



Audit Bureau
of Circulations

**Audit Report
Newspaper**

Resignation Audit - See Par. 6B

THE BLADE

Toledo (Lucas County), Ohio

12 months ended September 30, 2008

	Morning							
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
1. TOTAL AVERAGE PAID CIRCULATION	145,564	117,476	111,390	111,994	109,132	128,343	126,680	116,341
Core Newspaper <i>with replica electronic</i>	145,564	117,476	111,390	111,994	109,132	128,343	126,680	116,341
Core Newspaper	145,489	117,407	111,321	111,925	109,063	128,273	126,611	116,270
Electronic Editions (See Par. 6B)	75	69	69	69	69	70	69	71
Other Unique Editions	0	0	0	0	0	0	0	0
Total Average Paid Circulation	145,564	117,476	111,390	111,994	109,132	128,343	126,680	116,341
1A. AVERAGE PAID CIRCULATION - Core Newspaper Paid for by Individual Recipients (≥50% of basic)								
Home Delivery and Mail	103,759	93,007	85,739	85,853	85,961	103,952	103,740	96,051
Intermittent Subscriptions	2,603	917	3,010	1,485	0	17	28	159
Single Copy Sales	32,595	16,719	15,955	16,698	16,935	17,243	16,778	16,222
Subtotal	138,957	110,643	104,704	104,036	102,896	121,212	120,546	112,432
Paid for by Individual Recipients (≥25%, <50% of basic)								
Home Delivery and Mail	626	509	587	491	507	469	490	510
Single Copy Sales	0	0	0	0	0	0	0	0
Subtotal	626	509	587	491	507	469	490	510
Total Average Paid by Individual Recipient Circulation - Core Newspaper	139,583	111,152	105,291	104,527	103,403	121,681	121,036	112,942
Other Paid Circulation: (See Par. 6A)								
Single Copy Sales	0	0	0	0	0	0	0	0
Educational Programs	504	3,381	3,155	4,520	2,785	3,702	2,720	389
Employee/Independent Contractor	2,183	2,201	2,210	2,201	2,196	2,197	2,203	2,203
Third Party Sales	70	68	70	70	68	67	67	70
Third Party Sales - Payment made with barter (See Par. 6B)	3,149	605	595	607	611	626	585	666
Subtotal	5,906	6,255	6,030	7,398	5,660	6,592	5,575	3,328
Total Average Paid Circulation - Core Newspaper	145,489	117,407	111,321	111,925	109,063	128,273	126,611	116,270
Total Paid Circulation - Electronic Editions	75	69	69	69	69	70	69	71
Total Paid Circulation - Other Unique Editions	0	0	0	0	0	0	0	0
TOTAL AVERAGE PAID CIRCULATION	145,564	117,476	111,390	111,994	109,132	128,343	126,680	116,341
Other Audited Distribution (Optional)	0	0	0	0	0	0	0	0
Total Distribution (Optional)	0	0	0	0	0	0	0	0
Days Omitted from Averages (See Par. 6B)	4		1	None of record	1	1	None of record	None of record

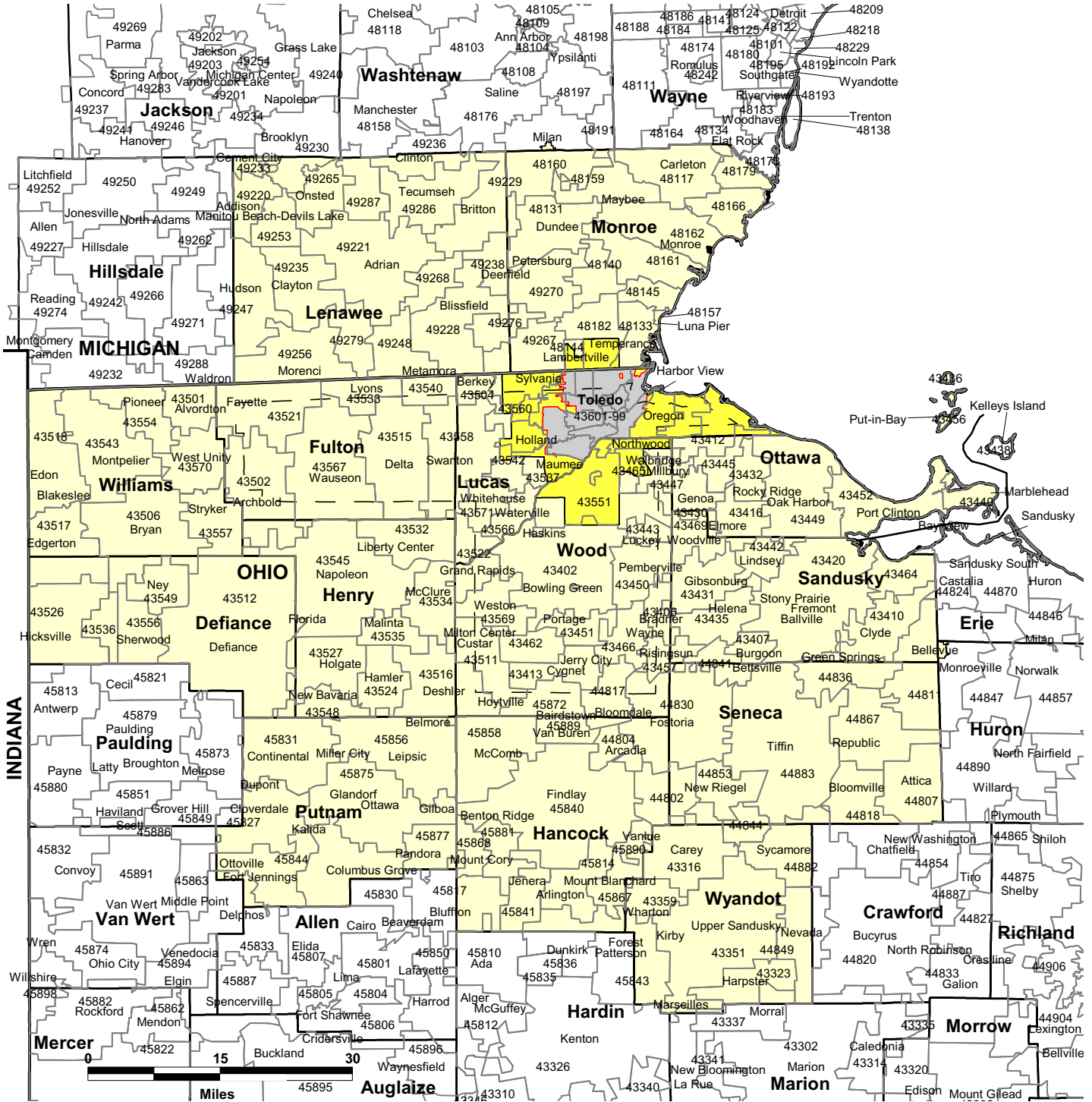
Audience-FAX

PRINT READERSHIP: In Market				ONLINE READERSHIP: In Market			NET COMBINED AUDIENCE: In Market (unduplicated)			WEB SITE USAGE: Total Activity	
	Sun	Weekday	Past 7 Days		Past 7 Days	Past 30 Days		Past 7 Days	Past 7 Days Print Past 30 Days Online		September 2008
DMA				DMA			DMA			Total Unique Users/Visitors	630,555
Readers	356,458	254,551	437,528	Readers	76,179	110,817	Audience	453,438	460,714	Page Impressions/ Views	6,079,537
Reach	43.3%	30.9%	53.2%	Reach	9.3%	13.5%	Reach	55.1%	56.0%		
NDM*				NDM*			NDM*			Source: Omniture SiteCatalyst, See Explanatory	
Readers	321,259	246,818	398,872	Readers	75,131	117,733	Audience	411,942	419,218		
Reach	52.0%	40.0%	64.6%	Reach	12.2%	19.1%	Reach	66.7%	67.9%		








Source: Scarborough, 2008, Release 1, See Explanatory

01-3695-0

CITY AND RETAIL TRADING ZONES / TOLEDO, OHIO



LEGEND

-  STATE BOUNDARY
-  COUNTY BOUNDARY
-  METROPOLITAN STATISTICAL AREA
-  ZIP CODE BOUNDARY
-  TOLEDO CORPORATE LIMITS
-  BALANCE OF ABC CITY ZONE
-  ABC RETAIL TRADING ZONE



Audit Bureau of Circulations
C114-R09

2. AVERAGE PAID CIRCULATION By Zones (See Par. 6B for description of area)

City Zone	Morning							
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
Home Delivery and Mail (See Par. 6B)	73,943	66,946	62,345	62,507	62,784	73,689	73,539	66,487
Intermittent Subscriptions (See Par. 6B)	1,804	660	2,166	1,071		12	20	109
Single Copy Sales (Individual)	20,899	11,409	10,764	11,405	11,595	11,790	11,501	10,866
Educational Programs	206	2,565	2,325	3,527	2,126	2,827	2,000	83
Employee/Independent Contractor	2,041	2,051	2,064	2,037	2,050	2,050	2,056	2,056
Third Party Sales	70	68	70	70	68	67	67	70
Third Party Sales - Payment made with barter	1,882	455	449	454	461	471	439	187
Total City Zone	100,845	84,154	80,183	81,071	79,084	90,906	89,622	79,858
Retail Trading Zone								
Home Delivery and Mail (See Par. 6B)	30,009	26,115	23,546	23,396	23,237	30,256	30,215	29,594
Intermittent Subscriptions (See Par. 6B)	785	252	828	406		5	8	49
Single Copy Sales (Individual)	11,425	5,067	4,955	5,054	5,093	5,206	5,032	5,176
Educational Programs	296	801	818	975	645	861	701	306
Employee/Independent Contractor	142	150	146	164	146	147	147	147
Third Party Sales - Payment made with barter	1,256	150	146	153	150	155	145	478
Total Retail Trading Zone	43,913	32,535	30,439	30,148	29,271	36,630	36,248	35,750
Total City Zone & Retail Trading Zone	144,758	116,689	110,622	111,219	108,355	127,536	125,870	115,608
All Other								
Home Delivery and Mail (See Par. 6B)	433	455	435	441	447	476	476	480
Intermittent Subscriptions (See Par. 6B)	14	5	16	8				1
Single Copy Sales (Individual)	271	243	236	239	247	247	245	180
Educational Programs	2	15	12	18	14	14	19	
Third Party Sales - Payment made with barter	11						1	1
Electronic Editions	75	69	69	69	69	70	69	71
Total All Other	806	787	768	775	777	807	810	733
Total Average Paid Circulation	145,564	117,476	111,390	111,994	109,132	128,343	126,680	116,341

PERCENTAGE OF TOTAL PAID AND HOUSEHOLD COVERAGE PERCENT

	Population	Occupied Households	Sun			Cmbd Avg (Mon.-Fri.)			Sat			
			Total Circ.	% of Total Circ.	House- hold Coverage	Total Circ.	% of Total Circ.	House- hold Coverage	Total Circ.	% of Total Circ.	House- hold Coverage	
City Zone	2000 Census 494,256	198,640										
	#1-1-08 Est. 482,536	198,088	100,845	69.3	50.9%	84,154	71.6	42.5%	79,858	68.7	40.3%	
Retail Trading Zone	2000 Census 773,975	290,020										
	#1-1-08 Est. 792,986	306,427	43,913	30.1	14.3%	32,535	27.7	10.6%	35,750	30.7	11.7%	
Total City & Retail Trading Zones	2000 Census 1,268,231	488,660										
	#1-1-08 Est. 1,275,522	504,515	144,758	99.4	28.7%	116,689	99.3	23.1%	115,608	99.4	22.9%	
All Other			806	0.6		787	0.7		733	0.6		
Total Paid			145,564	100.0%		117,476	100.0%		116,341	100.0%		

#Source: Claritas Inc. (See Par. 6B).

AUDIT STATEMENT

This publication has resigned and as an audit has been made for last Publisher's Statement released, resignation is now accepted. There will be no further service on this publication.

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

This newspaper also participates in the Audit Bureau of Circulations' Coupon Distribution Verification Service. A separate report of that verification is available to all ABC members who subscribe to this service. For more information, contact ABC.

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

Calendar Quarter Ended	Morning								Morning (Mon.-Sat.)
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat	
December 31, 2004	178,274								135,730
March 31, 2005	175,251								132,319
June 30, 2005	177,187								133,732
September 30, 2005	173,840								133,270
December 31, 2005	171,572	131,117	129,438	128,194	126,605	131,045	140,259	142,355	
March 31, 2006	164,100	127,469	126,398	125,959	123,143	125,388	136,414	136,999	
June 30, 2006	164,723	125,843	127,694	123,845	122,077	123,630	131,968	135,649	
September 30, 2006	161,368	120,346	118,807	120,110	117,457	118,630	126,723	133,024	
December 31, 2006	156,344	130,469	114,563	141,493	138,536	139,827	117,925	123,296	
March 31, 2007	152,491	121,442	114,300	111,751	108,454	137,124	135,581	118,398	
June 30, 2007	150,217	119,751	111,897	111,682	109,561	133,152	132,461	117,920	
September 30, 2007	149,848	120,536	111,904	111,634	113,017	133,395	132,731	121,298	
December 31, 2007	149,073	121,350	115,131	114,792	112,211	134,299	130,611	117,876	
March 31, 2008	145,594	118,570	113,776	115,083	108,717	128,462	126,810	114,891	
June 30, 2008	146,888	116,989	109,571	111,233	109,538	127,902	126,699	117,590	
September 30, 2008	141,508	113,186	107,085	107,239	106,299	123,163	122,602	115,005	

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

Year	City Zone Home Delivery & Mail	City Zone Single Copy Sales	City Zone Other Paid	City Zone Electronic and Other Unique Editions	TOTAL City Zone	Retail Trading Zone	Retail Trading Zone	Retail Trading Zone	Retail Trading Zone	TOTAL Retail Trading Zone	TOTAL Average Paid Circulation
						Home & Mail	Single Copy Sales	Other Paid	Electronic and Other Unique Editions		
Sun	2008	75,747	20,899	4,199	100,845	30,794	11,425	1,694		43,913	145,564
	2007	78,690	21,764	4,110	104,594	33,333	12,219	1,142		46,876	152,289
	2006	87,141	22,073	3,449	112,694	36,748	14,095	889		51,732	165,334
	2005^	90,767	23,966	6,069	120,832	36,227	16,295	161		52,683	176,156
	2004	94,850	25,268	7,632	127,750	37,016	15,807	1,011		53,834	183,945
Cmbd Avg (Mon.-Fri.)	2008	67,606	11,409	5,139	84,154	26,367	5,067	1,101		32,535	117,476
	2007	69,571	12,415	5,201	87,211	28,489	5,412	1,120		35,021	123,050
	2006	71,793	13,216	5,771	90,812	27,707	5,904	903		34,514	126,196
Sat	2008	66,596	10,866	2,396	79,858	29,643	5,176	931		35,750	116,341
	2007	65,847	11,995	2,737	80,604	32,440	5,602	833		38,875	120,230
	2006	76,600	12,371	3,429	92,432	36,759	6,228	793		43,780	137,035
Morning (Mon.-Sat.)	2005^	75,139	14,013	7,343	96,521	28,791	6,138	656		35,585	133,765
	2004	79,282	14,573	8,094	101,949	28,898	5,539	1,432		35,869	139,346

^Effective with September 30, 2005 reports, a change was made in the reporting format.

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

Sun, May 11, 2008; Morning, May 8, 2008.

(OH's) Occupied Households - #1-1-08 Claritas Inc.

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:

	Sun	Morning	Cmbd Avg (Mon.-Fri.)
City Zone	2.8% greater	6.3% greater	14.8% greater
Retail Trading Zone	5.7% greater	9.0% greater	22.8% greater
All Other	86.4% greater	62.7% greater	67.1% greater
GRAND TOTAL	2.4% greater	7.4% greater	17.4% greater

The "Average Projected Paid Circulation" (Avg. Proj. Pd. Circ.) has been arrived at by projecting the averages in Paragraphs 1 and 2 to the appropriate ABC geographic market one day(s) gross distribution figures in this report.

State County	Sun								Morning								Cmbd Avg (Mon.-Fri.) Avg. Proj. Pd. Circ.*	Hshld. Cov.
	Core Newspaper				Core Newspaper				Core Newspaper				Core Newspaper					
	OH's #1-1-08 Estimate	Individually Paid Actual Gross Dist.	Other Paid Actual Gross Dist.	Total Core Nwsp. Actual Gross Dist.	Electronic Editions Actual Gross Dist.	Unique Editions Actual Gross Dist.	Total Paid Actual Gross Dist.	Avg. Proj. Pd. Circ.*	Hshld. Cov.	Individually Paid Actual Gross Dist.	Other Paid Actual Gross Dist.	Total Core Nwsp. Actual Gross Dist.	Electronic Editions Actual Gross Dist.	Unique Editions Actual Gross Dist.	Total Paid Actual Gross Dist.	Thu Avg. Proj. Pd. Circ.*		
INDIANA																		
STEUBEN	13,169	138		138			138	74	0.6%	87				87	53	52	0.4%	
MICHIGAN																		
BRANCH	16,208	85		85			85	46	0.3%	53				53	33	32	0.2%	
HILLSDALE	18,004	468		468			468	251	1.4%	325				325	200	195	1.1%	
JACKSON	61,493	92		92			92	49	0.1%	73				73	45	44	0.1%	
LENAWEE	38,126	2,381		2,381			2,381	2,253	5.9%	2,042	10	2,052		2,052	1,882	1,672	4.4%	
MONROE	59,481	9,105		9,105			9,105	8,751	14.7%	8,436	177	8,613		8,613	8,008	7,277	12.2%	
WAYNE	725,115	128		128			128	69	0.0%	200		200		200	123	120	0.0%	
TOTAL IN MICHIGAN		12,259		12,259			12,259	11,419		11,129	187	11,316		11,316	10,291	9,340		
OHIO																		
ALLEN	40,687	239		239			239	226	0.6%	242		242		242	222	197	0.5%	
DEFIANCE	15,522	927		927			927	877	5.7%	804	115	919		919	843	749	4.8%	
ERIE	31,838	252		252			252	238	0.7%	201		201		201	184	164	0.5%	
FULTON	16,257	6,652		6,652	1		6,653	6,296	38.7%	5,586	196	5,782	1	5,783	5,304	4,711	29.0%	
HANCOCK	30,327	3,406		3,406			3,406	3,223	10.6%	2,517	215	2,732		2,732	2,506	2,225	7.3%	
HENRY	11,373	2,498		2,498			2,498	2,364	20.8%	1,945	35	1,980		1,980	1,816	1,613	14.2%	
HURON	23,188	192		192			192	131	0.6%	153	10	163		163	123	113	0.5%	
LUCAS	180,987	90,253	2,208	92,461	13		92,474	89,793	49.6%	79,935	6,181	86,116	13	86,129	80,871	74,652	41.2%	
OTTAWA	17,174	4,583		4,583	2		4,585	4,339	25.3%	3,940	77	4,017	2	4,019	3,686	3,274	19.1%	
PAULDING	7,713	78		78			78	42	0.5%	38		38		38	23	23	0.3%	
PUTNAM	12,681	268		268			268	254	2.0%	207		207		207	190	169	1.3%	
SANDUSKY	24,384	3,372		3,372			3,372	3,191	13.1%	2,729	207	2,936		2,936	2,693	2,392	9.8%	
SENECA	22,309	1,770		1,770			1,770	1,675	7.5%	1,290	28	1,318		1,318	1,209	1,074	4.8%	

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

SOURCE - U.S. ZIP Code Directory, #1-1-08 Claritas Inc., See Par. 6B.

STATE ZIP Code	Sun							Morning							Cmbd Avg (Mon.-Fri.) Avg. Proj. Pd. Circ.	Hshld. Cov.		
	OH's #1-1-08 Estimate	Core Newspaper		Total Core Nwsp.	Electronic Editions	Unique Editions	Total Paid	Avg. Proj. Pd. Circ.	Hshld. Cov.	Core Newspaper		Total Paid	Electronic Editions	Unique Editions			Total Paid	Thu Avg. Proj. Pd. Circ.
OHIO																		
43215	Columbus	6,371	18	18			18	17	0.3%	81		81			81	75	69	1.1%
43316	Carey	2,357	207	207			207	199	8.4%	112	15	127			127	118	108	4.6%
43351	Upper Sandusky	4,131	241	241			241	232	5.6%	158		158			158	147	135	3.3%
43402	Bowling Green	13,771	3,442	3,442			3,442	3,307	24.0%	2,710	30	2,740			2,740	2,551	2,335	17.0%
43406	Bradner	889	108	108			108	104	11.7%	101		101			101	94	86	9.7%
43408	Clay Center		28	28			28	27		28		28			28	26	24	
43410	Clyde	3,878	299	299			299	287	7.4%	224		224			224	209	191	4.9%
43412	Curtice	1,893	829	829			829	796	42.1%	738		738			738	687	629	33.2%
43413	Cygnets	710	71	71			71	68	9.6%	54		54			54	50	46	6.5%
43416	Elmore	1,242	464	464	1		465	447	36.0%	439		439	1		440	410	375	30.2%
43420	Fremont	12,708	1,867	1,867			1,867	1,794	14.1%	1,473	80	1,553			1,553	1,446	1,323	10.4%
43430	Genoa	1,891	998	998			998	959	50.7%	842	55	897			897	835	764	40.4%
43431	Gibsonburg	1,738	421	421			421	404	23.3%	345	115	460			460	428	392	22.6%
43432	Graytown	489	173	173			173	166	34.0%	174		174			174	162	148	30.3%
43435	Helena	598	58	58			58	56	9.4%	58		58			58	54	49	8.2%
43440	Lakeside- Marblehead	2,021	210	210			210	202	10.0%	167		167			167	155	142	7.0%
43442	Lindsey	465	67	67			67	64	13.8%	54		54			54	50	46	9.9%
43443	Luckey	671	207	207			207	199	29.7%	205		205			205	191	175	26.1%
43445	Martin	660	176	176			176	169	25.6%	174		174			174	162	148	22.4%
43447	Millbury	1,477	641	641			641	616	41.7%	602	42	644			644	599	549	37.2%
43449	Oak Harbor	3,486	964	964			964	926	26.6%	772		772			772	719	658	18.9%
43450	Pemberville	1,500	506	506			506	486	32.4%	410		410			410	382	349	23.3%
43451	Portage	434	90	90			90	86	19.8%	70		70			70	65	60	13.8%
43452	Port Clinton	6,144	889	889	1		890	855	13.9%	713	22	735	1		736	685	627	10.2%
43456	Put-In-Bay	351	48	48			48	46	13.1%	29		29			29	27	25	7.1%
43457	Rising Sun	711	96	96			96	92	12.9%	80		80			80	74	68	9.6%
43460	Rossford	2,534	1,559	1,559	1		1,560	1,499	59.2%	1,440	20	1,460	1		1,461	1,360	1,245	49.1%
43462	Rudolph	498	61	61			61	59	11.9%	59		59			59	55	50	10.0%
43463	Stony Ridge		159	159			159	153		118		118			118	110	101	
43465	Walbridge	2,196	1,066	1,066			1,066	1,024	46.6%	957		957			957	891	815	37.1%

STATE ZIP Code	Sun							Morning							Cmbd Avg (Mon.-Fri.) Avg. Proj. Pd. Circ.	Hshld. Cov.		
	OH's #1-1-08 Estimate	Core Newspaper		Total Core Nwsp.	Electronic Editions	Unique Editions	Total Paid	Avg. Proj. Pd. Circ.	Hshld. Cov.	Core Newspaper		Total Core Nwsp.	Electronic Editions	Unique Editions			Total Paid	Thu Avg. Proj. Pd. Circ.
OHIO (Cont'd)																		
43466	Wayne	810	195	195			195	187	23.1%	119		119			119	111	101	12.5%
43468	Williston		56	56			56	54		58		58			58	54	49	
43469	Woodville	1,276	527	527			527	506	39.7%	392	12	404			404	376	344	27.0%
43502	Archbold	2,791	715	715			715	687	24.6%	672	40	712			712	663	607	21.8%
43504	Berkey	476	267	267			267	257	54.0%	231		231			231	215	197	41.4%
43506	Bryan	6,163	778	778			778	747	12.1%	577	50	627			627	584	534	8.7%
43511	Custar	514	64	64			64	61	11.9%	63		63			63	59	54	10.5%
43512	Defiance	11,606	856	856			856	822	7.1%	804	115	919			919	855	783	6.8%
43515	Delta	3,024	1,164	1,164			1,164	1,118	37.0%	1,007	12	1,019			1,019	949	868	28.7%
43516	Deshler	1,180	242	242			242	232	19.7%	138		138			138	128	118	10.0%
43517	Edgerton	1,399	61	61			61	59	4.2%	43		43			43	40	37	2.6%
43518	Edon	1,170	68	68			68	65	5.6%	46	28	74			74	69	63	5.4%
43521	Fayette	1,177	327	327			327	314	26.7%	268		268			268	249	228	19.4%
43522	Grand Rapids	1,649	491	491			491	472	28.6%	399		399			399	371	340	20.6%
43524	Hamler	588	96	96			96	92	15.7%	82		82			82	76	70	11.9%
43525	Haskins	280	116	116			116	111	39.6%	94		94			94	88	80	28.6%
43527	Holgate	945	107	107			107	103	10.9%	52		52			52	48	44	4.7%
43528	Holland	6,068	3,880	10	3,890	1	3,891	3,738	61.6%	3,225	377	3,602	1		3,603	3,354	3,070	50.6%
43532	Liberty Center	1,541	484	484			484	465	30.2%	345		345			345	321	294	19.1%
43533	Lyons	597	276	276			276	265	44.4%	209		209			209	195	178	29.8%
43534	McClure	723	161	161			161	155	21.4%	107		107			107	100	91	12.6%
43535	Malinta	295	68	68			68	65	22.0%	61		61			61	57	52	17.6%
43537	Maumee	10,023	6,824	6,824	1		6,825	6,557	65.4%	6,211	93	6,304	1		6,305	5,869	5,372	53.6%
43540	Metamora	457	260	260			260	250	54.7%	209	55	264			264	246	225	49.2%
43542	Monclova	761	580	580			580	557	73.2%	567		567			567	528	483	63.5%
43543	Montpelier	3,131	455	455			455	437	14.0%	355	10	365			365	340	311	9.9%
43545	Napoleon	5,793	1,325	1,325			1,325	1,273	22.0%	1,173	10	1,183			1,183	1,101	1,008	17.4%
43547	Neapolis		56	56			56	54		41		41			41	38	35	
43549	Ney	555	24	24	1		25	24	4.3%				1		1	1	1	0.2%
43551	Perrysburg	13,347	8,235	24	8,259	1	8,260	7,935	59.5%	7,188	122	7,310			7,310	6,805	6,229	46.7%
43554	Pioneer	1,054	180	180			180	173	16.4%	117		117			117	109	100	9.5%
43556	Sherwood	808	37	37			37	36	4.5%									
43557	Stryker	1,094	114	5	119		119	114	10.4%	73	35	108			108	101	92	8.4%
43558	Swanton	5,754	2,531	2,531			2,531	2,431	42.3%	2,116	74	2,190			2,190	2,039	1,866	32.4%

43560	Sylvania	11,133	7,403		7,403	2	7,405	7,114	63.9%	6,703	338	7,041	2	7,043	6,556	6,001	53.9%
43565	Tontogany		29		29		29	28		22	30	52		52	48	44	
43566	Waterville	2,681	1,821		1,821		1,821	1,749	65.2%	1,592		1,592		1,592	1,482	1,356	50.6%
43567	Wauseon	5,066	1,789		1,789	1	1,790	1,720	34.0%	1,424	15	1,439	1	1,440	1,340	1,227	24.2%
43569	Weston	1,302	216		216		216	208	16.0%	149		149		149	139	127	9.8%
43570	West Unity	1,367	170		170		170	163	11.9%	126		126		126	117	107	7.8%
43571	Whitehouse	2,437	1,407		1,407		1,407	1,352	55.5%	1,234	85	1,319		1,319	1,228	1,124	46.1%
43604	Toledo	5,054	1,204	12	1,216	1	1,217	1,169	23.1%	1,338	87	1,425	1	1,426	1,327	1,215	24.0%
43605	Toledo	10,609	4,036		4,036		4,036	3,877	36.5%	3,638	160	3,798		3,798	3,536	3,236	30.5%
43606	Toledo	10,991	5,110		5,110		5,110	4,909	44.7%	4,780	111	4,891		4,891	4,553	4,167	37.9%
43607	Toledo	9,811	3,463		3,463	1	3,464	3,328	33.9%	3,113	80	3,193	1	3,194	2,973	2,722	27.7%
43608	Toledo	6,104	2,599	20	2,619		2,619	2,516	41.2%	2,680	244	2,924		2,924	2,722	2,491	40.8%
43609	Toledo	9,509	3,352		3,352		3,352	3,220	33.9%	2,898	112	3,010		3,010	2,802	2,565	27.0%
43610	Toledo	2,156	738		738		738	709	32.9%	912		912		912	849	777	36.0%
43611	Toledo	8,147	4,098		4,098		4,098	3,937	48.3%	3,698	110	3,808		3,808	3,545	3,245	39.8%
43612	Toledo	12,570	6,026		6,026		6,026	5,789	46.1%	5,252	130	5,382		5,382	5,010	4,586	36.5%
43613	Toledo	14,170	7,380		7,380	1	7,381	7,091	50.0%	6,073	390	6,463	1	6,464	6,017	5,508	38.9%
43614	Toledo	14,242	7,410	10	7,420	2	7,422	7,130	50.1%	6,427	169	6,596	2	6,598	6,142	5,622	39.5%
43615	Toledo	17,296	7,733		7,733	1	7,734	7,430	43.0%	6,677	231	6,908	1	6,909	6,432	5,887	34.0%
43616	Oregon	6,648	4,738		4,738	1	4,739	4,553	68.5%	4,091	118	4,209	1	4,210	3,919	3,587	54.0%
43617	Toledo	3,036	2,148		2,148	1	2,149	2,064	68.0%	1,931		1,931	1	1,932	1,798	1,646	54.2%
43618	Oregon	1,245	742		742		742	713	57.3%	669	37	706		706	657	602	48.4%
43619	Northwood	2,957	1,947		1,947		1,947	1,870	63.2%	1,605	697	2,302		2,302	2,143	1,961	66.3%
43620	Toledo	2,522	674	10	684		684	657	26.1%	628	112	740		740	689	631	25.0%
43623	Toledo	8,850	5,275		5,275	1	5,276	5,069	57.3%	4,810	149	4,959	1	4,960	4,617	4,226	47.8%
43660	Toledo		253	2,076	2,329		2,329	2,237			2,053	2,053		2,053	1,911	1,749	
44804	Arcadia	451	30		30		30	29	6.4%	21	10	31		31	29	26	5.8%
44809	Bascom		33		33		33	32		8		8		8	7	7	
44811	Bellevue	5,092	132		132		132	127	2.5%	160		160		160	149	136	2.7%
44815	Bettsville		44		44		44	42		28		28		28	26	24	
44817	Bloomdale	603	40		40		40	38	6.3%	40		40		40	37	34	5.6%
44830	Fostoria	8,100	1,104		1,104		1,104	1,061	13.1%	803	10	813		813	757	693	8.6%
44836	Green Springs	1,047	77		77		77	74	7.1%	17		17		17	16	14	1.3%
44839	Huron	5,226	37		37		37	36	0.7%	28		28		28	26	24	0.5%
44844	McCutchenville	299	28		28		28	27	9.0%	2		2		2	2	2	0.7%
44853	New Riegel	601	28		28		28	27	4.5%	16		16		16	15	14	2.3%
44857	Norwalk	9,346	113		113		113	109	1.2%	71	10	81		81	75	69	0.7%
44870	Sandusky	17,546	198		198		198	190	1.1%	162		162		162	151	138	0.8%
44882	Sycamore	1,125	35		35		35	34	3.0%	24		24		24	22	20	1.8%
44883	Tiffin	11,803	737		737		737	708	6.0%	563	18	581		581	541	495	4.2%
45801	Lima	8,758	25		25		25	24	0.3%	17		17		17	16	14	0.2%

STATE ZIP Code	Sun					Morning					Cmbd Avg (Mon.-Fri.) Avg. Proj. Pd. Circ.	Hshld. Cov.					
	OH's #1-1-08 Estimate	Core Newspaper		Total Core Nwsp.	Electronic Editions	Unique Editions	Total Paid	Avg. Proj. Pd. Circ.	Hshld. Cov.	Core Newspaper			Total Paid	Thu Avg. Proj. Pd. Circ.			
<u>OHIO (Cont'd)</u>																	
45804	Lima	6,547	55	55			55	53	0.8%	57		57		57	53	49	0.8%
45805	Lima	9,535	40	40			40	38	0.4%	71		71		71	66	60	0.6%
45814	Arlington	1,133	59	59			59	57	5.0%	30		30		30	28	26	2.3%
45817	Bluffton	2,405	96	96			96	92	3.8%	71		71		71	66	60	2.5%
45831	Continental	1,349	34	34			34	33	2.5%	24		24		24	22	20	1.5%
45840	Findlay	22,008	3,016	3,016			3,016	2,897	13.2%	2,258	205	2,463		2,463	2,293	2,099	9.5%
45856	Leipsic	1,865	61	61			61	59	3.2%	47		47		47	44	40	2.1%
45858	McComb	1,179	96	96			96	92	7.8%	59		59		59	55	50	4.2%
45867	Mount Blanchard	542	35	35			35	34	6.3%	24		24		24	22	20	3.7%
45872	North Baltimore	1,723	306	306			306	294	17.1%	200		200		200	186	170	9.9%
45875	Ottawa	4,090	110	110			110	106	2.6%	94		94		94	88	80	2.0%
45879	Paulding	2,607	57	57			57	55	2.1%	34		34		34	32	29	1.1%
45889	Van Buren	557	55	55			55	53	9.5%	43		43		43	40	37	6.6%
<u>INDIANA</u>																	
46703	Angola	7,135	71	71			71	68	1.0%	43		43		43	40	37	0.5%
46737	Fremont	2,614	67	67			67	64	2.5%	44		44		44	41	37	1.4%
<u>MICHIGAN</u>																	
48131	Dundee	2,778	211	211			211	203	7.3%	187		187		187	174	159	5.7%
48133	Erie	2,375	603	603			603	579	24.4%	612		612		612	570	521	21.9%
48134	Flat Rock	7,893	20	20			20	19	0.2%	27		27		27	25	23	0.3%
48140	Ida	1,137	174	174			174	167	14.7%	154		154		154	143	131	11.5%
48144	Lambertville	3,798	2,246	2,246			2,246	2,158	56.8%	1,916	25	1,941		1,941	1,807	1,654	43.6%
48145	La Salle	1,315	122	122			122	117	8.9%	116		116		116	108	99	7.5%
48146	Lincoln Park	15,097	20	20			20	19	0.1%	41		41		41	38	35	0.2%
48157	Luna Pier	655	101	101			101	97	14.8%	102		102		102	95	87	13.3%
48161	Monroe	10,429	517	517			517	497	4.8%	515	40	555		555	517	473	4.5%
48162	Monroe	11,802	457	457			457	439	3.7%	452		452		452	421	385	3.3%
48166	Newport	4,541	34	34			34	33	0.7%	47		47		47	44	40	0.9%
48179	South Rockwood	1,161	20	20			20	19	1.6%	30		30		30	28	26	2.2%
48182	Temperance	8,074	3,504	3,504			3,504	3,366	41.7%	3,258	65	3,323		3,323	3,093	2,831	35.1%
48183	Trenton	17,249	35	35			35	34	0.2%	44		44		44	41	37	0.2%
	Woodhaven																
48192	Wyandotte	11,100	17	17			17	16	0.1%	30		30		30	28	26	0.2%

49036	Coldwater	8,812	68	68		68	65	0.7%	41		41		41	38	35	0.4%
49221	Adrian	14,963	818	818		818	786	5.3%	749	10	759		759	707	647	4.3%
49228	Blissfield	2,156	506	506		506	486	22.5%	449		449		449	418	383	17.8%
48230	Brooklyn	6,692	77	77		77	74	1.1%	62		62		62	58	53	0.8%
49232	Camden	1,061	90	90		90	86	8.1%	68		68		68	63	58	5.5%
49238	Deerfield	580	135	135		135	130	22.4%	90		90		90	84	77	13.3%
49242	Hillsdale	5,793	167	167		167	160	2.8%	108		108		108	101	92	1.6%
49247	Hudson	2,296	131	131		131	126	5.5%	99		99		99	92	84	3.7%
49248	Jasper	327	67	67		67	64	19.6%	43		43		43	40	37	11.3%
49253	Manitou Beach	1,202	112	112		112	108	9.0%	81		81		81	75	69	5.7%
49256	Morenci	1,593	180	180		180	173	10.9%	139		139		139	129	118	7.4%
49265	Onstead	2,024	54	54		54	52	2.6%	52		52		52	48	44	2.2%
49266	Osseo	1,130	33	33		33	32	2.8%	33		33		33	31	28	2.5%
49267	Ottawa Lake	1,501	656	656		656	630	42.0%	634	35	669		669	623	570	38.0%
49268	Palmyra	456	43	43		43	41	9.0%	31		31		31	29	26	5.7%
49270	Petersburg	2,155	463	463		463	445	20.7%	418	12	430		430	400	366	17.0%
49274	Reading	1,267	73	73		73	70	5.5%	52		52		52	48	44	3.5%
49276	Riga	345	102	102		102	98	28.4%	98		98		98	91	84	24.4%
49281	Somerset		23	23		23	22		19		19		19	18	16	
49286	Tecumseh	6,057	158	158		158	152	2.5%	147		147		147	137	125	2.1%
49288	Waldron	506	49	49		49	47	9.3%	24		24		24	22	20	4.0%
Miscellaneous ZIP Codes			960	70	1,030	57	1,087	1,044		1,239	323	1,562	55	1,617	1,506	1,384
GRAND TOTAL			149,209	2,237	151,446	76	151,522	145,564		130,165	7,633	137,798	73	137,871	128,343	117,476

ANALYSIS OF HOME DELIVERY & MAIL SUBSCRIPTION SALES (New & Renewal)

4. PREMIUM, COMBINATION, SPECIAL OFFERS, CLUBS AND INSURANCE:

	Term Ordered				Misc. Periods
	4 Wks.	12 Wks.	24 Wks.	1 Yr.	
(c) With premium only, See Par. 6B M & S		505	155	149	218
(e) Special reduced prices, See Par. 5(b) M & S		55,719			
M		3,795			
Thu, Fri, Sat & S		6,729			
Thu, Fri & S		4,217			
Wknd		367			
Cmbd Avg (Mon.-Fri.)					3,141*
Sat					24*
S					82*
Cmbd Avg (Mon.-Fri.)					240**
Sat					365**
S					422**

*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. 5(b).

**This figure does not represent the total number of subscriptions received, but represents the average number of copies served during this report period on Registered College Student Copies sold at the price(s) shown in Par. 5(b).

5A. BASIC PRICES:	By Mail				By Home Delivery				
	52 Wks.	26 Wks.	12 Wks.	4 Wks.	1 Yr.	24 Wks.	12 Wks.	4 Wks.	1 Wk.
CITY ZONE:									
M & S^									
to 01/01/08	\$226.20	\$113.10	\$52.20	\$17.40	\$138.84	\$67.68	\$33.84	\$11.28	\$2.82
from 01/01/08									
to 07/14/08	341.22	170.56	78.72	26.24	138.84	67.68	33.84	11.28	2.82
since 07/14/08	341.22	170.56	78.72	26.24	157.01	76.08	38.04	12.68	3.17
M only^									
to 01/01/08	131.04	65.52	30.24	10.08	70.20	36.00	18.00	6.00	1.50
from 01/01/08									
to 07/14/08	237.12	118.56	54.72	18.24	70.20	36.00	18.00	6.00	1.50
since 07/14/08	237.12	118.56	54.72	18.24	88.40	43.20	21.60	7.20	1.80
Thu, Fri, Sat & S									
to 07/14/08					116.48	54.72	27.36	9.12	2.28
since 07/14/08					126.88	59.52	29.76	9.92	2.48
Thu, Fri, & S									
to 07/14/08					108.16	50.64	25.32	8.44	2.11
since 07/14/08					115.96	54.24	27.12	9.04	2.26
CW (City Weekender)*					123.76	60.00	30.00	10.00	2.50
to 07/14/08					123.76	60.00	30.00	10.00	2.50
since 07/14/08					128.96	62.40	31.20	10.40	2.60
S only^									
to 01/01/08	98.80	49.40	22.80	7.60	123.76	60.00	30.00	10.00	2.50
from 01/01/08									
to 07/14/08	113.36	56.68	26.16	8.72	123.76	60.00	30.00	10.00	2.50
since 07/14/08	113.36	56.68	26.16	8.72	126.36	61.20	30.60	10.20	2.55
RETAIL TRADING ZONE: By Mail, same as City Zone.					By Home Delivery, same as City Zone.				

5A. BASIC PRICES: (Continued)

	By Mail				By Home Delivery				
	52 Wks.	26 Wks.	12 Wks.	4 Wks.	1 Yr.	24 Wks.	12 Wks.	4 Wks.	1 Wk.
ALL OTHER:									
M & S^									
to 01/01/08	\$226.20	\$113.10	\$52.20	\$17.40	\$138.84	\$67.68	\$33.84	\$18.00	\$2.82
from 01/01/08									
to 07/14/08	341.22	170.56	78.72	26.24	138.84	67.68	33.84	18.00	2.82
since 07/14/08	341.22	170.56	78.72	26.24	157.01	76.08	38.04	12.68	3.17
M only^									
to 01/01/08	131.04	65.52	30.24	10.08	70.20	36.00	18.00	6.00	1.50
from 01/01/08									
to 07/14/08	237.12	118.56	54.72	18.24	70.20	36.00	18.00	6.00	1.50
since 07/14/08	237.12	118.56	54.72	18.24	88.40	43.20	21.60	7.20	1.80
S only^									
to 01/01/08	98.80	49.40	22.80	7.60	83.20	38.64	19.32	6.44	1.61
from 01/01/08									
to 07/14/08	113.36	56.68	26.16	8.72	83.20	38.64	19.32	6.44	1.61
since 07/14/08	113.36	56.68	26.16	8.72	93.60	44.40	22.20	7.40	1.85

^To 07/14/08, M & S, 1 wk. \$4.35; 8 wks. \$34.80; M only, 1 wk. \$2.52; 8 wks. \$20.16; S only, 1 wk. \$1.90; 8 wks. \$15.20; since 07/14/08, M & S, 1 wk. \$6.56; 8 wks. \$52.49; M only, 1 wk. \$4.56; 8 wks. \$36.48; S only 1 wk. \$2.18; 8 wks. \$17.44.

*Includes Saturday and Sunday issues.

	By Motor Route					Single Copy	
	1 Yr.	24 Wks.	12 Wks.	4 Wks.	1 Wk.		
CITY ZONE, RETAIL TRADING ZONE & ALL OTHER:							
M & S							
to 07/14/08	\$144.04	\$70.08	\$35.04	\$11.68	\$2.92	(a-b-c)	
since 07/14/08	173.16	83.52	41.76	13.92	3.48	(a-b-c)	
M only							
to 07/14/08	81.12	38.88	19.44	6.48	1.62	(a-b-c)	50¢
since 07/14/08	104.00	50.40	25.20	8.40	2.10	(a-b-c)	75¢
Weekender*							
to 07/14/08	123.76	60.00	30.00	10.00	2.50	(a-b-c)	
since 07/14/08	127.92	61.92	30.96	10.32	2.58	(a-b-c)	
Thu, Fri, Sat & S.							
to 07/14/08	116.48	54.72	27.36	9.12	2.28	(a-b-c)	
since 07/14/08	133.12	62.40	31.20	10.40	2.60	(a-b-c)	
Thu, Fri, & S.							
to 07/14/08	108.16	50.64	25.32	8.44	2.11	(a-b-c)	
since 07/14/08	120.64	56.40	28.20	9.48	2.35	(a-b-c)	
S only							
to 07/14/08	123.76	60.00	30.00	10.00	2.50	(a-b-c)	\$1.75
since 07/14/08	127.92	61.92	30.96	10.32	2.58	(a-b-c)	2.00

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

*Includes Friday, Saturday and Sunday issues.

5A. PRICES: (Continued)

5(b). Special Reduced Prices: Morning and Sunday, 12 wks. \$8.28, \$12.00, \$16.44, \$16.92, \$17.52, \$18.00, \$18.12, \$18.72, \$19.08, \$19.20, \$19.56, \$20.04, \$20.88, \$24.00, \$25.44, \$25.80, \$26.28, \$27.00, \$28.80, \$30.00, \$31.20, \$31.44, \$32.04, \$32.40, \$33.00, \$33.20, \$33.24, \$36.24, \$36.72, \$39.96; 16 wks. \$33.00, \$33.84, \$34.24, \$35.04, \$38.04, \$41.76; 52 wks. \$37.96, \$45.24, \$52.00, \$72.80, \$73.32, \$74.36, \$75.92, \$82.68, \$90.48, \$135.20, \$138.84, \$140.40, \$144.04, \$157.04, \$173.16; Morning only, 12 wks. \$9.36, \$13.44, \$14.16, \$14.40, \$15.00, \$15.48, \$16.20, \$16.92, \$17.28, \$17.40, \$18.00, \$18.48, \$20.40, \$20.88, \$24.00, \$24.24; 16 wks. \$17.28; 52 wks. \$52.00, \$70.20, \$75.40, \$81.12, \$93.60, \$109.20; Thursday, Friday, Saturday and Sunday, 12 wks. \$13.68, \$15.00, \$16.20, \$16.56, \$16.80, \$17.40, \$18.00, \$18.48, \$19.20, \$20.16, 20.52, \$21.00, \$21.16, \$22.20, \$22.56, \$22.68, \$24.00, \$25.56, \$26.04, \$26.40, \$26.88, \$27.36, \$29.28, \$30.72; 16 wks. \$19.20, \$21.12, \$22.24, \$27.12, \$27.36, \$28.20, \$29.76, \$31.20, \$32.00, \$35.80; 52 wks. \$39.00, \$59.28, \$91.00, \$104.00, \$116.48, \$126.88, \$133.12; Thursday, Friday and Sunday, 12 wks. \$12.60, \$13.80, \$14.40, \$16.80, \$18.00, \$18.36, \$18.72, \$19.08, \$19.20, \$20.52, \$21.00, \$21.60, \$22.20, \$23.76, \$24.00, \$24.12, \$24.48, \$24.96, \$25.08, \$26.76, \$27.84; 16 wks. \$19.20, \$24.00, \$24.96, \$25.32, \$27.12, \$28.20; 52 wks. \$54.60, \$91.00, \$108.16, \$115.96, \$120.64; Weekender, 12 wks. \$15.00, \$18.00, \$19.20, \$19.44, \$21.00, \$24.00, \$24.96, \$25.20, \$25.80, \$26.76, \$27.00, \$28.56, \$29.52, \$29.76; 16 wks. \$30.96, \$31.20; 52 wks. \$65.00, \$83.20, \$104.00, \$123.75, \$123.76, \$127.92, \$128.96; Sunday only, 12 wks. \$12.00, \$15.00, \$18.00, \$19.20, \$19.32, \$22.20, \$24.00, \$24.60, \$24.96, \$25.80, \$26.40, \$26.76, \$28.46, \$29.16, \$29.52; 16 wks. \$30.00, \$30.30; 52 wks. \$52.00, \$65.00, \$78.00, \$83.20, \$93.60, \$104.00, \$123.76, \$126.36, \$127.92. Registered College Student Copies, Morning, 12½¢, 18¾¢ per copy; Sunday, 43¾¢, 50¢ per copy. Newspapers in Education for classroom use, Morning 10¢ per copy; Sunday, 50¢ per copy.

6A. ADDITIONAL ANALYSIS OF OTHER PAID CIRCULATION - CORE NEWSPAPER:

	Morning							
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
Other Paid Circulation - Core Newspaper								
Educational Programs								
Newspapers in Education	82	3,141	2,852	4,307	2,552	3,479	2,493	24
Registered College Student Copies (See Par. 6B)	422	240	303	213	233	223	227	365
Employee/Independent Contractor	2,183	2,201	2,210	2,201	2,196	2,197	2,203	2,203
Third Party Sales								
Hospitals and Nursing Homes - Available for patients/hospital staff	70	68	70	70	68	67	67	70
Third Party Sales - Payment made with barter (See Par. 6B)								
Home Delivered	2,544	93	86	90	87	87	115	86
School Copies - Available for students	148	512	509	517	524	539	470	161
Social Functions - Available for patrons	457							419
Total Other Paid Circulation - Core Newspaper	5,906	6,255	6,030	7,398	5,660	6,592	5,575	3,328

6B. EXPLANATORY - OTHER:

Definitions:

Core Newspaper: all editions that maintain the same basic identity, contain articles of interest to the general public, appear in the same format and language, and include full ROP advertising.

Electronic Edition Replica: all digital editions that maintain the same basic identity and content as the core newspaper, including all authorized ROP advertising.

Electronic Edition Non-Replica: all digital editions that maintain the same basic identity of the core newspaper but with content that may differ.

Unique Editions: all editions that maintain the same basic identity as the core newspaper; contain articles for specific audience segments, may appear in a different format or language, and may contain ROP advertising.

SDR: Supplemental Data Report, when included, provides enhanced data for this reporting category.

Regular publishing days on which no paper was issued:

- Sun: None.
- Morning Mon: None.
- Morning Tue: None.
- Morning Wed: None.
- Morning Thu: None.
- Morning Fri: None.
- Morning Sat: None.

MARKET DESCRIPTION:

CITY ZONE is: In Ohio - the corporate limits of Toledo, Oregon and Maumee and villages of Harbor View, Holland, Ottawa Hills and Sylvania plus townships of Jerusalem, Washington, Springfield and Sylvania in LUCAS County; in WOOD County, Northwood Village, township of Perrysburg and cities of Rossford and Perrysburg; and in Lake Township, Walbridge Village plus the balance of 2000 Census Tract 208.

In Michigan - in MONROE County, in Bedford Township, census tracts 8333, 8335, 8338, 8339.

6B. EXPLANATORY - OTHER: (Continued)

(CITY ZONE includes, in addition to the city of Toledo, cities of Maumee, Oregon, Perrysburg, plus villages of Harbor View, Holland, Northwood, Ottawa Hills, Rossford, Sylvania, Walbridge and the delimited unincorporated community of Reno Beach in Ohio; and in Michigan, in MONROE County, the delimited unincorporated communities of Lambertville and Temperance.)

RETAIL TRADING ZONE includes, with exception of City Zone, the following areas:

In Ohio - counties of Defiance, Fulton, Hancock, Henry, Lucas, Ottawa, Putnam, Sandusky, Seneca, Williams, Wood and Wyandot; in ERIE County, Bellevue City (Part), in HURON County, Bellevue City (Balance).

In Michigan - counties of Lenawee and Monroe; Milan City (Balance) in Washtenaw County.

DESCRIPTION OF ELECTRONIC - The Electronic Edition is an exact replica of the core product in format and advertising content. The Electronic Edition is available through the main home page at www.toledoblade.com. Electronic Editions include the following distribution methods: Home Delivery and Mail, and Single Copy Sales.

In accordance with Bureau Rule C 2.7, the following issue(s) has been eliminated from the averages reported in Pars. 1 and 2. The net paid circulation for the issue(s) is as follows:

December 16, 2007 Severe Weather (Sunday)	141,855
December 23, 2007 Holiday (Sunday)	141,603
December 24, 2007 Holiday (Monday)	102,215
December 26, 2007 Holiday (Wednesday)	103,619
December 27, 2007 Holiday (Thursday)	122,478
December 30, 2007 Holiday (Sunday)	140,828
March 23, 2008 Holiday (Sunday)	138,932

(a) This publication has resigned and as an audit has been made for last Publisher's Statement released, resignation is now accepted. There will be no further service on this publication.

(b) County population and occupied household estimates appearing in ABC reports are obtained from Claritas Inc. Estimates for ABC defined newspaper markets and areas below the county level are projections based upon Claritas Inc. estimates. The Claritas 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 Claritas Inc.

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

	City Zone	Retail Trading Zone	All Other
Sun	2,813	1,140	16
Cmbd Avg (Mon.-Fri.) & Sat	2,491	965	16

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.

(d) In accordance with Bureau Rule C 2.11 the following dates represent incremental circulation served to subscribers who received intermittent subscriptions. The incremental net paid circulation for the issues is as follows:

October 7, 2007 (Sunday)	2,751
October 8, 2007 (Monday)	21,097
October 14, 2007 (Sunday)	2,745
October 21, 2007 (Sunday)	2,739
October 28, 2007 (Sunday)	2,721
November 4, 2007 (Sunday)	2,721
November 11, 2007 (Sunday)	2,710
November 12, 2007 (Monday)	20,643
November 18, 2007 (Sunday)	2,682
November 22, 2007 (Thursday)	890
November 25, 2007 (Sunday)	2,669
December 2, 2007 (Sunday)	2,619
December 9, 2007 (Sunday)	2,660
December 25, 2007 (Tuesday)	20,083
January 1, 2008 (Tuesday)	19,682
January 6, 2008 (Sunday)	2,589
January 13, 2008 (Sunday)	2,625
January 20, 2008 (Sunday)	2,601

6B. EXPLANATORY - OTHER: (Continued)

January 21, 2008 (Monday)	19,684
January 22, 2008 (Tuesday)	19,685
January 27, 2008 (Sunday)	2,596
February 3, 2008 (Sunday)	2,954
February 10, 2008 (Sunday)	2,581
February 12, 2008 (Tuesday)	19,276
February 17, 2008 (Sunday)	2,575
February 18, 2008 (Monday)	19,225
February 24, 2008 (Sunday)	2,600
March 2, 2008 (Sunday)	2,596
March 9, 2008 (Sunday)	2,577
March 16, 2008 (Sunday)	2,580
March 17, 2008 (Monday)	19,088
March 24, 2008 (Monday)	18,968
March 30, 2008 (Sunday)	2,557
April 6, 2008 (Sunday)	2,559
April 13, 2008 (Sunday)	2,582
April 20, 2008 (Sunday)	2,597
April 27, 2008 (Sunday)	2,610
May 4, 2008 (Sunday)	2,614
May 11, 2008 (Sunday)	2,622
May 18, 2008 (Sunday)	2,644
May 25, 2008 (Sunday)	2,638
May 26, 2008 (Monday)	18,987
June 1, 2008 (Sunday)	2,658
June 8, 2008 (Sunday)	2,664
June 14, 2008 (Saturday)	8,250
June 15, 2008 (Sunday)	2,639
June 22, 2008 (Sunday)	2,645
June 29, 2008 (Sunday)	2,646
July 4, 2008 (Friday)	1,470
July 6, 2008 (Sunday)	2,642
July 13, 2008 (Sunday)	2,627
July 20, 2008 (Sunday)	2,614
July 27, 2008 (Sunday)	2,630
August 3, 2008 (Sunday)	2,625
August 10, 2008 (Sunday)	2,631
August 17, 2008 (Sunday)	2,634
August 24, 2008 (Sunday)	2,646
August 31, 2008 (Sunday)	2,648
September 1, 2008 (Monday)	18,840
September 7, 2008 (Sunday)	2,668
September 14, 2008 (Sunday)	2,661
September 21, 2008 (Sunday)	2,672
September 28, 2008 (Sunday)	2,670

(e) Registered College Student Copies sold to schools for registered students during the spring semester according to the Office of Admissions and Records at each school, enrollment was as follows:

University/College	Student Enrollment
Bowling Green State University	15,356
The University of Toledo	20,700

(f) Records show the following premiums were offered during this report period:

A certificate to Speedway, Meijer, Andersons, Dollar Tree, Foodtown, Kroger, Stanley's, Barney's Monnettes, Toledo Food Center, Walmart, The Pharm, an umbrella, a t-shirt and cap or a flag, with a value of \$10.00 each, and a certificate to Movie Gallery, with a value of \$20.00, were offered with new 12 week Morning and Sunday subscriptions at basic prices.

A certificate to Andersons, The Pharm or a t-shirt and cap, with a value of \$10.00 each; a certificate to Andersons, Foodtown, Meijer or Movie Gallery, with a value of \$20.00 each, and a certificate to Meijer, with a value of \$40.00, were offered with new 24 week Morning and Sunday subscriptions at basic prices.

6B. EXPLANATORY - OTHER: (Continued)

A certificate to Meijer, Kroger or Andersons, with a value of \$30.00, was offered with new 36 week Morning and Sunday subscriptions at basic prices.

A certificate to Meijer, Kroger or Andersons, with a value of \$20.00, was offered with new 48 week Morning and Sunday subscriptions at basic prices.

A certificate to Speedway, Andersons, The Pharm, Monnettes, an umbrella or a t-shirt and cap, with a value of \$10.00 each; a certificate to Meijer, Movie Gallery or a flag and umbrella combo, with a value of \$20.00 each; a certificate to Foodtown, with a value of \$30.00, and a certificate to Foodtown, Meijer, Dollar Tree, Speedway, Andersons, Walmart or Kroger, with a value of \$40.00 each, were offered with new 52 week Morning and Sunday subscriptions at basic prices.

(g) During this report period, 3,657 copies per issue Morning were sold at 25¢ per copy and 543 copies per issue Sunday were sold at \$1.00 per copy at Burger King outlets.

(h) Third Party Barter Summary:

Description of Sale	Barter Good or Service	Total Copies Sold	Value of Barter Good/Service
Home Delivered	Toledo Speedway tickets	2,000	\$969.00
	Toledo Speedway tickets	30,000	\$14,535.00
	Jamie Farr tickets	30,000	\$14,550.00
	Walt Michel RV rental	17,436	\$3,000.00
	MIS tickets, campsite fees, pit passes	9,240	\$1,600.00
	University of Toledo Athletic tickets	40,000	\$20,718.75
	Burger King food cards	30,000	\$13,710.00
School Copies - Available for students	Owens Community College tickets	84,733	\$6,400.00
	Owens Community College tickets	53,314	\$3,520.00
Social Functions - Available for patrons	Corporate table tickets	17,600	\$9,900.00
	Toledo Speedway tickets	8,200	\$5,161.00

PUBLISHER'S RETURN POLICY: Fully Returnable.

The allowances for returns, undelivered, leftover and unsold copies for the period covered by this report were found to have been:

	Retail		
	City Zone	Trading Zone	All Other
Sun	4.3%	8.3%	14.6%
Cmbd Avg (Mon.-Fri.)	5.3%	8.2%	13.9%
Sat	5.2%	7.7%	14.5%

These percentages are based on the gross figures and have been deducted, leaving paid circulation shown in Pars. 1 & 2.

National advertising appears in all editions scheduled for the day with the exception of those days when split runs are ordered. Retail advertising appears in all editions scheduled for the day with the exception of Thursday, when advertising may appear in from 1 to 4 zoned editions.

Average Unpaid Distribution:	Morning							
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
Arrears								
Advertisers, Agencies								
Complimentary, Sample, Service	3,037	2,678	2,432	2,435	2,424	3,636	2,481	2,161
Total	3,037	2,678	2,432	2,435	2,424	3,636	2,481	2,161

6C. AUDIENCE FAX - EXPLANATORY:

Print/Online Readership Explanatory:

DMA Area: See Individual Publisher's Statements

NDM* Area: See Individual Publisher's Statements

Online Readership and Net Combined Audience reports on the following URL Address(s):

ToledoBlade.com

Web Site Usage Explanatory:

For Publisher's Statement period ended September 30, 2008:

There was an adjustment of -0.4% to Total Unique Users/Visitors.

There was an adjustment of -0.3% to Page Impressions/Views.

For Publisher's Statement period ended March 31, 2008:

There was an adjustment of -0.3% to Total Unique Users/Visitors.

There was an adjustment of -0.5% to Page Impressions/Views.

Scope of Verification:

We have performed sufficient tests of the readership study (print, online and net unduplicated) to be satisfied that the study was conducted in accord with Audit Bureau of Circulations Reader Profile Standards. These standards can be found at <http://www.accessabc.com/pdfs/telephonestandards.pdf>. Verification of the Web Site Usage data included a review of the domains represented to be associated with the member newspaper's website and, for server based measurements, such other tests as deemed appropriate to confirm compliance to ABCi definitions and standards. This verification does not include ABC participation in the publisher's choice of data provider for web site usage statistics nor should it be construed as an endorsement by ABC of the methodology or technologies used by the data providers.

Web Site Usage Definitions:

Total Unique Users/Visitors: This site employs a cookie-based method for reporting of Unique Users/Visitors. In the absence of a cookie a combination of the IP address and user agent string is used to establish a Unique User / Visitor. All traffic regardless of the originating location (U.S. or international) is included in this total. Also included in this count may be content from co-branded third party vendors as disclosed in the audit report for this site.

This method of accounting identifies an unduplicated cookie or identified browser that accessed the Internet content of the site during the measurement period reported and does not measure a person. No adjustment or correction to the numbers presented in the Audience Fax Web Site Usage, Total Activity has been made to adjust this number from cookies to people. (i.e. deletion of the cookies from browsers or for users accessing the site from multiple devices or locations.) Additionally, identifying non-cooked users by the IP address & user agent string in combination may over or understate the number of individual people due to dynamic IP addressing.

Page Impressions/Views: The combination of one or more files presented to a viewer as a single document as a result of a single request received by the server. In effect, one request by a valid user should result in one Page Impression/ View being reported. The counted page impression may not necessarily be in focus or visible in the user's browser.

Cookie: A small piece of information (i.e., program code) that is stored on a browser for the purpose of identifying that browser during audience activity and between visits or sessions. Cookies are typically set to expire. Some cookies are intended to remain on the browser temporarily (for example, during a session) and some are persistent in that they are intended to be retained for longer periods.

Browser: A software program running on an Internet enabled device that can request, load and display documents available on the World Wide Web. In our definition, it is assumed that a "human being" is operating the browser manually and viewing the page.

Web Site Usage reports on the following URL Address(s):

jobview.toledoblade.monster.com
my.toledoblade.monster.com
theblade.theexternet.com
toedit.sx.atl.publicus.com
toledoblade.com

toledoblade.monster.com
www.gadzoo.com/toledoblade/
www.toledoblade.com
www.yoursourceblade.com

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

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April, 2009

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01-3695-0

Calendar Quarter Ended	Morning														Morning		
	Sun	Cmbd Avg		Mon	Tue	Wed	Thu	Fri	Sat	Days (Mon.-Sat.)		Days	Days	Days	Days	Days	Days
December 31, 2004	178,274																135,730
March 31, 2005	175,251																132,319
June 30, 2005	177,187																133,732
September 30, 2005	173,840																133,270
December 31, 2005	171,572	131,117		129,438	128,194	126,605	131,045	140,259	142,355								
March 31, 2006	164,100	127,469		126,398	125,959	123,143	125,388	136,414	136,999								
June 30, 2006	164,723	125,843		127,694	123,845	122,077	123,630	131,968	135,649								
September 30, 2006	161,368	120,346		118,807	120,110	117,457	118,630	126,723	133,024								
December 31, 2006	156,344	130,469		114,563	141,493	138,536	139,827	117,925	123,296								
March 31, 2007	152,491	121,442		114,300	111,751	108,454	137,124	135,581	118,398								
June 30, 2007	150,217	119,751		111,897	111,682	109,561	133,152	132,461	117,920								
September 30, 2007	149,848	120,536		111,904	111,634	113,017	133,395	132,731	121,298								
December 31, 2007	149,073	10	121,350	63	115,131	13	114,792	13	112,211	12	134,299	12	130,611	13	117,876	13	
March 31, 2008	145,594	12	118,570	65	113,776	13	115,083	13	108,717	13	128,462	13	126,810	13	114,891	13	
June 30, 2008	146,888	13	116,989	65	109,571	13	111,233	13	109,538	13	127,902	13	126,699	13	117,590	13	
September 30, 2008	141,508	13	113,186	66	107,085	13	107,239	14	106,299	13	123,163	13	122,602	13	115,005	13	