



Classified Advertising Summary Report

Prepared for: Your Newspaper
 Compared To: Sample Region
 Month Ended: June 30, 2005

CURRENT MONTH

Classified Revenue (in 000's)	Sample Region			Your Newspaper						
	06/05	06/04	% Chg.				Your Share		PowerCirc Index	
				06/05	06/04	% Chg.	06/05	06/04	06/05	06/04
Automotive	\$17,866	\$19,829	-9.9%	\$2,720	\$2,933	-7.3%	15.2%	14.8%	1.33	1.31
Real Estate	\$23,425	\$17,323	35.2%	\$3,251	\$2,671	21.7%	13.9%	15.4%	1.21	1.36
Recruitment	\$22,112	\$21,472	3.0%	\$3,473	\$3,001	15.7%	15.7%	14.0%	1.37	1.24
All Other	\$6,502	\$6,642	-2.1%	\$804	\$877	-8.3%	12.4%	13.2%	1.08	1.17
Total Classified	\$69,905	\$65,265	7.1%	\$10,248	\$9,482	8.1%	14.7%	14.5%	1.28	1.29

YEAR-TO-DATE

Classified Revenue (in 000's)	Sample Region			Your Newspaper						
	06/05	06/04	% Chg.				Your Share		PowerCirc Index	
				06/05	06/04	% Chg.	06/05	06/04	06/05	06/04
Automotive	\$117,034	\$130,310	-10.2%	\$18,426	\$18,971	-2.9%	15.7%	14.6%	1.37	1.29
Real Estate	\$141,913	\$102,447	38.5%	\$21,263	\$17,750	19.8%	15.0%	17.3%	1.31	1.53
Recruitment	\$136,250	\$132,646	2.7%	\$22,845	\$18,773	21.7%	16.8%	14.2%	1.46	1.25
All Other	\$38,195	\$38,934	-1.9%	\$5,325	\$5,464	-2.5%	13.9%	14.0%	1.22	1.24
Total Classified	\$433,392	\$404,337	7.2%	\$67,858	\$60,958	11.3%	15.7%	15.1%	1.37	1.33

This report compares your Newspaper's Net Billings by Classified Category to the aggregate net billings reported by all Newspapers in the Comparison for the periods reported.

	<u>This Year</u>	<u>Last Year</u>
Newspapers Included in the Sample:	8	8
Your Newspaper's Average Net Paid Circulation:	361,524	363,762
Total Net Paid Circulation of Newspapers in Sample:	3,155,970	3,218,457
Your Newspaper's Share of Net Paid Circulation:	11.46%	11.30%

Please review Definitions in Table of Contents