

PORTLAND PRESS HERALD (Morning)
MAINE SUNDAY TELEGRAM
Portland (Cumberland County), Maine

TOTAL AVERAGE PAID CIRCULATION FOR 52 WEEKS ENDED SEPTEMBER 28, 1997:

	Morning (Mon. to Sat.)	Sunday
1A. TOTAL AVERAGE PAID CIRCULATION (BY INDIVIDUALS AND FOR DESIGNATED RECIPIENTS):	74,502	124,589
1B. TOTAL AVERAGE PAID CIRCULATION (BY INDIVIDUALS AND FOR DESIGNATED RECIPIENTS) IN NEWSPAPER DESIGNATED MARKET:		
(See Par. 1E for description of area)		
NEWSPAPER DESIGNATED MARKET (CUMBERLAND SEGMENT)		
	Population	Occupied Households
1990 Census:	217,217	84,750
#1-1-97 Estimate:	227,400	89,700
Home Delivery, See Par. 9(b).....	32,374	36,915
Single Copy Sales	11,843	21,013
Mail Subscriptions	273	39
Newspapers in Education	375	26
Employee Copies	1,050	1,102
TOTAL CUMBERLAND SEGMENT.....	45,915	59,095
(YORK SEGMENT)		
	Population	Occupied Households
1990 Census:	164,587	61,848
#1-1-97 Estimate:	172,800	65,200
Home Delivery, See Par. 9(b).....	11,349	14,815
Single Copy Sales	4,203	11,222
Mail Subscriptions	123	4
Newspapers in Education	119	5
TOTAL YORK SEGMENT	15,794	26,046
(COAST SEGMENT)		
	Population	Occupied Households
1990 Census:	89,810	34,311
#1-1-97 Estimate:	91,500	35,100
Home Delivery, See Par. 9(b).....	5,453	8,087
Single Copy Sales	2,415	5,944
Mail Subscriptions	116	5
Newspapers in Education	44	
TOTAL COAST SEGMENT	8,028	14,036
	Population	Occupied Households
1990 Census:	471,614	180,909
#1-1-97 Estimate:	491,700	190,000
TOTAL NEWSPAPER DESIGNATED MARKET	69,737	99,177
CIRCULATION OUTSIDE NEWSPAPER DESIGNATED MARKET		
Home Delivery, See Par. 9(b).....	1,553	7,223
Single Copy Sales	2,567	17,157
Mail Subscriptions	575	1,030
Newspapers in Education	70	2
TOTAL CIRCULATION OUTSIDE NEWSPAPER DESIGNATED MARKET.....	4,765	25,412
TOTAL AVERAGE PAID CIRCULATION (BY INDIVIDUALS AND FOR DESIGNATED RECIPIENTS)	74,502	124,589
Days Omitted from Averages, See Par. 9.....	None of record	1
1C. THIRD PARTY (BULK) SALES:		
Businesses — Available for employees	56	8
Hospitals and Nursing Homes — Available for patients.....	5	5
Hotels, Motels — Available for guests	74	146
Restaurants — Available for patrons	15	24
Retail/Business — Available for patrons	34	35
TOTAL AVERAGE THIRD PARTY (BULK) SALES.....	184	218



1D. METROPOLITAN STATISTICAL AREA — COUNTY OF PUBLICATION:

Answer optional and not made.

1E. NEWSPAPER DESIGNATED MARKET:

NEWSPAPER DESIGNATED MARKET comprises the following geographic segments:

Cumberland - includes CUMBERLAND County less towns of Brunswick and Harpswell.

York - includes York County.

Coast - includes counties of Lincoln and Sagadahoc plus, in CUMBERLAND County, towns of Brunswick and Harpswell.

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

See Par. 1B.

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 Sat.) % of Total Paid	Household Coverage	Total Paid	Sunday % of Total Paid	Household Coverage
Newspaper Designated Market..	190,000	69,737	93.60	36.70%	99,177	79.60	52.20%
Outside Newspaper Designated Market.....		4,765	6.40		25,412	20.40	
TOTAL PAID.....		74,502	100.00%		124,589	100.00%	

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	Sunday
December 26, 1992	73,901	140,158
March 27, 1993	71,950	134,734
June 26, 1993	74,283	141,496
September 25, 1993	77,758	146,544
December 25, 1993	75,743	142,668
March 26, 1994	72,905	136,660
June 25, 1994	75,906	142,812
September 24, 1994	79,529	146,610
December 31, 1994	76,292	142,845
April 1, 1995	73,189	138,796
July 1, 1995	75,113	140,671
September 24, 1995	80,146	145,937
December 30, 1995	73,451	134,234
March 30, 1996	70,291	122,650
June 30, 1996	73,284	127,419
September 29, 1996	77,499	132,436
December 28, 1996	74,700	126,402
March 29, 1997	70,404	117,352
June 28, 1997	74,307	124,191
September 28, 1997	78,605	130,378

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

	Year	Newspaper Designated Market Home Delivery	Newspaper Designated Market Single Copy Sales	TOTAL Newspaper Designated Market	TOTAL Average Paid Circulation
Morning (Mon. to Sat.)	1997	49,176	18,461	69,737	74,502
	1996	47,787	19,011	68,794	73,631
Sunday	1997	59,817	38,179	99,177	124,589
	1996	60,630	38,773	100,396	129,220

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

Morning, August 22, 1997; Sunday, August 17, 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	Sunday
Newspaper Designated Market	17.34% greater	12.87% greater
Outside Newspaper Designated Market	61.66% greater	34.66% greater
GRAND TOTAL	20.18% greater	17.31% 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 #1-1-97 Estimate	Actual Gross Dist.	Morning Avg. Proj. Pd. Circ.*	Household Coverage	Actual Gross Dist.	Sunday Avg. Proj. Pd. Circ.*	Household Coverage
MAINE							
ANDROSCOGGIN	39,900	799	494	1.24%	3,262	2,422	6.07%
AROOSTOOK	26,800	8	5	0.02%	1,796	1,334	4.98%
CUMBERLAND	99,400	55,427	47,235	47.52%	70,123	62,127	62.50%
FRANKLIN	11,300	305	189	1.67%	1,597	1,186	10.50%
HANCOCK	19,700	465	288	1.46%	2,523	1,874	9.51%
KENNEBEC	44,200	762	471	1.07%	6,227	4,624	10.46%
KNOX	15,000	2,375	1,469	9.79%	4,093	3,040	20.27%
LINCOLN	12,600	3,943	3,360	26.67%	6,344	5,621	44.61%
OXFORD	21,000	1,359	841	4.00%	2,890	2,146	10.22%
PENOBSCOT	54,200	225	139	0.26%	3,901	2,897	5.35%
PISCATAQUIS	7,200	7	4	0.06%	645	479	6.65%
SAGadahoc	12,800	2,895	2,467	19.27%	5,122	4,538	35.45%
SOMERSET	19,600	98	61	0.31%	1,576	1,170	5.97%
WALDO	13,800	190	118	0.86%	1,311	974	7.06%
WASHINGTON	13,800	9	6	0.04%	990	735	5.33%
YORK	65,200	19,566	16,675	25.58%	30,353	26,891	41.24%
TOTAL IN MAINE		88,433	73,822		142,753	122,058	

State County	OCCUPIED HOUSEHOLDS #1-1-97 Estimate	Actual Gross Dist.	Morning Avg. Proj. Pd. Circ.*	Household Coverage	Actual Gross Dist.	Sunday Avg. Proj. Pd. Circ.*	Household Coverage
NEW HAMPSHIRE							
BELKNAP	19,600	29	18	0.09%	64	48	0.24%
CARROLL	15,600	328	203	1.30%	784	582	3.73%
COOS	13,500	46	28	0.21%	137	102	0.76%
ROCKINGHAM	96,500	230	142	0.15%	485	360	0.37%
STRAFFORD	39,200	290	179	0.46%	771	573	1.46%
Miscellaneous Counties		17	11		23	17	
TOTAL IN NEW HAMPSHIRE		940	581		2,264	1,682	
All Other		161	99		1,144	849	
GRAND TOTAL		89,534	74,502		146,161	124,589	

#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, August 22, 1997; Sunday, August 17, 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 partially included in the Portland, Maine Metropolitan Statistical Area as defined by the Office of Management and Budget. (Cumberland and York Counties (part))

State County Town	OCCUPIED HOUSEHOLDS		Home Delivery	Single Copy Sales	Morning				Sunday					
	1990 Census	#1-1-97 Estimate			Mail	Total	Avg. Proj. Household Pd. Circ. Coverage	Home Delivery	Single Copy Sales	Mail	Total	Avg. Proj. Household Pd. Circ. Coverage		
MAINE														
CUMBERLAND COUNTY														
(PART MA)														
	94,512	99,400												
Bailey Island Town				39		39			106			106		
Bolsters Mills Town				13		13			37			37		
Bridgton Town			317	409	17	743		368	767			1,135		
Brunswick Town	7,711	7,500	1,710	860	17	2,587		2,538	2,113	2		4,653		
Cape Elizabeth Town	3,257	3,500	1,968	217	7	2,192		2,031	453			2,484		
Casco Town			383	154	1	538		533	303			836		
Chebeague Island Town			63	60	2	125			145			145		
Cliff Island Town				8	18	26			52	1		53		
Cumberland Town			925	194	1	1,120		1,043	257			1,300		
Cumberland Foreside Town			318			318		310				310		
East Baldwin Town			181	43	5	229		268	63			331		
East Sabago Town				139	6	145			296			296		
Falmouth Town	3,076	3,600	1,973	419	5	2,397		2,065	697	1		2,763		
Freeport Town	2,614	2,600	824	362	2	1,188		1,001	559	1		1,561		
Gorham Town	3,914	4,700	1,568	634	14	2,216		1,864	1,069	1		2,934		
Gray Town			781	461	5	1,247		1,024	774			1,798		
Harrison Town				96	8	104			229			229		
Long Island Town				120		120			160			160		
Naples Town			310	384	10	704		453	759			1,212		
New Gloucester Town			177	97	2	276		245	182			427		
North Bridgton Town				20		20			25			25		
North Harpswell Town				10		10			25			25		
North Sebago Town				34		34			76			76		
North Yarmouth Town			100	39	1	140		133	104			237		

Orrs Island Town				31		31			74		74			
Peaks Island			146	209	1	356		168	230		398			
Portland City	28,235	27,400	10,101	6,468	92	16,661		10,226	7,973	25	18,224			
Pownal Town			142	37	1	180		186	89	1	276			
Raymond Town			515	294	1	810		619	535	1	1,155			
Scarborough Town	4,742	5,500	2,718	1,321	7	4,046		2,940	2,194	1	5,135			
Sebago Lake Town			188	17		205		287	9		296			
South Casco Town				49	3	52			85		85			
South Freeport Town				19		19			51		51			
South Harpswell Town			172	55	2	229		295	142		437			
South Portland City	9,288	9,100	4,158	2,168	8	6,334		4,268	3,322	2	7,592			
Standish Town			699	416	3	1,118		963	782		1,745			
Steep Falls Town				60		60			107		107			
Westbrook City	6,349	6,300	2,524	1,167	11	3,702		2,718	1,623	2	4,343			
Windham Town	4,521	4,800	1,651	977	18	2,646		1,990	1,999	1	3,990			
Yarmouth Town	3,068	3,500	1,887	559	1	2,447		2,056	1,025	1	3,082			
TOTAL CUMBERLAND COUNTY			36,499	18,659	269	55,427	47,235	47.52%	40,592	29,491	40	70,123	62,127	62.50%
<u>LINCOLN COUNTY</u>	11,968	12,600												
Alna Town				10		10			29		29			
Boothbay Town			273	142	3	418		321	255		576			
Boothbay Harbor Town			151	319	7	477		156	866		1,022			
Bristol Town				39		39			67		67			
Coopers Mills Town									30		30			
Damariscotta Town			358	247	12	617		374	450		824			
Dresden Town								40	34		74			
East Boothbay Town			139	35	3	177		174	80		254			
Jefferson Town			62	19	1	82		67	65		132			
Newcastle Town				69	6	75			108		108			
New Harbor Town				93		93								
Nobleboro Town			221	48	3	272		255	100		355			
North Edgecomb Town				15	1	16			29		29			
North Whitefield Town					1	1			42		42			
Pemaquid Town			249	56	1	306		255	600		855			
Round Pond Town				27	1	28								
South Bristol Town			128	51		179		128	94		222			
Southport Town				31	3	34			113		113			
Waldoboro Town			317	199	4	520		404	355		759			
Westport Island Town				9		9			30		30			

State County Town	OCCUPIED HOUSEHOLDS		Home Delivery	Single Copy Sales	Morning				Home Delivery	Single Copy Sales	Sunday		Avg. Proj. Pd. Circ.	Household Coverage
	1990 Census	#1-1-97 Estimate			Mail	Total	Avg. Proj. Pd. Circ.	Household Coverage			Mail	Total		
MAINE (Cont'd)														
<u>LINCOLN COUNTY</u>														
Wiscasset Town			308	244	4	556			415	380		795		
*BALANCE IN COUNTY				26	8	34				27	1	28		
TOTAL LINCOLN COUNTY			2,206	1,679	58	3,943	3,360	26.67%	2,589	3,754	1	6,344	5,621	44.61%
<u>SAGADAHOC COUNTY</u>														
	12,581	12,800												
Bath City	3,930	3,600	839	659	14	1,512			1,123	953	1	2,077		
Bowdoinham Town			73	31	4	108			203	87		290		
Georgetown Town			75	55		130			135	106		241		
Phippsburg Town			20	85	4	109			69	221		290		
Richmond Town			31	55	1	87				224		224		
Sebasco Estates				34	7	41				63		63		
Small Point				30		30				24		24		
Topsham Town	3,071	3,100	490	137	4	631			948	526		1,474		
West Bath Town				41		41				96		96		
Woolwich Town			137	58		195			218	95		313		
*BALANCE IN COUNTY				11		11				30		30		
TOTAL SAGADAHOC COUNTY			1,665	1,196	34	2,895	2,467	19.27%	2,696	2,425	1	5,122	4,538	35.45%
<u>YORK COUNTY (PART MA)</u>														
	61,848	65,200												
Acton Town				83	2	85				135		135		
Alfred Town			131	84	8	223			154	148		302		
Arundel Town			71	96		167			117	197		314		
Bar Mills Town				117	3	120				172		172		
Biddeford City	7,956	7,800	1,448	936	10	2,394			2,098	2,058		4,156		
" City Zone	13,934	14,000												
Biddeford Pool Town				58	1	59				90		90		
Cape Neddick Town			183	29	2	214			249	47		296		
Cape Porpoise Town				58		58				173		173		
Cornish Town			124	154	3	281			147	299		446		
Dayton Town			51	13		64			89	24		113		
East Lebanon			40	24		64				25		25		
East Waterboro Town			196	73	3	272			266	96		362		
Eliot Town			122	46		168			175	74		249		
Emery Mills Town				31		31				73		73		

Hollis Center Town			331	104	5	440		541	252		793			
Kennebunk Town	3,118	3,800	928	489	2	1,419		943	1,097		2,040			
Kennebunkport Town			745	200	2	947		687	305		992			
Kezar Falls Town			230	55	13	298		254	123		377			
Kittery Town	3,607	3,700	218	142		360		256	249		505			
Kittery Point Town				17	2	19			36		36			
Lebanon Town			70			70		93	10		103			
Limerick Town			183	83	3	269		256	255		511			
Limington Town			112	84	2	198		151	175		326			
Lyman Town			23	60		83		34	128		162			
Newfield Town				17		17			28		28			
North Berwick Town			205	73	3	281		414	152		566			
North Waterboro Town			186	46		232		355	123		478			
Ocean Park Town				155	2	157			172		172			
Ogunquit Town				219	1	220			339		339			
Old Orchard Beach Town	3,472	3,500	691	911	4	1,606		934	1,523	2	2,459			
Saco City	5,978	6,200	1,379	835	9	2,223		2,059	1,988	2	4,049			
Sanford Town			1,685	639	13	2,337		1,341	1,489		2,830			
Shapleigh Town			125	54		179		117	153		270			
South Berwick Town			152	59	1	212		244	146		390			
Springvale Town			420	127	3	550		695	265		960			
Waterboro Town				157	2	159			369		369			
Wells Town	3,056	3,300	758	593	8	1,359		888	1,288		2,176			
West Buxton Town			715	203		918		872	388		1,260			
West Kennebunk Town				60		60			131		131			
West Newfield Town			88	28	3	119			82		82			
York Town	3,788	4,000	291	156	3	450		344	383		727			
York Beach Town				125		125			235		235			
York Harbor Town				23		23			52		52			
*BALANCE IN COUNTY				34	2	36			29		29			
TOTAL YORK COUNTY			11,901	7,550	115	19,566	16,675	25.58%	14,773	15,576	4	30,353	26,891	41.24%
TOTAL NEWSPAPER DESIGNATED MARKET	180,909	190,000	52,271	29,084	476	81,831	69,737	36.70%	60,650	51,246	46	111,942	99,177	52.20%
<u>ANDROSCOGGIN COUNTY</u>	40,017	39,900												
Auburn City				229	22	251		421	705	4	1,130			
Durham Town			38		1	39		131	20		151			
Greene Town									33		33			
Leeds Town									27		27			
Lewiston City				259	21	280		312	604	5	921			

State County Town	OCCUPIED HOUSEHOLDS		Home Delivery	Single Copy Sales	Morning				Home Delivery	Single Copy Sales	Sunday		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>ANDROSCOGGIN COUNTY</u>														
Lisbon Town				21		21				40		40		
Lisbon Falls Town				61	1	62		99	162		261			
Livermore Town				7	1	8		15	32		47			
Livermore Falls Town				25		25			97		97			
Mechanic Falls Town				19		19			59		59			
Poland Town								61			61			
Poland Spring Town				35	2	37			130	1	131			
Sabattus Town				11		11			71		71			
Turner Town				23		23		34	120		154			
West Minot Town				8		8			39		39			
West Poland Town				15		15			40		40			
TOTAL ANDROSCOGGIN COUNTY			38	713	48	799	494	1.24%	1,073	2,179	10	3,262	2,422	6.07%
<u>AROOSTOOK COUNTY</u>														
	31,366	26,800												
Ashland Town									57		57			
Caribou Town					1	1			218		218			
Eagle Lake Town									40		40			
Easton Town									26		26			
Fort Fairfield Town									89		89			
Fort Kent Town					1	1			113	1	114			
Houlton Town									311	1	312			
Island Falls Town									69		69			
Limestone Town									36	1	37			
Madawaska Town									89		89			
Mars Hill Town									38		38			
Oakfield Town									34		34			
Portage Town									32		32			
Presque Isle Town					6	6			381	7	388			
Sherman Town									29		29			
Sinclair Town									25		25			
Stockholm Town									30		30			
Van Buren Town									44		44			
*BALANCE IN COUNTY										125		125		
TOTAL AROOSTOOK COUNTY					8	8	5	0.02%		1,786	10	1,796	1,334	4.98%

<u>FRANKLIN COUNTY</u>	10,778	11,300											
Carrabassett Town			5		5			61		61			
Dryden Town								25		25			
Eustis Town			15		15			44		44			
Farmington Town			83	8	91		144	360	1	505			
Jay Town			8	1	9		27	68		95			
Kingfield Town			39		39			157		157			
New Sharon Town								30		30			
Oquossic Town			27		27			100		100			
Rangeley Town			79	1	80		19	231	1	251			
Stratton Town			9		9			42		42			
Strong Town			6		6			41		41			
Temple Town							51	2		53			
Weld Town			15		15			58		58			
West Farmington Town							44	14		58			
Wilton Town			5	2	7			46		46			
*BALANCE IN COUNTY			2		2			31		31			
TOTAL FRANKLIN COUNTY			293	12	305	189	1.67%	285	1,310	2	1,597	1,186	10.50%
<u>HANCOCK COUNTY</u>	18,342	19,700											
Bar Harbor Town			115	2	117		64	374	3	441			
Birch Harbor								28		28			
Blue Hill Town			15		15			111	2	113			
Brooksville Town			11		11			36		36			
Bucksport Town			14	1	15		22	154	1	177			
Castine Town			14	1	15			103		103			
Deer Isle Town			4		4			30		30			
Ellsworth Town			99	3	102		27	659	2	688			
Franklin Town								29		29			
Gouldsboro Town								32		32			
Hancock Town								67		67			
Hulls Cove Town			8		8			40		40			
Northeast Harbor Town			21		21			81		81			
Orland Town			9		9			48		48			
Penobscot Town			4	1	5		10	18		28			
Sedgewick Town			16		16			44		44			
Somesville Town			7		7			62		62			
Southwest Harbor Town			55		55			166		166			
Surry Town			11		11			39		39			
Trenton Town			15		15			64		64			
West Sullivan Town								39		39			

State County Town	OCCUPIED HOUSEHOLDS		Home Delivery	Single Copy Sales	Morning			Home Delivery	Single Copy Sales	Sunday		Avg. Proj. Household Pd. Circ.	Avg. Proj. Household Coverage
	1990 Census	#1-1-97 Estimate			Mail	Total	Avg. Proj. Household Pd. Circ.			Coverage	Mail		
MAINE (Cont'd)													
<u>HANCOCK COUNTY</u>													
Winter Harbor Town									41		41		
*BALANCE IN COUNTY				37	2	39			127		127		
TOTAL HANCOCK COUNTY				455	10	465	288	1.46%	123	2,392	8	2,523	1,874 9.51%
<u>KENNEBEC COUNTY</u>													
	43,889	44,200											
Albion Town									31		31		
Augusta City			80	323	25	428			386	1,074	7	1,467	
Belgrade Town									147		147		
Belgrade Lakes Town								66	140		206		
China Town									89		89		
Clinton Town									34		34		
East Vassalboro Town									66		66		
East Winthrop Town				3		3			35		35		
Farmingdale Town				12		12			108	44	152		
Fayette Town									44		44		
Gardiner City				49	2	51			83	298	381		
Hallowell City				10	4	14			78	67	146	1	
Litchfield Town									91		91		
Manchester Town				20	2	22			126		126		
Monmouth Town								182	83		265		
Mount Vernon Town									97		97		
Oakland Town				25		25			66	244	310		
Pittston Town									63	15	78		
Randolph Town				7	2	9			19	87	106		
Readfield Town					1	1			113	98	211		
South China Town					1	1			73		73		
Waterville City				134	11	145			400	814	1,217	3	
Wayne Town									56		56		
West Gardiner Town								7	20		27		
Windsor Town									58		58		
Winslow Town				18		18			158	153	311		
Winthrop Town				25		25			143	201	344		
*BALANCE IN COUNTY				8		8			59		59		
TOTAL KENNEBEC COUNTY			80	634	48	762	471	1.07%	1,872	4,344	11	6,227	4,624 10.46%

<u>KNOX COUNTY</u>	14,344	15,000												
Appleton Town									28					28
Camden Town	234	211	5	450			292	441						733
Friendship Town	62	25	5	92			76	50						126
North Haven Town		22	21	43				34		1				35
Owls Head Town	111	10	1	122			135	18						153
Port Clyde Town		28	2	30				67						67
Rockland City	275	372	1	648			366	849						1,215
Rockport Town	142	137	5	284			196	179						375
St. George Town	100		1	101			161							161
South Thomaston Town		12		12				41						41
Spruce Head Town		16	1	17				30						30
Stonington Town								66		1				67
Tenant's Harbor Town		30		30				67						67
Thomaston Town	148	81	2	231			237	181		2				420
Union Town	34	61	5	100			53	178		1				232
Vinalhaven Town	19	60		79			23	80						103
Warren Town	74	43	1	118			99	58						157
Washington Town								65						65
*BALANCE IN COUNTY		15	3	18				18						18
TOTAL KNOX COUNTY			1,199	1,123	53	2,375	1,469	9.79%	1,638	2,450	5	4,093	3,040	20.27%
<u>OXFORD COUNTY</u>	20,064	21,000												
Andover Town				2	1	3								36
Bethel Town				90	3	93		43	217					260
Brownfield Town				56	12	68		54	121					175
Bryant Pond Town				11	1	12			39					39
Buckfield Town									44					44
Canton Town									30		1			31
Center Lovell Town				56	2	58			114					114
Denmark Town				48	13	61			126					126
Dixfield Town				9	1	10		37	46					83
Fryeburg Town	142	128	14	284			147	251						398
Hiram Town				34	5	39			75					75
Lockes Mills Town				9		9			47					47
Lovell Town				45	12	57			96					96
Mexico Town				61	1	62			40					40
North Waterford Town				40		40			80					80
Norway Town				87	6	93		98	200		1			299
Oxford Town	31	98	2	131			33	220		1				254
Peru Town				3	1	4			31					31

State County Town	OCCUPIED HOUSEHOLDS		Home Delivery	Single Copy Sales	Morning				Home Delivery	Single Copy Sales	Sunday		Avg. Proj. Pd. Circ.	Household Coverage
	1990 Census	#1-1-97 Estimate			Mail	Total	Avg. Proj. Pd. Circ.	Household Coverage			Mail	Total		
<u>MAINE (Cont'd)</u>														
<u>OXFORD COUNTY</u>														
Rumford Town				68	3	71				170	170			
South Hiram Town			33		3	36		41			41			
South Paris Town			109	78	4	191		153	160		313			
Stow Town									30		30			
Waterford Town				5	3	8			39		39			
West Paris Town				17	1	18			56		56			
*BALANCE IN COUNTY				8	3	11			13		13			
TOTAL OXFORD COUNTY			315	953	91	1,359	841	4.00%	606	2,281	3	2,890	2,146	10.22%
<u>PENOBSCOT COUNTY</u>	54,063	54,200												
Bangor City				104	15	119		281	912	6	1,199			
Brewer City				30		30		125	259		384			
Corinna Town									51		51			
Dexter Town				2		2		41	125		166			
East Corrinth Town									25		25			
East Holden Town				9	1	10			88	1	89			
East Millinocket Town								43	32	1	76			
Enfield Town									40	1	41			
Hampden Town				9	2	11		64	155		219			
Herman Town									44		44			
Howland Town								21	24		45			
Lincoln Town					1	1		22	191		213			
Mettawamkeag Town									31		31			
Medway Town									56		56			
Milford Town				1		1			33		33			
Millinocket Town					2	2		112	166	1	279			
Newport Town				14		14			161		161			
Old Town City				15		15		73	147		220			
Orono Town				11	5	16		120	140	4	264			
Orrington Town									33		33			
Patten Town									36		36			
Veazie Town								38	6		44			
*BALANCE IN COUNTY					4	4			191	1	192			
TOTAL PENOBSCOT COUNTY				195	30	225	139	0.26%	940	2,946	15	3,901	2,897	5.35%

<u>PISCATAQUIS COUNTY</u>	7,194	7,200											
Brownville Junction Town								43				43	
Dover-Foxcroft Town			5	1	6		38	152	1			191	
Greenville Town				1	1			179				179	
Greenville Junction							14	28	1			43	
Guilford Town								62				62	
Milo Town							25	33				58	
Sangerville Town								34				34	
*BALANCE IN COUNTY								35				35	
TOTAL PISCATAQUIS COUNTY			5	2	7	4	0.06%	77	566	2	645	479	6.65%
<u>SOMERSET COUNTY</u>	18,513	19,600											
Anson Town								40	19			59	
Bingham Town									54			54	
Canaan Town									28			28	
Fairfield Town			25		25		53	106	1			160	
Hartland Town								38				38	
Jackman Town								53				53	
Madison Town			20	1	21			139				139	
Norridgewock Town			5		5		21	127				148	
North Anson Town								57				57	
Pittsfield Town				2	2		53	89				142	
Rockwood Town				1	1			60				60	
Shawmut Town			5		5			38				38	
Skowhegan Town			37	1	38		53	268	1			322	
Smithfield Town								55				55	
Solon Town							41	47				88	
*BALANCE IN COUNTY				1	1			135				135	
TOTAL SOMERSET COUNTY			92	6	98	61	0.31%	261	1,313	2	1,576	1,170	5.97%
<u>WALDO COUNTY</u>	12,415	13,800											
Belfast City			102	6	108		37	433	4			474	
Brooks Town								33				33	
Liberty Town			7		7			44				44	
Lincolnville Town			29		29		18	144				162	
Northport Town			7		7			71				71	
Palermo Town								60				60	
Searsport Town			27	1	28			97				97	
Stockton Springs Town			2		2			44				44	
Unity Town				1	1		39	90				129	

State County Town	OCCUPIED HOUSEHOLDS		Home Delivery	Single Copy Sales	Morning				Home Delivery	Single Copy Sales	Sunday		Avg. Proj. Household Pd. Circ.	Avg. Proj. Household Coverage
	1990 Census	#1-1-97 Estimate			Mail	Total	Avg. Proj. Household Pd. Circ.	Household Coverage			Mail	Total		
MAINE (Cont'd)														
WALDO COUNTY														
Winterport Town									40	42	1	83		
*BALANCE IN COUNTY				6	2	8				114		114		
TOTAL WALDO COUNTY				180	10	190	118	0.86%	134	1,172	5	1,311	974	7.06%
WASHINGTON COUNTY														
	13,418	13,800												
Calais City					1	1				145		145		
Cherryfield Town										29		29		
Columbia Falls Town										70		70		
Eastport Town										83		83		
Jonesport Town					1	1			27	6		33		
Lubec Town										95		95		
Machias Town					2	2				208		208		
Milbridge Town										38		38		
Pembroke Town										51		51		
Princeton Town										40		40		
Topsfield Town										29		29		
Woodland Town										64		64		
*BALANCE IN COUNTY					5	5				104	1	105		
TOTAL WASHINGTON COUNTY					9	9	6	0.04%	27	962	1	990	735	5.33%
TOTAL IN MAINE				53,903	33,727	803	88,433	73,822		67,686	74,947	120	142,753	122,058
NEW HAMPSHIRE														
BELKNAP COUNTY														
	18,839	19,600												
Tilton				15		15				39		39		
*BALANCE IN COUNTY				14		14				25		25		
TOTAL BELKNAP COUNTY				29		29	18	0.09%		64		64	48	0.24%
CARROLL COUNTY														
	14,253	15,600												
Center Conway				42		42				96		96		
Center Ossipee				15		15				35		35		
Conway				41	1	42				81		81		
Glen				12		12				38		38		

North Conway			108		108			300		300		
Ossipee			14		14			28		28		
Wakefield								31		31		
Wolfeboro			15		15			31		31		
*BALANCE IN COUNTY			80		80			144		144		
TOTAL CARROLL COUNTY			327	1	328	203	1.30%	784		784	582	3.73%
<u>COOS COUNTY</u>	13,799	13,500										
Berlin			11		11			27		27		
Gorham			18		18			48		48		
*BALANCE IN COUNTY			17		17			62		62		
TOTAL COOS COUNTY			46		46	28	0.21%	137		137	102	0.76%
<u>ROCKINGHAM COUNTY</u>	89,118	96,500										
Exeter			28		28			44		44		
Portsmouth			100	36	136			235	63	298		
*BALANCE IN COUNTY			66		66			143		143		
TOTAL ROCKINGHAM COUNTY			194	36	230	142	0.15%	422	63	485	360	0.37%
<u>STRAFFORD COUNTY</u>	37,744	39,200										
Dover			38		38			205		205		
Durham			20		20			34		34		
East Rochester			43		43			168		168		
Hampden			50		50			50		50		
Rochester			26		26			62		62		
Somersworth			58	1	59			129		129		
Woodman								38		38		
*BALANCE IN COUNTY			54		54			85		85		
TOTAL STRAFFORD COUNTY			289	1	290	179	0.46%	771		771	573	1.46%
<u>MISCELLANEOUS COUNTIES</u>												
UNDER 25 COPIES			17		17	11		23		23	17	
TOTAL IN NEW HAMPSHIRE			902	38	940	581		2,201	63	2,264	1,682	
<u>ALL OTHER STATES</u>												
<u>MISCELLANEOUS COUNTIES</u>												
UNDER 25 COPIES			6	155	161	99		394	747	1,141	847	

State County Town	OCCUPIED HOUSEHOLDS		Home Delivery	Single Copy Sales	Morning			Avg. Proj. Household Pd. Circ.	Home Delivery	Single Copy Sales	Sunday		Avg. Proj. Household Pd. Circ.	Household Coverage	
	1990 Census	#1-1-97 Estimate			Mail	Total	Mail				Total				
MILITARY SERVICE- DESTINATION UNKNOWN											3	3	2		
<u>SUMMARY</u>															
TOTAL MAINE			53,903	33,727	803	88,433		67,686	74,947	120	142,753				
"	NEW HAMPSHIRE			902	38	940			2,201	63	2,264				
"	ALL OTHER STATES			6	155	161			394	747	1,141				
"	MILITARY SERVICE- DESTINATION UNKNOWN									3	3				
GRAND TOTAL			53,903	34,635	996	89,534	74,502	67,686	77,542	933	146,161	124,589			

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	Town	#1-1-97 Estimate	Home Delivery	Morning			Sunday			Avg. Proj. Pd. Circ.		
				Single Copy Sales	Mail	Total	Home Delivery	Single Copy Sales	Mail		Total	
MASSACHUSETTS												
02107	Boston							315		315	269	
NEW HAMPSHIRE												
03276	Tilton	2,584		15		15	12	39		39	33	
03570	Berlin	4,839		11		11	9	27		27	23	
03581	Gorham	1,362		18		18	15	48		48	41	
03801	Portsmouth	9,437		100	36	136	113	235	63	298	254	
03813	Center Conway	1,661		42		42	35	96		96	82	
03814	Center Ossipee	937		15		15	12	35		35	30	
03818	Conway	831		41	1	42	35	81		81	69	
03820	Dover	10,080		38		38	32	205		205	175	
03824	Durham	4,412		20		20	17	34		34	29	
03830	East Wakefield	243		13		13	11	38		38	32	
03833	Exeter	5,566		28		28	23	44		44	38	
03838	Glen	41		12		12	10	38		38	32	
03842	Hampden	10,324		50		50	42	50		50	43	
03860	North Conway	1,008		108		108	90	300		300	256	
03864	Ossipee	596		14		14	12	28		28	24	
03867	East Rochester	7,595		43		43	36	168		168	143	
03868	Rochester	1,709		26		26	22	62		62	53	
03872	Sanbornville	840		12		12	10	31		31	26	
03878	Somersworth	4,226		58	1	59	49	129		129	110	
03894	Wolfboro	1,448		15		15	12	31		31	26	
MAINE												
03901	Berwick	1,869	96	10	1	107	89	190	14	204	174	
03902	Cape Neddick	443	82	29	2	113	94	98	47	145	124	
03903	Eliot	2,471	112	46		158	131	158	74	232	198	
03904	Kittery	1,347	180	142		322	268	216	249	465	396	

State ZIP Code	Town	#1-1-97 Estimate	Home Delivery	Single Copy Sales	Morning		Avg. Proj. Pd. Circ.	Home Delivery	Single Copy Sales	Sunday		Avg. Proj. Pd. Circ.
					Mail	Total				Mail	Total	
<u>MAINE (Cont'd)</u>												
03905	Kittery Point	1,797	50	17	2	69	57	60	36		96	82
03906	North Berwick	2,010	217	73	3	293	244	269	152		421	359
03907	Ogunquit	576	84	219	1	304	253	94	339		433	369
03908	South Berwick	2,075	161	59	1	221	184	257	146		403	344
03909	York	2,197	303	156	3	462	384	382	383		765	652
03910	York Beach	1,261	42	125		167	139	49	235		284	242
03911	York Harbor	676	36	23		59	49	49	52		101	86
04001	Acton	464	112	83	2	197	164	123	135		258	220
04002	Alfred	1,829	299	84	8	391	325	365	148		513	437
04003	Bailey Island	263	35	39		74	62	54	106		160	136
04004	Bar Mills	481	12	117	3	132	110	10	172		182	155
04005	Arundel	8,343	1,447	1,105	10	2,562	2,132	2,106	2,407		4,513	3,847
	Biddeford											
	Dayton											
	Lyman											
04006	Biddeford Pool	134	48	58	1	107	89	67	90		157	134
04008	Bowdoin	1,851	91	42	4	137	114	252	110		362	309
	Bowdoinham											
04009	Bridgton	1,305	314	409	17	740	616	361	767		1,128	962
04010	Brownfield	481	2	56	12	70	58	24	121		145	124
04011	Brunswick	8,580	1,622	860	17	2,499	2,079	2,390	2,113	2	4,505	3,840
04014	Cape Porpoise	327	21	58		79	66	19	173		192	164
04015	Casco	1,189	225	154	1	380	316	306	303		609	519
04016	Center Lovell	79		56	2	58	48		114		114	97
04017	Chebeague Island	203	63	60	2	125	104		145		145	124
04019	Cliff Island	59		8	18	26	22		52	1	53	45
04020	Cornish	595	130	154	3	287	239	155	299		454	387
04021	Cumberland	1,745	958	194	1	1,153	959	1,081	257		1,338	1,141
04022	Denmark	325		48	13	61	51	5	126		131	112
04024	East Baldwin	288	50	37	3	90	75	95	55		150	128
04027	East Lebanon	1,588	91	24		115	96	136	35		171	146
	Lebanon											

04028	East Parsonfield	11	22		1	23	19	29			29	25
04029	East Sebago	587	62	173	6	241	201	109	372		481	410
	North Sebago											
04030	East Waterboro	452	80	73	3	156	130	116	96		212	181
04031	Emery Mills			31		31	26		73		73	62
04032	Freeport	2,112	823	362	2	1,187	988	999	559	1	1,559	1,329
04037	Fryeburg	961	142	128	12	282	235	147	251		398	339
04038	Gorham	4,951	1,617	634	14	2,265	1,885	1,925	1,069	1	2,995	2,553
04039	Gray	2,072	740	461	5	1,206	1,004	957	774		1,731	1,476
04040	Bolsters Mills	784	67	109	8	184	153	102	266		368	314
	Harrison											
04041	Hiram	1,058	13	34	5	52	43	37	75		112	95
04042	Hollis Center	998	343	104	5	452	376	481	252		733	625
04043	Kennebunk	2,851	1,121	489	2	1,612	1,341	1,140	1,097		2,237	1,907
04046	Kennebunkport	2,460	534	200	2	736	612	505	305		810	690
04047	Kezar Falls	341	224	55	13	292	243	232	123		355	303
04048	Limerick	1,158	195	83	3	281	234	274	255		529	451
04049	Limington	508	131	84	2	217	181	186	175		361	308
04050	Long Island	91		120		120	100		160		160	136
04051	Lovell	419		45	12	57	47		96		96	82
04054	Moody	435	42	9		51	42	43	5		48	41
04055	Naples	1,206	254	384	10	648	539	372	759		1,131	964
04056	Newfield	108	17	17		34	28	25	28		53	45
04057	North Bridgton	92	35	20		55	46	50	25		75	64
04058	North Fryeburg				2	2	2		30		30	26
	Stow											
04061	North Waterboro	869	69	46		115	96	173	123		296	252
04062	Windham	4,970	1,630	977	10	2,617	2,178	1,953	1,999		3,952	3,369
04063	Ocean Park	339	74	155	2	231	192	96	172		268	228
04064	Old Orchard Beach	2,959	603	923	4	1,530	1,273	817	1,528	2	2,347	2,001
	Camp Ellis											
04066	Orrs Island	358	58	31		89	74	99	74		173	147
04068	Porter	360	11	8		19	16	18	13		31	26
04069	Pownal	437	159	37	1	197	164	220	89	1	310	264
04071	Raymond	1,859	571	294	1	866	721	720	535	1	1,256	1,071
04072	Saco	6,481	1,476	835	9	2,320	1,930	2,185	1,988	2	4,175	3,559

State ZIP Code	Town	#1-1-97 Estimate	Home Delivery	Single Copy Sales	Morning			Avg. Proj. Pd. Circ.	Home Delivery	Single Copy Sales	Sunday		Avg. Proj. Pd. Circ.
					Mail	Total					Mail	Total	
MAINE (Cont'd)													
04073	Sanford	5,726	1,412	639	13	2,064	1,717	1,348	1,489		2,837	2,418	
04074	Pine Point	6,289	2,682	1,321	4	4,007	3,334	2,913	2,194	1	5,108	4,354	
	Scarborough												
04075	Sebago Lake	1,189	209	17		226	188	265	9		274	234	
04076	Shapleigh	280	110	54		164	136	125	153		278	237	
04077	South Casco	80	57	49	3	109	91	76	85		161	137	
04078	South Freeport	520	33	19		52	43	34	51		85	72	
04079	North Harpswell	630	146	65	2	213	177	254	167		421	359	
	South Harpswell												
04080	South Hiram		18		3	21	17	26			26	22	
04083	Springvale	1,914	494	127	3	624	519	450	265		715	609	
04084	Standish	1,161	558	416	3	977	813	773	782		1,555	1,325	
04085	Steep Falls	569	81	60		141	117	132	107		239	204	
04086	Topsham	2,940	477	137	4	618	514	913	526		1,439	1,227	
04087	Waterboro	806	118	157	2	277	230	165	369		534	455	
04090	Wells	2,986	615	593	8	1,216	1,012	728	1,288		2,016	1,718	
04091	West Baldwin	269	69	6	2	77	64	110	8		118	101	
04092	Westbrook	6,061	2,539	1,167	11	3,717	3,093	2,733	1,623	2	4,358	3,715	
04093	West Buxton	1,502	623	203		826	687	772	388		1,160	989	
04094	West Kennebunk	376	20	60		80	67	18	131		149	127	
04095	West Newfield	338	39	28	3	70	58	34	82		116	99	
04096	Yarmouth	2,632	1,644	559	1	2,204	1,834	1,762	1,025	1	2,788	2,377	
04097	North Yarmouth	912	248	39	1	288	240	316	104		420	358	
04101	Portland	8,973	2,755	2,509	27	5,291	4,403	2,479	2,716	16	5,211	4,442	
04102	Portland	7,915	2,620	2,109	7	4,736	3,941	2,650	2,500	1	5,151	4,391	
04103	Portland	11,338	4,724	1,820	3	6,547	5,448	5,067	2,710	2	7,779	6,631	
04104	Portland				29	29	24			3	3	3	
04105	Falmouth	3,215	1,955	419	5	2,379	1,980	2,047	697	1	2,745	2,340	
04106	South Portland	9,122	4,195	2,168	8	6,371	5,301	4,292	3,322	2	7,616	6,492	
04107	Cape Elizabeth	3,179	1,955	217	7	2,179	1,813	2,017	453		2,470	2,105	
04108	Peaks Island	351	146	209	1	356	296	168	230		398	339	
04109	Portland		13	30	3	46	38	42	47		89	76	

04110	Cumberland Foreside	419	352			352	293	347			347	296
04210	Auburn	8,476		229	22	251	209	355	705	4	1,064	907
04216	Andover	345		2	1	3	2		36		36	31
04217	Bethel	1,213		85	3	88	73	31	200		231	197
04219	Bryant Pond	548		11	1	12	10	13	39		52	44
04220	Buckfield	598							44		44	38
04221	Canton	493							30	1	31	26
04222	Durham	597	36		1	37	31	117	20		137	117
04224	Dixfield	1,310		9	1	10	8	10	46		56	48
04225	Dryden	1,796							25		25	21
04236	Greene	1,426							33		33	28
04239	Jay	1,257		8	1	9	7	27	62		89	76
04240	Lewiston	15,435		259	21	280	233	367	604	5	976	832
04250	Lisbon	1,302		21		21	17	27	40		67	57
04252	Lisbon Falls	2,135		61	1	62	52	105	162		267	228
04253	Livermore	153		7	1	8	7	2	32		34	29
04254	Livermore Falls	1,554		25		25	21	14	97		111	95
04255	Locke Mills	196		9		9	7	6	47		53	45
04256	Mechanic Falls	1,425		19		19	16	7	59		66	56
04257	Mexico	1,303		61	1	62	52	9	40		49	42
04258	Minot	616		4		4	3	10	17		27	23
04259	Monmouth	689						39	68		107	91
	South Monmouth											
04260	New Gloucester	1,779	214	97	2	313	260	297	182		479	408
04263	Leeds	664						4	27		31	26
	North Leeds											
04265	North Monmouth	253						13	15		28	24
04267	North Waterford	588	3	40		43	36	9	80		89	76
04268	Norway	1,848	48	87	6	141	117	91	200	1	292	249
04270	Oxford	1,689	41	98	2	141	117	86	220	1	307	262
04274	Poland Spring	696	18	35	2	55	46	46	130	1	177	151
04276	Rumford	2,398		68	3	71	59	19	166		185	158
04280	Sabattus	1,895		11		11	9	13	71		84	72
04281	South Paris	1,555	40	78	4	122	102	69	160		229	195
04282	Turner	1,806		19		19	16	8	115		123	105
04284	Wayne	277						21	56		77	66

State ZIP Code	Town	#1-1-97 Estimate	Home Delivery	Morning			Avg. Proj. Pd. Circ.	Home Delivery	Sunday			Avg. Proj. Pd. Circ.
				Single Copy Sales	Mail	Total			Single Copy Sales	Mail	Total	
MAINE (Cont'd)												
04285	Weld	178		15		15	12		58		58	49
04289	West Paris	715		17	1	18	15	6	56		62	53
04291	West Poland	238		15		15	12		40		40	34
04294	Wilton	156		5	1	6	5	37	46		83	71
04330	Augusta	9,453	43	331	21	395	329	387	1,097	4	1,488	1,268
	Sidney											
	Togus											
04332	Augusta		37		4	41	34			3	3	3
04341	Coopers Mills	203						17	30		47	40
04342	Dresden	547						40	34		74	63
04343	East Winthrop	238		3		3	2	3	35		38	32
04344	Farmingdale	1,558		12		12	10	65	44		109	93
04345	Gardiner	2,126		49	2	51	42	151	319		470	401
	Pittston											
	West Gardiner											
04346	Randolph	3,195		7	2	9	7	20	87		107	91
04347	Hallowell	762		10	4	14	12	103	67	1	171	146
04348	Jefferson	911	55	19	1	75	62	71	65		136	116
04349	Fayette	300						1	44		45	38
	Kents Hill											
04350	Litchfield	867						43	91		134	114
04351	Manchester	459		20	2	22	18	54	126		180	153
04352	Mount Vernon	578						8	97		105	90
04353	North Whitefield	810			1	1	1	14	42		56	48
04354	Palermo	281							60		60	51
04355	Readfield	846			1	1	1	21	98		119	101
04357	Richmond	949	28	55	1	84	70	95	224		319	272
04358	South China	632			1	1	1	22	73		95	81
04363	Windsor	764						4	58		62	53
04364	Winthrop	1,647		25		25	21	138	201		339	289
04401	Bangor	14,677		104	15	119	99	319	968	6	1,293	1,102
	Glenburn											

	Hermon											
	Veazie											
04412	Brewer	2,893	30		30	25	125	259		384	327	
	South Brewer											
04416	Bucksport	1,915	14	1	15	12	22	154	1	177	151	
04420	Castine		14	1	15	12		103		103	88	
04426	Dover-Foxcroft	1,807	5	1	6	5	38	152	1	191	163	
04427	East Corinth	853						25		25	21	
04429	East Eddington	1,409	9	1	10	8		88	1	89	76	
04430	East Holden	1,935					43	32	1	76	65	
	Holden											
04433	East Millinocket	695						26		26	22	
04441	Greenville	773		1	1	1		179		179	153	
04442	Greenville Junction	71					14	28	1	43	37	
04443	Guilford	1,094						62		62	53	
04444	Hampden	2,601	9	2	11	9	64	165		229	195	
	Newburgh											
04448	Howland	673					21	24		45	38	
04457	Lincoln	1,766		1	1	1	22	191		213	182	
04459	Mattawamkeag	322						31		31	26	
04460	Medway	652						56		56	48	
04461	Milford	876	1		1	1		33		33	28	
04462	Millinocket	2,191		2	2	2	112	166	1	279	238	
04463	Milo	1,006					25	33		58	49	
04468	Old Town	3,223	15		15	12	83	147		230	196	
04469	Orono			3	3	2		140	2	142	121	
04472	Orland	545	9		9	7		39		39	33	
04473	Orono	2,257	11	2	13	11	106		2	108	92	
04474	Orrington	1,279						33		33	28	
04478	Rockwood	203		1	1	1		60		60	51	
04479	Sangerville	588						34		34	29	
04490	Topsfield	105						29		29	25	
04496	Winterport	1,321					40	42	1	83	71	
04530	Bath	4,471	873	700	14	1,587	1,321	1,154	1,049	1	2,204	1,879
	West Bath											
04535	Alna	245	18	10		28	23	30		29	59	50

State ZIP Code	Town	#1-1-97 Estimate	Home Delivery	Single Copy Sales	Morning		Avg. Proj. Pd. Circ.	Home Delivery	Single Copy Sales	Sunday		Avg. Proj. Pd. Circ.
					Mail	Total				Mail	Total	
MAINE (Cont'd)												
04537	Boothbay Southport	835	118	173	3	294	245	157	368		525	448
04538	Boothbay Harbor	996	204	313	5	522	434	220	860		1,080	921
04539	Bristol	699	45	39		84	70	51	67		118	101
04543	Damariscotta	438	234	247	12	493	410	227	450		677	577
04544	East Boothbay	124	111	35	3	149	124	121	80		201	171
04547	Friendship	971	55	25	5	85	71	59	50		109	93
04548	Georgetown	539	39	55		94	78	64	106		170	145
04551	Medomak		36			36	30	46			46	39
04552	Newagen	52	13	10		23	19	16	11		27	23
04553	Newcastle	688	123	69	6	198	165	141	108		249	212
04554	New Harbor	167	119	93		212	176	120			120	102
04555	Nobleboro	872	100	48	3	151	126	120	100		220	188
04556	North Edgecomb	453	93	15	1	109	91	103	29		132	113
04558	Pemaquid	33	38	56	1	95	79	25	600		625	533
04562	Phippsburg	522	17	85	4	106	88	96	221		317	270
04563	Cushing	71	25	15	2	42	35	53			53	45
04564	Round Pond	120	54	27	1	82	68	57			57	49
04565	Sebasco Estates	262		34	7	41	34	6	63		69	59
04567	Small Point	22	1	30		31	26		24		24	20
04568	South Bristol	378	73	51		124	103	85	94		179	153
04571	Trevett	143	32	3		35	29	38	3		41	35
04572	Waldoboro	1,548	290	199	4	493	410	356	355		711	606
04573	Walpole	181	27			27	22	25			25	21
04574	Washington	519							65		65	55
04575	West Boothbay Harbor	447	30	6	2	38	32	33	6		39	33
04576	West Southport	218	54		3	57	47	65			65	55
04578	Westport Island Wiscasset	1,546	341	253	4	598	498	462	410		872	743
04579	Woolwich	889	119	58		177	147	193	95		288	245
04605	Ellsworth	3,412		114	3	117	97	27	741	2	770	656

	Lamoine										
	Trenton										
04607	Gouldsboro	588						32		32	27
04609	Bar Harbor	906	115	2	117	97	64	374	3	441	376
04613	Birch Harbor	115						28		28	24
04614	Blue Hill	700	15		15	12		111	2	113	96
04616	Brooklin	467					3	24		27	23
04617	Brooksville	247	11		11	9	2	36		38	32
04619	Calais	1,074		1	1	1		159		159	136
	Milltown										
04622	Cherryfield	536						29		29	25
04623	Columbia Falls	510						70		70	60
04627	Deer Isle	426	4		4	3		30		30	26
04631	Eastport	677						83		83	71
04634	Franklin	771						29		29	25
04640	Hancock	720						67		67	57
04644	Hulls Cove	28	8		8	7		40		40	34
04649	Jonesport	644		1	1	1	27	6		33	28
04652	Lubec	762						95		95	81
	West Lubec										
04654	Machias	988		2	2	2		208		208	177
04658	Milbridge	802						38		38	32
04660	Mount Desert	951	13		13	11		71		71	61
	Somesville										
04662	Northeast Harbor	619	21		21	17		81		81	69
04666	Pembroke	469						51		51	43
04667	Perry	356						24		24	20
04668	Princeton	885						40		40	34
04676	Sedgwick	544	16		16	13	1	44		45	38
04679	Southwest Harbor	633	55		55	46		166		166	141
04681	Stonington	843	15		15	12		66	1	67	57
04684	Surry	447	11		11	9		39		39	33
04689	Sullivan							39		39	33
	West Sullivan										
04693	Winter Harbor	404						41		41	35
04694	Woodland	985						64		64	55

State ZIP Code	Town	#1-1-97 Estimate	Home Delivery	Single Copy Sales	Morning		Avg. Proj. Pd. Circ.	Home Delivery	Single Copy Sales	Sunday		Avg. Proj. Pd. Circ.	
					Mail	Total				Mail	Total		
MAINE (Cont'd)													
04730	Houlton	3,056							311		1	312	266
04732	Ashland	577							57			57	49
04736	Caribou	3,401				1	1	1	218			218	186
04739	Eagle Lake	612							40			40	34
04740	Easton	333							26			26	22
04742	Fort Fairfield	1,359							89			89	76
04743	Fort Kent	1,239				1	1	1	113		1	114	97
04747	Island Falls	502							69			69	59
04750	Limestone	809							36		1	37	32
04756	Madawaska	1,887							89			89	76
04758	Mars Hill	1,016							38			38	32
04763	Oakfield	400							34			34	29
04765	Patten	670							36			36	31
04768	Portage	162							32			32	27
04769	Presque Isle	3,495				6	6	5	381		7	388	331
04776	Sherman Mills	404							29			29	25
04779	Sinclair	132							25			25	21
04783	Stockholm	224							30			30	26
04785	Van Buren	1,023							44			44	38
04841	Rockland	2,895	308	372		1	681	567	412	849		1,261	1,075
04843	Camden	2,190	241	211		5	457	380	300	441		741	632
04847	Hope	50				1	1	1	7	18		25	21
04849	Lincolntonville	1,049		36			36	30	17	215		232	198
	Northport												
04853	North Haven	120		22		21	43	36		34	1	35	30
04854	Owls Head	829	93	10		1	104	87	112	18		130	111
04855	Port Clyde	318	7	28		2	37	31	11	67		78	66
04856	Rockport	903	88	121		4	213	177	125	157		282	240
04857	St. George	129	12			1	13	11	26			26	22
04858	South Thomaston	473	25	12			37	31	32	41		73	62
04859	Spruce Head	364	30	16		1	47	39	41	30		71	61
04860	Tenants Harbor	592	19	30			49	41	35	67		102	87

04861	Thomaston	841	139	81	2	222	185	183	181	2	366	312
04862	Appleton	1,521	32	61	5	98	82	69	206	1	276	235
	Union											
04863	Vinalhaven	526	19	60		79	66	23	80		103	88
04864	Warren	1,317	89	43	1	133	111	124	58		182	155
04865	West Rockport	267	10	16	1	27	22	12	22		34	29
04901	Benton	9,330		152	11	163	136	353	987	3	1,343	1,145
	Waterville											
	Winslow											
04910	Albion	959						11	31		42	36
04915	Belfast	3,185		102	6	108	90	37	441	4	482	411
	Swanville											
04917	Belgrade	1,094						37	147		184	157
04918	Belgrade Lakes	135						22	140		162	138
04920	Bingham	580							54		54	46
04921	Brooks	521							33		33	28
04924	Canaan	646						1	28		29	25
04926	China	411						17	89		106	90
04927	Clinton	1,749						13	34		47	40
04928	Corinna	878							51		51	43
04930	Dexter	1,556		2		2	2	41	125		166	141
04935	East Vassalboro	124						7	33		40	34
04936	Eustis	294		15		15	12		44		44	38
04937	Fairfield	1,993		25		25	21	84	106	1	191	163
04938	Farmington	2,781		83	8	91	76	113	350	1	464	396
04943	Hartland	721						1	38		39	33
04945	Jackman	579							53		53	45
04947	Carrabassett	932		44		44	37	20	218		238	203
	Kingfield											
04949	Liberty	252		7		7	6	2	44		46	39
04950	Madison	1,908		20	1	21	17	25	139		164	140
04953	Newport	877		14		14	12	11	151		162	138
04955	New Sharon	429						23	30		53	45
04957	Norridgewock	1,750		5		5	4	30	127		157	134
04958	North Anson	851						4	57		61	52
04961	North New Portland	252						3	24		27	23

State ZIP Code	Town	#1-1-97 Estimate	Home Delivery	Morning			Avg. Proj. Pd. Circ.	Home Delivery	Sunday			Avg. Proj. Pd. Circ.
				Single Copy Sales	Mail	Total			Single Copy Sales	Mail	Total	
<u>MAINE (Cont'd)</u>												
04962	North Vassalboro	639						23	16		39	33
04963	Oakland	2,684		25		25	21	93	244		337	287
04964	Oquossoc	77		27		27	22		100		100	85
04966	Phillips	797		2		2	2	8	18		26	22
04967	Pittsfield	1,327			2	2	2	53	89		142	121
04970	Rangeley	669		79	1	80	67	19	231	1	251	214
04973	Searsmont	440		6		6	5	1	24		25	21
04974	Searsport	1,188		27	1	28	23		97		97	83
04975	Shawmut	238		5		5	4	3	38		41	35
04976	Skowhegan	3,326		37	1	38	32	75	268	1	344	293
04978	Smithfield	659						1	55		56	48
04979	Solon	582						41	47		88	75
04981	Stockton Springs	835		2		2	2		44		44	38
04982	Stratton	95		9		9	7	4	42		46	39
04983	Strong	714		6		6	5		41		41	35
04988	Unity	659			1	1	1	9	90		99	84
04989	Vassalboro	723						15	17		32	27
<u>VERMONT</u>												
05701	Rutland	8,850							50		50	43
Miscellaneous ZIP Codes			43	286	220	549	461	124	1,512	758	2,394	2,036
GRAND TOTAL			53,903	34,635	996	89,534	74,502	67,686	77,542	933	146,161	124,589

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	Newspaper Designated Market	Newspaper Designated Outside Market
Morning Issue for Friday, August 22, 1997								
11:45 PM	8-21	8-22	14,300	14,031	A-C			
12:40 AM	8-22	8-22	21,540	21,291	A-C			
1:55 AM	8-22	8-22	56,205	54,212	A-C			
Total			92,045	89,534		74,502	68,095	6,407
Sunday Issue for August 17, 1997								
10:00 PM	8-16	8-17	25,775	25,572	A-C			
11:40 PM	8-16	8-17	20,880	20,682	A-C			
12:40 AM	8-17	8-17	29,984	29,709	A-C			
1:40 AM	8-17	8-17	73,098	70,198	A-C			
Total			149,737	146,161		124,589	95,423	29,166

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

NOTE: A — Immediate sales release in Newspaper Designated Market. C — Sales release on arrival at destination Outside Newspaper Designated Market.

*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 Sat.)	Sunday
Arrears		
Advertisers, Agencies	19	24
Complimentary, Sample, Service	49	47
Total	68	71

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 Newspaper Designated Market, Morning 7.71%, Sunday 7.88%; Outside Newspaper Designated Market, Morning 25.29%, Sunday 17.48%.

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

9. EXPLANATORY:

Regular publishing days on which no paper was issued:

Morning (Mon. to Sat.): None.

Sunday: 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:

	Sunday
March 30, 1997 Holiday	112,715

(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 775 copies per issue Morning, 1,289 copies per issue Sunday in the Newspaper Designated Market and 24 copies per issue Morning, 156 copies per issue Sunday Outside Newspaper Designated Market, 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:

Advertising running in the MAINE SUNDAY TELEGRAM can be inserted in the PORTLAND PRESS HERALD at a discount of 35% off the daily advertising rates. This excepts amusement advertising.

(d) Par. 8(b):

During this report period, 117,148 copies Morning were sold at 34¢ and 39¢ and 33,289 copies Sunday were sold at \$1.14 and \$1.24 with the purchase of a cup of coffee.

Amanda Schumaker, Advertising Director
Telephone (207) 791-6213 - FAX (207) 791-6925
390 Congress St.
Portland, ME 04101

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

THE PORTLAND NEWSPAPERS, published by Guy Gannett Communications, One City Center, Portland, ME 04101
(Portland Press Herald (Morning), Maine Sunday Telegram, Portland, ME, Page #33 - #171925 - 505 - 340)

March, 1998

01-1865-0

State County	OCCUPIED HOUSEHOLDS #1-1-97 Estimate	Actual Gross Dist.	Morning Avg. Proj. Pd. Circ.*	Household Coverage	Actual Gross Dist.	Sunday Avg. Proj. Pd. Circ.*	Household Coverage
NEW HAMPSHIRE							
BELKNAP	19,600	29	18	0.09%	64	48	0.24%
CARROLL	15,600	328	203	1.30%	784	582	3.73%
COOS	13,500	46	28	0.21%	137	102	0.76%
ROCKINGHAM	96,500	230	142	0.15%	485	360	0.37%
STRAFFORD	39,200	290	179	0.46%	771	573	1.46%
Miscellaneous Counties		17	11		23	17	
TOTAL IN NEW HAMPSHIRE		940	581		2,264	1,682	
All Other		161	99		1,144	849	
GRAND TOTAL		89,534	74,502		146,161	124,589	

#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.

Amanda Schumaker, Advertising Director
Telephone (207) 791-6213 - FAX (207) 791-6925
390 Congress St.
Portland, ME 04101

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

THE PORTLAND NEWSPAPERS, published by Guy Gannett Communications, One City Center, Portland, ME 04101
 (Portland Press Herald (Morning), Maine Sunday Telegram, Portland, ME, Page #5 - #171925 - 505 - 340)
 March, 1998

01-1865-0