returnable.

The allowances for returns, undelivered, leftover and unsold copies for the period covered by this report were found to have been: in the City Zone, Morning 6.28%, Weekend 6.68%; in the Retail Trading Zone, Morning 6.44%, Weekend 6.72%; in All Other, Morning 26.56%, Weekend 26.40%.

These percentages are based on the gross figures and have been deducted, leaving paid circulation shown in Par. 1.

**ANALYSIS OF HOME DELIVERY AND MAIL SUBSCRIPTION SALES (NEW AND RENEWAL)**

**For Period Covered by this Report**

**7. PREMIUM, COMBINATION, SPECIAL OFFERS, CLUBS AND INSURANCE:**

	Term Ordered				Misc. Periods
	8 Wks.	13 Wks.	26 Wks.	52 Wks.	
(e) Special reduced prices, See Par. 8(b)..... M & Weekend					17,539
M					687*
Weekend					27*

\*This figure does not represent the total number of subscriptions received, but represents the average number of copies served during this report period on Newspapers in Education sold at the price(s) shown in Par. 8(b).

**8. PRICES:**

(a) Basic Prices: By Mail By Home Delivery

52 Wks. 26 Wks. 13 Wks. 8 Wks. 52 Wks. 26 Wks. 13 Wks. 8 Wks. 1 Wk.

CITY ZONE:

M & Weekend.... \$195.00 \$97.50 \$48.75 \$30.00 \$161.20 \$80.60 \$40.30 \$24.80 \$3.10

RETAIL TRADING ZONE: By Mail and Home Delivery, same as City Zone.

ALL OTHER: By Mail and Home Delivery, same as City Zone.

By Motor Route Single Copy

CITY ZONE, RETAIL TRADING ZONE AND ALL OTHER:  
Same as by Home Delivery in City Zone. (a-b-c)

52 Wks. 26 Wks. 13 Wks. 8 Wks. 1 Wk.

M only ..... 60¢  
Weekend only ... \$1.50

(a) City Zone; (b) Retail Trading Zone; (c) All Other.

(b) Special reduced prices: Morning and Weekend introductory offer, 8 wks. \$20.00. Morning and Weekend, 12 wks. \$24.80. To employees, Morning and Weekend, 50% of basic prices. Newspapers in Education for classroom use, 50% of basic prices. See Par. 9(d).

**9. EXPLANATORY:**

Regular publishing days on which no paper was issued:

Morning (Mon. to Fri.): None.

Weekend: None.

In accordance with Bureau Rule C 1.7, the following issue(s) has been eliminated from the averages reported in Pars. 1 and 5. The net paid circulation for the issue(s) is as follows:

	Morning (Mon. to Fri.)
November 28, 1996 Holiday .....	65,445
December 25, 1996 Holiday .....	60,914

(a) County population and occupied household estimates appearing in ABC reports are obtained from Market Statistics, S&MM "Survey of Buying Power." Estimates for ABC defined newspaper markets and areas below the county level are projections based upon "Survey of Buying Power" estimates.

(b) Par. 1B:

Included in Home Delivery is an average of 368 copies per issue Morning, 377 copies per issue Weekend in the City Zone; 1,042 copies per issue Morning, 1,063 copies per issue Weekend in the Retail Trading Zone and 10 copies per issue Morning, 11 copies per issue Weekend in All Other, representing copies 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.

(c) Par. 4:

Publisher's declared policy is that all editions consist of the same number of pages with the exception of some preprinted inserts which can be zoned.

(d) Par. 8(b):

Records show 12,481 copies Morning in the City Zone, 49,335 copies Morning in the Retail Trading Zone and 4,684 copies Morning in All Other, were sold at 30¢ per copy at selected Irving Mainway Convenience stores with purchase of a 16 ounce cup of coffee.

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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 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 circulation.

***Audit Bureau of Circulations***

**Wayne Lawton, Advertising Director**  
**Telephone (207) 990-8261 - FAX (207) 941-0885**  
**491 Main St.**  
**Bangor, ME 04401**

BANGOR DAILY NEWS, published by the Bangor Publishing Company, 491 Main St., Bangor, ME 04401  
(Bangor Daily News (Morning & Weekend, Bangor, ME, Page #30 - #171620 - 505 - 140)

March, 1999

01-1855-0

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State County	OCCUPIED		Morning		Weekend		Household Coverage
	HOUSEHOLDS #1-1-97 Estimate	Actual Gross Dist.	Avg. Proj. Pd. Circ.*	Household Coverage	Actual Gross Dist.	Avg. Proj. Pd. Circ.*	
MAINE (Cont'd)							
PENOBSCOT	54,200	33,733	31,010	57.21%	39,603	36,405	67.17%
PISCATAQUIS	7,200	3,763	3,451	47.93%	4,411	4,058	56.36%
SAGadahoc	12,800	90	71	0.55%	95	77	0.60%
SOMERSET	19,600	1,735	1,591	8.12%	2,430	2,235	11.40%
WALDO	13,800	4,547	4,170	30.22%	5,537	5,093	36.91%
WASHINGTON	13,800	6,758	6,199	44.92%	7,890	7,257	52.59%
YORK	65,200	74	58	0.09%	134	109	0.17%
TOTAL IN MAINE		76,502	70,006		90,841	83,269	
All Other		349	274		789	639	
GRAND TOTAL		76,851	70,280		91,630	83,908	

#County population and occupied household estimates appearing in ABC reports are obtained from Market Statistics, S&MM "Survey of Buying Power." Estimates for ABC defined newspaper markets and areas below the county level are projections based upon "Survey of Buying Power" estimates.

\*Arrived at by relating actual gross distribution figures to average paid circulation for the period covered by this report.

**Wayne Lawton, Advertising Director**  
**Telephone (207) 990-8261 - FAX (207) 941-0885**  
**491 Main St.**  
**Bangor, ME 04401**

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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 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 circulation.

**Audit Bureau of Circulations**

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