



Major Category Summary Report

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

CURRENT MONTH

Category Revenue (in 000's)	Sample Region			Your Newspaper						
							Your Share		PowerCirc Index	
	06/05	06/04	% Chg.	06/05	06/04	% Chg.	06/05	06/04	06/05	06/04
National - ROP	\$40,274	\$42,744	-5.8%	\$4,190	\$4,682	-10.5%	10.4%	11.0%	0.91	0.97
Retail - ROP	\$43,801	\$44,501	-1.6%	\$5,431	\$5,248	3.5%	12.4%	11.8%	1.08	1.04
Classified	\$69,905	\$65,265	7.1%	\$10,248	\$9,482	8.1%	14.7%	14.5%	1.28	1.29
Inserts	\$34,285	\$31,985	7.2%	\$3,806	\$3,773	0.9%	11.1%	11.8%	0.97	1.04
Online / Interactive	\$11,378	\$7,939	43.3%	\$1,505	\$998	50.8%	13.2%	12.6%	1.15	1.11
Total Revenue	\$199,642	\$192,434	3.7%	\$25,180	\$24,183	4.1%	12.6%	12.6%	1.10	1.11

YEAR-TO-DATE

Category Revenue (in 000's)	Sample Region			Your Newspaper						
							Your Share		PowerCirc Index	
	06/05	06/04	% Chg.	06/05	06/04	% Chg.	06/05	06/04	06/05	06/04
National - ROP	\$254,281	\$266,973	-4.8%	\$27,592	\$27,132	1.7%	10.9%	10.2%	0.95	0.90
Retail - ROP	\$256,035	\$261,072	-1.9%	\$34,418	\$34,109	0.9%	13.4%	13.1%	1.17	1.16
Classified	\$433,392	\$404,337	7.2%	\$67,858	\$60,958	11.3%	15.7%	15.1%	1.37	1.33
Inserts	\$205,644	\$189,159	8.7%	\$20,882	\$20,721	0.8%	10.2%	11.0%	0.89	0.97
Online / Interactive	\$63,861	\$45,960	38.9%	\$7,908	\$5,585	41.6%	12.4%	12.2%	1.08	1.08
Total Revenue	\$1,213,213	\$1,167,501	3.9%	\$158,658	\$148,506	6.8%	13.1%	12.7%	1.14	1.13

This report compares your Newspaper's Net Billings by 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