

AUDIT REPORT
Newspaper

	Sun	Avg Mon-Fri	Mon	Tue	Wed	Thu	Fri	Sat
EXECUTIVE SUMMARY	54,506	38,560	37,909	37,966	38,190	39,645	39,093	38,128
The Portland Press Herald/Maine Sunday Telegraph								
Print (See Par. 1A)	46,475	30,568	29,928	29,970	30,174	31,625	31,143	30,161
Digital Replica (See Par. 1B)	8,031	7,992	7,981	7,996	8,016	8,020	7,950	7,967
TOTAL AVERAGE CIRCULATION	54,506	38,560	37,909	37,966	38,190	39,645	39,093	38,128


Audience Summary

WEBSITE USAGE: Total Activity

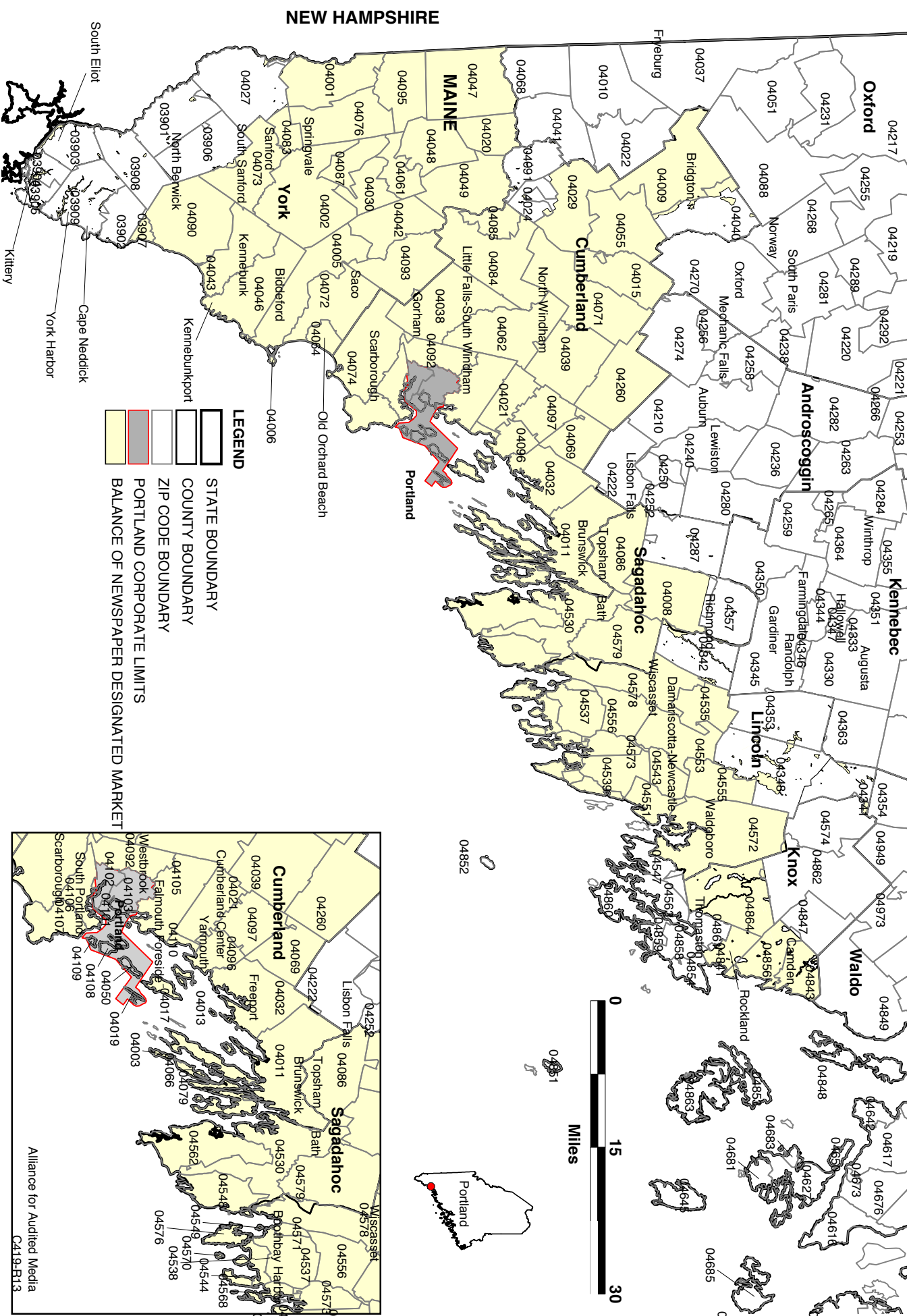
	<u>September 2017</u>
Total Unique Browsers	1,459,719
Page Impressions/Views	5,540,979

Source(s): Google Analytics, See Notes
Note: Publisher also reports additional digital metrics, See Notes

Publishing Plans

 <p>pressherald.com</p>	<p>Frequency: Daily Delivery Vehicle(s): Print, online Primary Circulation Classification: Paid Website(s): www.pressherald.com</p>
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NEWSPAPER DESIGNATED MARKET / PORTLAND, MAINE



	Sun	Avg Mon-Fri	Mon	Tue	Wed	Thu	Fri	Sat
1A. THE PORTLAND PRESS HERALD/MAINE SUNDAY TELEGRAPH - PRINT								
Paid Circulation								
Individually Paid Circulation								
Home Delivery and Mail	32,236	24,329	23,962	23,978	23,974	24,961	24,770	23,823
Single Copy Sales	12,793	4,945	4,673	4,708	4,910	5,364	5,073	4,887
Total Average Individually Paid Circulation	45,029	29,274	28,635	28,686	28,884	30,325	29,843	28,710
Business/Traveler Paid Circulation								
Hotel Distribution - Room/Lobby Copies	596	270	269	257	265	274	286	513
Total Average Business/Traveler Paid Circulation	596	270	269	257	265	274	286	513
Total Average Paid Circulation - Print	45,625	29,544	28,904	28,943	29,149	30,599	30,129	29,223
Qualified Circulation								
Single Copy								
Educational Copies	34	66	66	70	69	69	56	34
Employee/Independent Contractor	575	575	575	575	575	573	575	574
Retail/Business	241	383	383	382	381	384	383	330
Total Average Single Copy	850	1,024	1,024	1,027	1,025	1,026	1,014	938
Total Average Qualified Circulation - Print	850	1,024	1,024	1,027	1,025	1,026	1,014	938
Total Average Circulation - Print	46,475	30,568	29,928	29,970	30,174	31,625	31,143	30,161
1B. THE PORTLAND PRESS HERALD/MAINE SUNDAY TELEGRAPH - DIGITAL REPLICA								
Paid Circulation								
Subscription	2,872	2,882	2,874	2,879	2,883	2,886	2,889	2,896
Total Average Paid Circulation - Digital Replica	2,872	2,882	2,874	2,879	2,883	2,886	2,889	2,896
Qualified Circulation: Opt-in								
Educational Copies	5,159	5,110	5,107	5,117	5,133	5,134	5,061	5,071
Total Average Qualified Circulation - Digital Replica	5,159	5,110	5,107	5,117	5,133	5,134	5,061	5,071
Total Average Circulation - Digital Replica	8,031	7,992	7,981	7,996	8,016	8,020	7,950	7,967
TOTAL AVERAGE CIRCULATION - PRINT & DIGITAL	54,506	38,560	37,909	37,966	38,190	39,645	39,093	38,128

2. TOTAL AVERAGE CIRCULATION BY Market (See Par. 5 for description of area):

	Sun	Avg Mon-Fri	Mon	Tue	Wed	Thu	Fri	Sat
NEWSPAPER DESIGNATED MARKET								
Paid Circulation								
Individually Paid Circulation								
Home Delivery and Mail	29,760	23,301	22,947	22,963	22,960	23,909	23,727	22,800
Single Copy Sales	8,974	4,269	4,001	4,065	4,234	4,668	4,379	4,195
Newspaper Designated Market - Total Average Individually Paid Circulation	38,734	27,570	26,948	27,028	27,194	28,577	28,106	26,995
Business/Traveler Paid Circulation								
Hotel Distribution - Room/Lobby Copies	564	267	266	254	262	271	283	507
Newspaper Designated Market - Total Average Business/Traveler Paid Circulation	564	267	266	254	262	271	283	507
Newspaper Designated Market - Total Average Paid Circulation	39,298	27,837	27,214	27,282	27,456	28,848	28,389	27,502
Qualified Circulation								
Single Copy								
Educational Copies	34	65	65	69	68	68	55	34
Employee/Independent Contractor	575	575	575	575	575	573	575	574
Retail/Business	205	347	347	346	345	348	347	294
Newspaper Designated Market - Total Average Single Copy	814	987	987	990	988	989	977	902
Newspaper Designated Market - Total Average Qualified Circulation	814	987	987	990	988	989	977	902
Newspaper Designated Market - Total Average Circulation	40,112	28,824	28,201	28,272	28,444	29,837	29,366	28,404
OUTSIDE NEWSPAPER DESIGNATED MARKET								
Paid Circulation								
Individually Paid Circulation								
Home Delivery and Mail	2,476	1,028	1,015	1,015	1,014	1,052	1,043	1,023
Single Copy Sales	3,819	676	672	643	676	696	694	692
Outside Newspaper Designated Market - Total Average Individually Paid Circulation	6,295	1,704	1,687	1,658	1,690	1,748	1,737	1,715
Business/Traveler Paid Circulation								
Hotel Distribution - Room/Lobby Copies	32	3	3	3	3	3	3	6
Outside Newspaper Designated Market - Total Average Business/Traveler Paid Circulation	32	3	3	3	3	3	3	6
Outside Newspaper Designated Market - Total Average Paid Circulation - Print	6,327	1,707	1,690	1,661	1,693	1,751	1,740	1,721
Qualified Circulation								
Single Copy								
Educational Copies		1	1	1	1	1	1	
Retail/Business	36	36	36	36	36	36	36	36
Outside Newspaper Designated Market - Total Average Single Copy	36	37	37	37	37	37	37	36
Outside Newspaper Designated Market - Total Average Qualified Circulation	36	37	37	37	37	37	37	36
Outside Newspaper Designated Market - Total Average Circulation	6,363	1,744	1,727	1,698	1,730	1,788	1,777	1,757
Total Average Circulation - Print	46,475	30,568	29,928	29,970	30,174	31,625	31,143	30,161
Total Digital Replica	8,031	7,992	7,981	7,996	8,016	8,020	7,950	7,967
TOTAL AVERAGE CIRCULATION	54,506	38,560	37,909	37,966	38,190	39,645	39,093	38,128

AUDIT STATEMENT

	Sun			Avg Mon-Fri			Mon			Tue		
	Audited Circulation	Publisher's Claim	Difference	Audited Circulation	Publisher's Claim	Difference	Audited Circulation	Publisher's Claim	Difference	Audited Circulation	Publisher's Claim	Difference
Portland Press Herald												
Maine Sunday Telegram	54,506	54,506		38,560	38,560		37,909	37,909		37,966	37,966	
Total Average Circulation	54,506	54,506		38,560	38,560		37,909	37,909		37,966	37,966	

	Wed			Thu			Fri			Sat		
	Audited Circulation	Publisher's Claim	Difference	Audited Circulation	Publisher's Claim	Difference	Audited Circulation	Publisher's Claim	Difference	Audited Circulation	Publisher's Claim	Difference
Portland Press Herald												
Maine Sunday Telegram	38,190	38,190		39,645	39,645		39,093	39,093		38,128	38,128	
Total Average Circulation	38,190	38,190		39,645	39,645		39,093	39,093		38,128	38,128	

AVERAGE CIRCULATION BY QUARTERS for the previous audits and period covered by this report:

Calendar Quarter Ended	Sun	Avg	Mon	Tue	Wed	Thu	Fri	Sat
	Total Avg. Circ.	Mon-Fri Total Avg. Circ.	Total Avg. Circ.	Total Avg. Circ.	Total Avg. Circ.	Total Avg. Circ.	Total Avg. Circ.	Total Avg. Circ.
December 28, 2013	58,774	39,244	38,139	38,076	38,625	41,462	39,916	38,704
March 29, 2014	54,648	36,292	35,566	35,657	35,645	37,370	37,224	36,059
June 28, 2014	55,126	37,614	36,713	36,835	37,110	38,794	38,617	37,488
September 27, 2014	59,873	40,362	39,496	39,653	39,839	41,490	41,332	40,280
December 27, 2014	57,686	38,919	37,921	37,968	38,205	41,254	39,252	38,018
March 28, 2015	54,182	36,781	36,136	36,014	36,445	37,723	37,589	36,453
June 27, 2015	55,586	37,487	36,788	36,898	36,992	38,429	38,325	37,384
September 26, 2015	59,569	41,064	40,207	40,365	40,594	42,117	42,049	41,013
December 26, 2015	64,251	46,873	45,804	45,971	46,146	48,630	47,814	46,141
March 26, 2016	62,122	45,492	44,807	44,909	45,164	46,402	46,180	45,006
June 25, 2016	63,213	46,568	45,837	46,019	46,281	47,435	47,270	45,902
September 24, 2016	55,208	37,270	36,608	36,672	36,924	38,228	37,917	37,075
December 31, 2016	55,246	39,216	38,321	38,473	38,810	40,942	39,533	38,648
April 1, 2017	55,224	39,631	39,083	38,996	39,300	40,440	40,338	39,247
July 1, 2017	56,277	40,585	39,996	40,108	40,285	41,504	41,032	40,089
September 30, 2017	51,224	34,760	34,206	34,245	34,320	35,597	35,434	34,528

State County	OH's #1-1-17 Estimate	Sun										Thu									
		Maine Sunday Telegram					Portland Press Herald					Portland Press Herald					Thu				
		Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Qualified	Total	Sun Avg. Proj. Circ.*	Hshld. Cov.	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Qualified	Total	Avg. Proj. Circ.*	Hshld. Cov.				
NEW HAMPSHIRE																					
CARROLL	21,288	1	236		237	237	208	1.0%													
ROCKINGHAM	119,873	1	88		89	89	78	0.1%	1	39		40		40	37						
STRAFFORD	49,066		163		163	163	143	0.3%													
Miscellaneous Counties		6	301		307	307	270		5	228		233		233	216						
TOTAL IN NEW HAMPSHIRE		8	788		796	796	699		6	300		306		306	284						
All Other		30			30	30	27		13			13		13	12						
TOTAL PRINT CIRCULATION		32,499	18,804	735	52,038	848	52,886	46,475	25,054	7,708	383	33,145	995	34,140	31,625						
DIGITAL REPLICA CIRCULATION		3,033			3,033	815	3,848	8,031	3,055			3,055	815	3,870	8,020						
TOTAL AVERAGE CIRCULATION		35,532	18,804	735	55,071	1,663	56,734	54,506	28,109	7,708	383	36,200	1,810	38,010	39,645						

#County population and occupied household estimates appearing in AAM reports are obtained from The Nielsen Company (U.S.), Inc. Estimates for AAM defined newspaper markets and areas below the county level are projections based upon The Nielsen Company (U.S.), Inc. estimates. The Nielsen Company (U.S.), Inc. estimates are intended for your company's use during its normal course of business, and, while the information may be provided to third parties during such course of business, it may not be sold or sub-licensed to third parties or electronically integrated into third party systems without the prior written consent of The Nielsen Company (U.S.), Inc.

*Arrived at by relating actual gross distribution figures to average 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:

Analysis optional and not made.

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

SOURCE - U.S. ZIP Code Directory, #1-1-17 The Nielsen Company (U.S.), Inc., See Par. 5.

STATE ZIP Code	OH's #1-1-17 Estimate	Maine Sunday Telegram										Portland Press Herald													
		Sun					Thu					Sun					Thu								
		Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Qualified	Total	Avg. Proj. Circ.	Hshld. Cov.	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Qualified	Total	Avg. Proj. Circ.	Hshld. Cov.	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Qualified	Total	Avg. Proj. Circ.	Hshld. Cov.
NEW HAMPSHIRE																									
03801	Portsmouth	10,530	1	88		89	89	78	0.7%	1	39	40	40	40	37	0.4%									
03813	Center Conway	1,828		30		30	30	26	1.4%																
03820	Dover	13,479		38		38	38	33	0.2%																
03830	East Wakefield	692		32		32	32	28	4.0%																
03838	Glen	282		39		39	39	34	12.1%																
03860	North Conway	1,952	1	135		136	136	120	6.1%		33	33	33	33	31	1.6%									
03867	Rochester	8,950		25		25	25	22	0.2%																
03868	Rochester	2,357		49		49	49	43	1.8%																
03878	Somersworth	5,001		51		51	51	45	0.9%																
MAINE																									
03901	Berwick	2,922	44	32		76	76	67	2.3%	30	10	40	40	40	37	1.3%									
03902	Cape Neddick	1,023	40	30	10	80	80	70	6.8%	31	12	48	48	48	44	4.3%									
03903	Eliot	2,571	45	36		81	81	71	2.8%	24	20	44	44	44	41	1.6%									
03904	Kittery	3,587	45	63		108	108	95	2.6%	33	44	77	77	77	71	2.0%									
03905	Kittery Point	868	28			28	28	25	2.9%																
03906	North Berwick	1,807	88	56		144	149	131	7.2%	71	26	97	102	102	94	5.2%									
03907	Ogunquit	433	69	57	73	199	199	175	40.4%	57	38	118	118	118	109	25.2%									
03908	South Berwick	2,834	50	35		85	85	75	2.6%	32	14	46	46	46	43	1.5%									
03909	York	4,583	182	164		346	346	304	6.6%	138	81	219	219	219	203	4.4%									
04001	Action	1,058	78	25		103	103	91	8.6%	58	15	73	73	73	68	6.4%									
04002	Alfred	3,060	302	95		397	397	349	11.4%	223	52	275	275	275	255	8.3%									
04003	Bailey Island	139	29	28		57	57	50	36.0%	22	12	34	34	34	31	22.3%									
04005	Biddeford	9,385	911	572		1,483	1,490	1,309	13.9%	694	311	1,005	12	1,017	942	10.0%									
04008	Bowdoinham	1,268	93	18		111	111	98	7.7%	47	6	53	53	53	49	3.9%									
04009	Bridgton	2,333	211	200		411	430	378	16.2%	173	91	264	34	298	276	11.8%									
04011	Brunswick	8,896	1,110	403	6	1,519	1,561	1,372	15.4%	834	189	1,029	42	1,071	992	11.2%									
04015	Casco	1,615	182	57		239	243	214	13.3%	138	37	175	4	179	166	10.3%									
04016	Center Lovell			40		40	40	35																	
04017	Chebeague Island	155	45	40		85	85	75	48.4%	43	15	58	58	58	54	34.8%									

STATE ZIP Code	OH's #1-1-17 Estimate	Maine Sunday Telegram						Portland Press Herald									
		Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Qualified	Total	Sun Avg. Proj. Circ.	Hshld. Cov.	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Qualified	Total	Thu Avg. Proj. Circ.	Hshld. Cov.
MAINE (Cont'd)																	
04020	Cornish	656	56	105	161	161	141	21.5%	47	55	102	102	94	14.3%			
04021	Cumberland Center	2,277	557	53	610	610	536	23.5%	433	28	461	461	427	18.8%			
04022	Denmark	445	12	47	59	59	52	11.7%	7	30	37	37	34	7.6%			
04024	East Baldwin	189	20	20	40	40	35	18.5%									
04027	Lebanon	2,293	37	27	70	70	62	2.7%	20	13	37	37	34	1.5%			
04029	Sebago	850	100	90	190	190	167	19.6%	83	53	136	136	126	14.8%			
04030	East Waterboro	941	60	121	181	181	159	16.9%	42	51	93	93	86	9.1%			
04032	Freeport	3,410	563	174	764	764	671	19.7%	422	82	516	516	478	14.0%			
04037	Fryeburg	1,503	57	62	119	119	105	7.0%	48	30	78	78	72	4.8%			
04038	Gorham	6,139	1,143	267	1,410	1,410	1,239	20.2%	863	120	983	983	911	14.8%			
04039	Gray	3,240	375	196	571	571	502	15.5%	292	107	399	399	370	11.4%			
04040	Harrison	1,404	55	66	121	121	106	7.5%	44	31	75	75	69	4.9%			
04041	Hiram	684	38		38	38	33	4.8%									
04042	Hollis Center	1,679	201	56	257	257	226	13.5%	133	28	161	161	149	8.9%			
04043	Kennebunk	5,076	738	282	1,024	1,024	900	17.7%	637	129	767	767	710	14.0%			
04046	Kennebunkport	3,232	373	113	509	509	447	13.8%	301	79	382	382	358	11.1%			
04047	Parsonsfield	837	60	51	111	111	98	11.7%	48	25	73	73	68	8.1%			
04048	Limerick	1,155	96	52	148	148	130	11.3%	68	18	86	86	80	6.9%			
04049	Limington	1,489	101	48	149	149	131	8.8%	80	19	99	99	92	6.2%			
04050	Long Island	120	52	40	92	92	81	67.5%	46	15	61	61	57	47.5%			
04051	Lovell	437		25	25	25	22	5.0%									
04055	Naples	1,656	134	167	314	314	276	16.7%	99	78	181	181	168	10.1%			
04061	North Waterboro	1,195	44	30	74	74	65	5.4%	29	15	44	44	41	3.4%			
04062	Windham	6,639	1,037	443	1,480	1,494	1,313	19.8%	810	199	1,009	1,021	946	14.2%			
04063	Ocean Park		31	75	106	106	93		26	55	81	81	75				
04064	Old Orchard Beach	4,803	637	339	1,036	1,036	910	18.9%	481	210	746	746	696	14.5%			
04066	Orrs Island	304	37	8	45	45	40	13.2%	26	5	31	31	29	9.5%			
04068	Porter	623	55	17	55	55	48	7.7%	41	15	41	41	38	6.1%			
04069	Pownal	584	103	117	120	120	105	18.0%	77	15	92	92	85	14.6%			
04071	Raymond	2,042	325	117	457	467	410	20.1%	241	70	326	326	307	15.0%			
04072	Saco	8,095	1,085	449	1,540	1,540	1,353	16.7%	780	253	1,041	1,045	968	12.0%			
04073	Sanford	6,688	510	373	883	888	780	11.7%	454	152	606	614	569	8.5%			

STATE ZIP Code	OH's #1-1-17 Estimate	Maine Sunday Telegram						Portland Press Herald									
		Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Qualified	Total	Sun Avg. Proj. Circ.	Hshld. Cov.	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Qualified	Total	Thu Avg. Proj. Circ.	Hshld. Cov.
MAINE (Cont'd)																	
04074	Scarborough	7,824	2,123	593	33	2,749	2,749	2,416	30.9%	1,715	341	14	2,070	5	2,075	1,922	24.6%
04076	Shapleigh	1,131	83	49		132	132	116	10.3%	73	19		92		92	85	7.5%
04077	South Casco			30		30	30	26									
04079	Harpswell	1,871	250	2		252	252	221	11.8%	171	17		188		188	174	9.3%
04083	Springvale	1,835	169	73		242	242	213	11.6%	154	37		191		191	177	9.6%
04084	Standish	2,988	417	169		586	586	515	17.2%	324	70		394		394	365	12.2%
04085	Sleep Falls	707	82	13		95	95	83	11.7%	51	13		64		64	59	8.3%
04086	Topsham	3,879	528	155		683	683	600	15.5%	334	67		401		406	376	9.7%
04087	Waterboro	775	37	37		74	74	65	8.4%	32	21		53		53	49	6.3%
04090	Wells	4,403	562	326		925	925	813	18.5%	446	188	40	674		674	624	14.2%
04091	West Baldwin	385	45			45	45	40	10.4%	31			31		31	29	7.5%
04092	Westbrook	8,055	1,268	348		1,616	1,618	1,422	17.7%	1,055	213		1,268	7	1,275	1,181	14.7%
04093	Buxton	3,186	382	207		589	589	518	16.3%	281	100		381	2	383	355	11.1%
04094	West Kennebunk			35		35	35	31									
04095	West Newfield	675	27	13		40	40	35	5.2%	18	10		28		28	26	3.9%
04096	Yarmouth	3,681	878	231		1,109	1,111	976	26.5%	705	119		824	4	828	767	20.8%
04097	North Yarmouth	1,369	285	20		305	305	268	19.6%	195	10		205		205	190	13.9%
04101	Portland	9,289	594	373		1,189	1,202	1,056	11.4%	695	289		1,046	13	1,059	981	10.6%
04102	Portland	8,213	1,119	313		1,448	1,506	1,323	16.1%	966	272	16	1,254	85	1,339	1,240	15.1%
04103	Portland	13,788	2,416	459		2,875	2,882	2,533	18.4%	2,042	274		2,316	12	2,328	2,157	15.6%
04105	Falmouth	4,789	1,365	271		1,636	1,688	1,483	31.0%	1,121	156		1,277	52	1,329	1,231	25.7%
04106	South Portland	11,631	1,945	775		2,740	3,320	2,918	25.1%	1,636	460	10	2,106	590	2,696	2,497	21.5%
04107	Cape Elizabeth	3,721	1,168	143		1,314	1,314	1,155	31.0%	959	56		1,017		1,017	942	25.3%
04108	Peaks Island	488	106	75		181	181	159	32.6%	92	38		130		130	120	24.6%
04109	Portland	54	20	10		30	30	26	48.1%	21	7		28		28	26	48.1%
04110	Cumberland Foreside	680	244	166		244	257	226	33.2%	203	39		203	13	216	200	29.4%
04210	Auburn	9,789	72	42		238	238	209	2.1%	7			46		46	43	0.4%
04217	Bethel	1,393				42	42	37	2.7%								
04222	Durham	1,504	94	10		104	104	91	6.1%	54	6		60		60	56	3.7%
04239	Jay	1,975		29		29	29	25	1.3%								
04240	Lewiston	15,257	70	164		234	234	206	1.4%	23	30		53		53	49	0.3%
04250	Lisbon	1,712		31		31	31	27	1.6%								

STATE ZIP Code	OH's #1-1-17 Estimate	Sun						Thu									
		Maine Sunday Telegram			Portland Press Herald			Maine Sunday Telegram			Portland Press Herald						
		Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Qualified	Total	Avg. Proj. Circ.	Hshld. Cov.	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Qualified	Total	Avg. Proj. Circ.	Hshld. Cov.
MAINE (Cont'd)																	
04252	Lisbon Falls	1,937	27	35	62		62	54	2.8%								
04259	Monmouth	1,229	8	23	31		31	27	2.2%								
04260	New Gloucester	2,179	174	48	222		222	195	8.9%	117	28	145	145	37	145	134	6.1%
04268	Norway	2,218	39	39	78		78	69	3.1%	27	10	37	37	10	37	34	1.5%
04270	Oxford	2,257	44	117	161		161	141	6.2%	34	48	82	82	48	82	76	3.4%
04274	Poland	2,244	31	49	31		31	27	1.2%								
04281	South Paris	2,260		49	49		49	43	1.9%	15	12	27	27		27	25	1.1%
04284	Wayne	539	11	14	25		25	22	4.1%								
04287	Bowdoin	1,189	34	5	39		39	34	2.9%								
04330	Augusta	11,179	101	143	244		244	214	1.9%	33	69	102	102		102	94	0.8%
04342	Dresden	693	17	12	29		29	25	3.6%								
04344	Farmingdale	1,263	16	10	26		26	23	1.8%								
04345	Gardiner	4,894	39	38	77		77	68	1.4%								
04347	Hallowell	1,113	31	13	31		31	27	2.4%								
04348	Jefferson	1,276	32	13	45		45	40	3.1%	23	5	28	28		28	26	2.0%
04350	Litchfield	1,426	5	31	36		36	32	2.2%								
04352	Mount Vernon	643	11	15	26		26	23	3.6%								
04353	Whitefield	939	10	19	29		29	25	2.7%								
04357	Richmond	1,373	25	62	87		87	76	5.5%	8	27	35	35		35	32	2.3%
04358	South China	1,713	13	30	43		43	38	2.2%								
04364	Wintthrop	2,476	29	35	64		64	56	2.3%								
04401	Bangor	19,314	72	301	376		376	330	1.7%		49	49	49		49	45	0.2%
04412	Brewer	4,164		110	110		110	97	2.3%								
04416	Bucksport	2,373		67	67		67	59	2.5%								
04426	Dover Foxcroft	1,898		68	68		68	60	3.2%								
04429	Holden	2,084		48	48		48	42	2.0%								
04441	Greenville	985		83	83		83	73	7.4%								
04442	Greenville Junction	68		29	29		29	25	36.8%								
04444	Hamptden	3,429		36	36		36	32	0.9%								
04457	Lincoln	2,494		65	65		65	57	2.3%								
04460	Medway	576		32	32		32	28	4.9%								
04462	Millinocket	2,163		82	82		82	72	3.3%								

STATE ZIP Code	OH's #1-1-17 Estimate	Maine Sunday Telegram						Portland Press Herald									
		Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Qualified	Total	Sun Avg. Proj. Circ.	Hshld. Cov.	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Qualified	Total	Thu Avg. Proj. Circ.	Hshld. Cov.
MAINE (Cont'd)																	
04468	4,106		34		34		34	30	0.7%								
04472	1,006		33		33		33	29	2.9%								
04473	2,818		41		41		41	36	1.3%								
04474	1,444		25		25		25	22	1.5%								
04530	4,986	481	224		705		705	620	12.4%	339	149	488		488	452	9.1%	
04537	912	101	30		131		131	115	12.6%	81	20	101		101	94	10.3%	
04538	1,199	137	159	5	301		301	265	22.1%	124	78	207	4	207	195	16.3%	
04539	618	32	22		54		54	47	7.6%	30	8	38		38	35	5.7%	
04543	1,022	107	167		274	2	276	243	23.8%	110	86	196	54	250	232	22.7%	
04544	201	61	20		81		81	71	35.3%	55	20	75		75	69	34.3%	
04547	520	26	20		46		46	40	7.7%	21	15	36		36	33	6.3%	
04548	413	50	20		70	6	76	67	16.2%	31	11	42	6	48	44	10.7%	
04551	321	30	20		30		30	26	8.1%	27		27		27	25	7.8%	
04553	746	86	26		112		112	98	13.1%	58	21	79		79	73	9.8%	
04554	273	44	52		96		96	84	30.8%	42	32	74		74	69	25.3%	
04555	691	72	16		88		88	77	11.1%	53	10	63		63	58	8.4%	
04556	519	50	30		50		50	44	8.5%	41		41		41	38	7.3%	
04558	204	29	30		59		59	52	25.5%	25	12	37		37	34	16.7%	
04562	1,003	68	60		128		128	112	11.2%	31	25	56		56	52	5.2%	
04564	162	22	35		57		57	50	30.9%	22	10	32		32	30	18.5%	
04568	219	32	25		57		57	50	22.8%	31	15	46		46	43	19.6%	
04572	2,322	99	115	21	235		235	207	8.9%	73	49	143		143	132	5.7%	
04576	298	45	50	5	100		100	88	29.5%	37	30	72		72	67	22.5%	
04578	1,837	157	97	17	271	7	278	244	13.3%	120	52	185	7	192	178	9.7%	
04579	1,260	103	42		145		145	127	10.1%	68	26	94		94	87	6.9%	
04605	5,947		144		144		144	127	2.1%								
04609	2,885	16	62	15	93		93	82	2.8%								
04614	1,361		56		56		56	49	3.6%								
04619	1,317		59		59		59	52	3.9%								
04640	934		55		55		55	48	5.1%								
04652	891		52		52		52	46	5.2%								
04654	1,415		54		54		54	47	3.3%								

STATE ZIP Code	OH's #1-1-17 Estimate	Sun						Thu									
		Maine Sunday Telegram			Portland Press Herald			Maine Sunday Telegram			Portland Press Herald						
		Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Qualified	Total	Sun Avg. Proj. Circ.	Hshld. Cov.	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Qualified	Total	Thu Avg. Proj. Circ.	Hshld. Cov.
MAINE (Cont'd)																	
04658	612		29		29	29	25	4.1%									
04660	639		35		35	35	31	4.9%									
04666	505		41		41	41	36	7.1%									
04679	775		39		39	39	34	4.4%									
04681	520		60		60	60	53	10.2%									
04730	3,922		124		124	124	109	2.8%									
04732	723		33		33	33	29	4.0%									
04736	3,986		67		67	67	59	1.5%									
04743	2,011		59		59	59	52	2.6%									
04756	1,627		33		33	33	29	1.8%									
04769	4,059		122		122	122	107	2.6%									
04785	1,089		32		32	32	28	2.6%									
04841	3,485		173		273	273	240	6.9%	68	77	145	145	145	134	3.8%		
04843	2,501		133		249	249	219	8.8%	87	39	126	126	126	117	4.7%		
04854	805		41		41	41	36	4.5%	29	29	29	29	29	27	3.4%		
04856	1,489		81		176	176	155	10.4%	52	14	116	116	116	107	7.2%		
04858	695		26		54	54	47	6.8%	18	19	37	37	37	34	4.9%		
04860	872		29		41	41	36	4.1%	19	6	25	25	25	23	2.6%		
04861	1,160		43		83	83	73	6.3%	31	21	52	52	52	48	4.1%		
04862	1,615		32		92	92	81	5.0%	22	25	47	47	47	44	2.7%		
04864	1,547		51		93	93	82	5.3%	36	19	55	55	55	51	3.3%		
04901	10,568		69		187	187	164	1.6%		35	35	35	35	32	0.3%		
04915	4,045		25		185	185	163	4.0%									
04918			1		51	51	45	2.0%									
04930	1,822		41		41	41	36	1.7%									
04937	2,748		18		52	52	46	1.7%									
04938	3,927		32		104	104	91	2.3%		27	27	27	27	25	0.6%		
04947	912		35		35	35	31	3.4%									
04950	1,801		18		26	26	23	1.3%									
04953	1,465		44		44	44	39	2.7%									
04955	613		8		29	29	25	4.1%									
04957	1,765		8		27	27	24	1.4%									

STATE ZIP Code	OH's #1-1-17 Estimate	Maine Sunday Telegram						Portland Press Herald									
		Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Qualified	Total	Sun Avg. Proj. Circ.	Hshld. Cov.	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Qualified	Total	Thu Avg. Proj. Circ.	Hshld. Cov.
MAINE (Cont'd)																	
04963	Oakland	3,048	17	20	37	37	37	33	1.1%								
04967	Pittsfield	1,576	4	28	32	32	28	1.8%									
04970	Rangeley	983		63	63	63	55	5.6%									
04974	Searsport	1,224		39	39	39	34	2.8%									
04976	Skowhegan	4,149	25	63	88	88	77	1.9%									
04988	Unity	734	3	23	26	26	23	3.1%									
	Miscellaneous ZIP Codes		533	1,799	15	2,347	2,347	2,067		285	647	10	942	942	942	876	
	TOTAL PRINT CIRCULATION	32,499	18,804	735	52,038	848	52,886	46,475		25,054	7,708	383	33,145	995	34,140	31,625	
	DIGITAL REPLICA CIRCULATION	3,033			3,033	815	3,848	8,031		3,055			3,055	815	3,870	8,020	
	TOTAL AVERAGE CIRCULATION	35,532	18,804	735	55,071	1,663	56,734	54,506		28,109	7,708	383	36,200	1,810	38,010	39,645	

4. BASIC PRICES as of September 30, 2017 (subscription sales based on 52 weeks/1 year)

Frequency	Home Delivery		Single Copy	Mail
	Print	Digital Replica	Print	Print
Mon-Sat & Sun	\$299.00	\$119.88		\$463.62
Mon-Sat	\$257.40		\$1.80	\$368.66
Mon-Fri	\$214.50			\$307.22
Thu-Sat & Sun	\$255.00			
Sun	\$120.00		\$2.80	\$164.58

5. NOTES:

REPORT ENDING DATE

September 30, 2017

CREDIT AND ARREARS ALLOWANCE

Included in Home Delivery and Mail is an average of the following:

	Total
Sun	222
Daily	222

These copies were 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.

QUALIFIED RETAIL/BUSINESS

Included in Qualified Retail/Business are copies distributed through publisher-maintained venues. Verification is made of distribution to location only, and not of actual pick-up.

PUBLISHER'S RETURN POLICY

Fully Returnable

MARKET DESCRIPTION

Zone Reporting for this newspaper is defined as:

NEWSPAPER DESIGNATED MARKET comprises CUMBERLAND County, less towns of Harrison and West Baldwin; in KNOX County, towns of Camden, Glen Cove, Port Clyde, Rockland, Rockport and Warren; LINCOLN County, less towns of Chamberlain, Dresden, Jefferson, Monehegan, Somerville, and Whitefield; SAGadahoc County, less towns of Bowdoin and Richmond; and YORK County, less towns of Berwick, Eliot, Kittery (which includes Kittery Point), Lebanon, North Berwick, South Berwick and York (which includes York Beach, Cape Neddick and York Harbor).

MARKET PENETRATION

County population and occupied household estimates appearing in AAM reports are obtained from The Nielsen Company (U.S.), Inc. Estimates for AAM defined newspaper markets and areas below the county level are projections based upon The Nielsen Company (U.S.), Inc. estimates. The Nielsen Company (U.S.), Inc. estimates are intended for your company's use during its normal course of business, and, while the information may be provided to third parties during such course of business, it may not be sold or sub-licensed to third parties or electronically integrated into third party systems without the prior written consent of The Nielsen Company (U.S.), Inc.

ADVERTISING POLICY

Advertising running in the MAINE SUNDAY TELEGRAM can be inserted in the PORTLAND PRESS HERALD at a discount of 40% off the daily rate Monday, Tuesday and Saturday; 30% off the daily rate Wednesday, Thursday and Friday. Combination rates are not available on Thanksgiving Day. Discounts do not apply to color. This excepts amusement advertising. National advertising running in the MAINE SUNDAY TELEGRAM can be inserted in the PORTLAND PRESS HERALD at a discount of 35% off the daily rate Monday through Saturday. Telephone No. (207) 791-6000.

5. NOTES: (Continued)

CROSS-MEDIA Notes:

Additional Digital Metrics: Monthly detail and additional metrics available in the AAM Media Intelligence Center.

As reported on the September 30, 2017 Quarterly Data Report & Media Intelligence Center

Average 12 months ended September 30, 2017

	<u>Google Analytics</u>
Unique Browsers	1,600,814
Visits	3,085,366
Page Impressions/ Views	6,149,016

Domains included in Website Usage:

Google Analytics: www.legacy.com/*mainetoday-pressherald*, www.mainenotices.com, www.pressherald.com

Digital Definitions:

Unique Browser: A measurement of unduplicated cookie'd browsers that accessed the digital content of a site during the measurement period reported. In the absence of a cookie, the combination of the IP address and user-agent string may be used to measure a unique browser. For numerous reasons, a unique browser does not represent a unique individual.

Page Impressions: The combination of one or more files presented to a browser as a single document as a result of a single request received by the server, and is recorded at a point as late as possible in the process of delivery of the content to the user's browser, therefore closest to the actual opportunity to see the content by the user. In effect, one request by a browser should result in one page impression being reported. The counted page impression may not necessarily be in focus or visible in the user's browser.

Barbara Bock, Vice President, Advertising
Telephone (207) 791-6206
295 Gannett Drive
South Portland, ME 04106
e-mail: bbock@mainetoday.com

To Members of the Alliance for Audited Media:

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 AAM'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 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 circulation.

Alliance for Audited Media