



Audit Bureau
of Circulations

**Audit Report
Newspaper**

THE BLADE

Toledo (Lucas County), Ohio

12 months ended September 30, 2010

	Morning							
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
1. TOTAL AVERAGE PAID CIRCULATION	142,382	115,998	111,099	111,467	110,882	123,862	122,532	117,092
<i>Core Newspaper with replica electronic</i>	142,382	115,998	111,099	111,467	110,882	123,862	122,532	117,092
Core Newspaper	119,460	93,045	88,165	88,530	87,892	100,861	99,625	94,183
Electronic Editions (See Par. 6B)	22,922	22,953	22,934	22,937	22,990	23,001	22,907	22,909
Other Unique Editions	0	0	0	0	0	0	0	0
Total Average Paid Circulation	142,382	115,998	111,099	111,467	110,882	123,862	122,532	117,092
1A. AVERAGE PAID CIRCULATION - Core Newspaper Paid for by Individual Recipients								
Home Delivery and Mail	86,372	75,320	70,504	70,567	70,597	82,474	82,315	79,498
Intermittent Subscriptions	796	124	388	0	0	123	107	0
Single Copy Sales	29,717	12,629	12,037	12,703	12,699	13,000	12,697	12,247
Total Average Paid by Individual Recipient Circulation - Core Newspaper	116,885	88,073	82,929	83,270	83,296	95,597	95,119	91,745
Other Paid Circulation: (See Par. 6A)								
Single Copy Sales	0	0	0	0	0	0	0	0
Educational Programs	199	2,706	2,976	2,993	2,333	2,977	2,248	68
Employee/Independent Contractor	1,900	1,900	1,900	1,900	1,900	1,900	1,900	1,900
Third Party Sales	143	149	136	138	137	149	188	143
Third Party Sales - Payment made with barter (See Par. 6B)	333	217	224	229	226	238	170	327
Subtotal	2,575	4,972	5,236	5,260	4,596	5,264	4,506	2,438
Total Average Paid Circulation - Core Newspaper	119,460	93,045	88,165	88,530	87,892	100,861	99,625	94,183
Total Paid Circulation - Electronic Editions	22,922	22,953	22,934	22,937	22,990	23,001	22,907	22,909
Total Paid Circulation - Other Unique Editions	0	0	0	0	0	0	0	0
TOTAL AVERAGE PAID CIRCULATION	142,382	115,998	111,099	111,467	110,882	123,862	122,532	117,092
Other Audited Circulation (Optional)	0	0	0	0	0	0	0	0
Total Circulation (Optional)	0	0	0	0	0	0	0	0
Days Omitted from Averages (See Par. 6B)	1		None of record	None of record	None of record	None of record	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 2010
DMA Readers	316,282	225,847	408,265	DMA Readers	79,195	122,136	DMA Audience	426,504	442,731	Total Unique Cookies	873,693
Reach	38.8%	27.7%	50.1%	Reach	9.7%	15.0%	Reach	52.3%	54.3%	Page Impressions/ Views	8,554,392
NDM* Readers	303,690	225,167	379,616	NDM* Readers	76,427	118,917	NDM* Audience	393,127	405,908	Source: Adobe SiteCatalyst, powered by Omniure, See Explanatory	
Reach	49.6%	36.8%	62.0%	Reach	12.5%	19.4%	Reach	64.2%	66.3%		

Source: Scarborough, 2010, Release 1, See Explanatory

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

	Morning							
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
City Zone								
Home Delivery and Mail (See Par. 6B)	63,842	56,661	53,514	53,620	53,649	61,282	61,149	57,255
Intermittent Subscriptions (See Par. 6B)	612	99	312			97	84	
Single Copy Sales (Individual)	19,837	8,724	8,154	8,838	8,811	8,992	8,820	8,276
Educational Programs	171	2,161	2,440	2,398	1,866	2,343	1,756	64
Employee/Independent Contractor	1,750	1,750	1,750	1,750	1,750	1,750	1,750	1,750
Third Party Sales	65	130	126	126	126	136	136	66
Third Party Sales - Payment made with barter		200	208	212	209	220	153	
Electronic Editions	22,849	22,878	22,858	22,861	22,914	22,924	22,834	22,836
Total City Zone	109,126	92,603	89,362	89,805	89,325	97,744	96,682	90,247
Retail Trading Zone								
Home Delivery and Mail (See Par. 6B)	22,150	18,277	16,618	16,573	16,573	20,798	20,772	21,833
Intermittent Subscriptions (See Par. 6B)	180	24	74			26	22	
Single Copy Sales (Individual)	9,532	3,646	3,623	3,602	3,631	3,749	3,623	3,768
Educational Programs	28	538	529	588	460	627	486	4
Employee/Independent Contractor	150	150	150	150	150	150	150	150
Third Party Sales	78	19	10	12	11	13	52	77
Third Party Sales - Payment made with barter	333	17	16	17	17	18	17	327
Electronic Editions	73	75	76	76	76	77	73	73
Total Retail Trading Zone	32,524	22,746	21,096	21,018	20,918	25,458	25,195	26,232
Total City Zone & Retail Trading Zone	141,650	115,349	110,458	110,823	110,243	123,202	121,877	116,479
All Other								
Home Delivery and Mail (See Par. 6B)	380	382	372	374	375	394	394	410
Intermittent Subscriptions (See Par. 6B)	4	1	2				1	
Single Copy Sales (Individual)	348	259	260	263	257	259	254	203
Educational Programs		7	7	7	7	7	6	
Total All Other	732	649	641	644	639	660	655	613
Total Average Paid Circulation	142,382	115,998	111,099	111,467	110,882	123,862	122,532	117,092

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									
	#1-1-10 Est. 480,080	196,111	109,126	76.7	55.6%	92,603	79.8	47.2%	90,247	77.1	46.0%
Retail Trading Zone	2000 Census 773,975	290,020									
	#1-1-10 Est. 780,533	301,359	32,524	22.8	10.8%	22,746	19.6	7.5%	26,232	22.4	8.7%
Total City & Retail Trading Zones	2000 Census 1,268,231	488,660									
	#1-1-10 Est. 1,260,613	497,470	141,650	99.5	28.5%	115,349	99.4	23.2%	116,479	99.5	23.4%
All Other			732	0.5		649	0.6		613	0.5	
Total Paid			142,382	100.0%		115,998	100.0%		117,092	100.0%	

#Source: The Nielsen Company (U.S.), Inc. (See Par. 6B).

AUDIT STATEMENT

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

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

Calendar Quarter Ended	Morning							
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
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
December 31, 2008	138,805	114,318	109,645	110,109	106,772	124,024	120,301	110,031
March 31, 2009	132,579	107,475	101,713	105,409	101,496	115,066	113,230	103,783
June 30, 2009	131,816	101,689	95,688	96,893	96,062	110,550	109,252	102,761
September 30, 2009	135,721	106,572	102,335	102,393	101,125	113,990	113,438	110,253
December 31, 2009	148,492	120,331	114,990	115,090	113,691	129,577	127,597	120,919
March 31, 2010	140,294	114,993	110,023	110,909	109,899	123,074	121,681	114,752
June 30, 2010	140,674	114,964	110,593	110,446	110,278	122,209	121,295	116,404
September 30, 2010	139,937	113,657	108,795	109,422	109,656	120,349	119,549	116,282

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 Delivery & Mail	Single Copy Sales	Other Paid	Electronic and Other Unique Editions			
Sun	2010	64,454	19,837	1,986	22,849	109,126	22,330	9,532	589	73	32,524	142,382
	2009	69,618	19,291	3,513	2,374	94,796	28,566	10,205	534		39,305	134,709
	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	30	104,594	33,333	12,219	1,142		46,876	152,289
	2006	87,141	22,073	3,449	31	112,694	36,748	14,095	889		51,732	165,334
Cmbd Avg (Mon.-Fri.)	2010	56,760	8,724	4,241	22,878	92,603	18,301	3,646	724	75	22,746	115,998
	2009	60,908	9,232	5,184	2,618	77,942	23,680	4,124	939		28,743	107,321
	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	24	87,211	28,489	5,412	1,120		35,021	123,050
	2006	71,793	13,216	5,771	32	90,812	27,707	5,904	903		34,514	126,196
Sat	2010	57,255	8,276	1,880	22,836	90,247	21,833	3,768	558	73	26,232	117,092
	2009	60,856	8,683	2,073	2,287	73,899	27,538	4,206	489		32,233	106,709
	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	25	80,604	32,440	5,602	833		38,875	120,230
	2006	76,600	12,371	3,429	32	92,432	36,759	6,228	793		43,780	137,035

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

Sun, May 16, 2010; Morning, May 13, 2010.

(OH's) Occupied Households - #1-1-10 The Nielsen Company (U.S.), 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:

City Zone	Sun	Morning	Cmbd Avg (Mon.-Fri.)
City Zone	0.9% greater	1.3% greater	6.9% greater
Retail Trading Zone	13.6% greater	13.8% greater	27.4% greater
All Other	104.5% greater	81.1% greater	84.1% greater
GRAND TOTAL	1.2% greater	4.3% greater	6.0% 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								
	Core Newspaper									Core Newspaper					Thu Avg. Proj. Pd. Circ.*	Cmbd Avg (Mon.-Fri.) Avg. Proj. Pd. Circ.*	Hshld. Cov.	
	OH's #1-1-10 Estimate	Individually Paid.	Other Paid	Total Core Nwsp.	Electronic Editions	Unique Editions	Total Paid.	Avg. Proj. Pd. Circ.*	Hshld. Cov.	Individually Paid.	Other Paid	Total Core Nwsp.	Electronic Editions	Unique Editions				Total Paid.
INDIANA																		
STEUBEN	13,008	59		59	1		60	29	0.2%	38		38	1		39	22	21	0.2%
MICHIGAN																		
BRANCH	16,000	40		40			40	20	0.1%	25		25			25	14	14	0.1%
HILLSDALE	17,423	370		370			370	181	1.0%	207		207			207	114	112	0.6%
JACKSON	59,222	58		58			58	28	0.0%	36		36			36	20	20	0.0%
LENAWEE	37,366	1,755		1,755			1,755	1,545	4.1%	1,425	10	1,435			1,435	1,261	1,127	3.0%
MONROE	57,969	7,655		7,655	31		7,686	7,324	12.6%	6,626	135	6,761	31		6,792	6,429	5,971	10.3%
WASHTENAW	136,353	59		59			59	29	0.0%	76		76			76	42	41	0.0%
WAYNE	703,854	123		123			123	60	0.0%	138		138			138	76	75	0.0%
TOTAL IN MICHIGAN		10,060		10,060	31		10,091	9,187		8,533	145	8,678	31		8,709	7,956	7,360	
OHIO																		
ALLEN	41,127	183		183			183	89	0.2%	156		156			156	86	85	0.2%
DEFIANCE	15,314	629		629	2		631	556	3.6%	556	25	581	2		583	512	458	3.0%
ERIE	31,757	215		215			215	156	0.5%	128		128			128	103	93	0.3%
FRANKLIN	471,874	14		14			14	7	0.0%	73		73			73	40	40	0.0%
FULTON	16,050	5,609		5,609	1		5,610	4,939	30.8%	4,374	152	4,526	1		4,527	3,978	3,554	22.1%
HANCOCK	30,426	2,712		2,712			2,712	2,388	7.8%	1,648		1,648			1,648	1,448	1,294	4.3%
HENRY	11,031	1,967		1,967			1,967	1,732	15.7%	1,501	122	1,623			1,623	1,426	1,274	11.5%
HURON	22,866	173		173			173	85	0.4%	101	10	111			111	61	60	0.3%
LUCAS	178,208	75,022	2,047	77,069	22,070		99,139	97,814	54.9%	62,584	5,233	67,817	22,070		89,887	88,381	83,587	46.9%
OTTAWA	16,892	3,884		3,884	34		3,918	3,450	20.4%	3,038	101	3,139	34		3,173	2,788	2,491	14.7%
PAULDING	7,591	97		97			97	47	0.6%	42		42			42	23	23	0.3%
PUTNAM	12,618	156		156			156	137	1.1%	128		128			128	112	100	0.8%
SANDUSKY	23,903	2,803		2,803			2,803	2,468	10.3%	2,179	140	2,319			2,319	2,038	1,821	7.6%

State County	Sun							Morning							Thu Avg. Proj. Pd. Circ.*	Cmbd Avg (Mon.-Fri.) Avg. Proj. Pd. Circ.*	Hshld. Cov.	
	OH's #1-1-10 Estimate	Core Newspaper		Total Core Nwsp.	Electronic Editions	Unique Editions	Total Paid.	Avg. Proj. Pd. Circ.*	Hshld. Cov.	Individually Paid.	Other Paid	Total Core Nwsp.	Electronic Editions	Unique Editions				Total Paid.
OHIO (Cont'd)																		
SENECA	21,920	1,357		1,357			1,357	1,195	5.5%	949	56	1,005			1,005	883	789	3.6%
WILLIAMS	15,026	1,367	5	1,372	1		1,373	1,209	8.0%	956	50	1,006	1		1,007	885	791	5.3%
WOOD	48,784	17,377	25	17,402	67		17,469	16,456	33.7%	13,241	223	13,464	67		13,531	12,753	11,819	24.2%
WYANDOT	8,881	370		370			370	326	3.7%	219	30	249			249	219	195	2.2%
Miscellaneous Counties		175		175	1		176	86		205		205	1		206	117	113	
TOTAL IN OHIO		114,110	2,077	116,187	22,176		138,363	133,140		92,078	6,142	98,220	22,176		120,396	115,853	108,587	
All Other					57		57	26					56		56	31	30	
GRAND TOTAL		124,229	2,077	126,306	22,265		148,571	142,382		100,649	6,287	106,936	22,264		129,200	123,862	115,998	

#County population and occupied household estimates appearing in ABC reports are obtained from The Nielsen Company (U.S.), Inc. Estimates for ABC 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 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:

Analysis optional and not made.

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

SOURCE - U.S. ZIP Code Directory, #1-1-09 The Nielsen Company (U.S.), Inc., See Par. 6B.

STATE ZIP Code	Sun					Morning					Cmbd Avg (Mon.-Fri.) Avg. Proj. Pd. Circ.	Hshld. Cov.			
	OH's #1-1-10 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.	
43215	Columbus	6,616	14	14			14	13	0.2%	73		73	70	66	1.0%
43316	Carey	2,356	161	161			161	154	6.5%	74		74	71	66	2.8%
43351	Upper Sandusky	4,057	184	184			184	176	4.3%	129	30	159	152	143	3.5%
43402	Bowling Green	13,397	2,990	2,990	1		2,991	2,866	21.4%	2,076	20	2,096	2,010	1,883	14.1%
43406	Bradner	793	89	89			89	85	10.7%	74		74	71	66	8.3%
43410	Clyde	3,872	241	241			241	231	6.0%	171		171	164	154	4.0%
43412	Curtice	1,788	736	736	1		737	706	39.5%	621		621	596	558	31.2%
43413	Cygnnet	726	71	71			71	68	9.4%	48		48	46	43	5.9%
43416	Elmore	1,206	399	399			399	382	31.7%	365		365	350	328	27.2%
43420	Fremont	12,592	1,532	1,532			1,532	1,468	11.7%	1,163	50	1,213	1,163	1,089	8.7%
43430	Genoa	1,846	974	974	1		975	934	50.6%	699	85	784	753	705	38.2%
43431	Gibsonburg	1,742	399	399			399	382	21.9%	306	15	321	308	288	16.5%
43432	Graytown	508	243	243			243	233	45.9%	136		136	130	122	24.0%
43435	Helena	567	56	56			56	54	9.5%	52		52	50	47	8.3%
43440	Lakeside- Marblehead	1,939	166	166			166	159	8.2%	117		117	112	105	5.4%
43442	Lindsey	393	38	38			38	36	9.2%	39		39	37	35	8.9%
43443	Luckey	666	156	156			156	150	22.5%	150		150	144	135	20.3%
43445	Martin	640	143	143			143	137	21.4%	138		138	132	124	19.4%
43447	Millbury	1,341	527	527			527	505	37.7%	474	35	509	488	457	34.1%
43449	Oak Harbor	3,473	801	801			801	768	22.1%	649		649	622	583	16.8%
43450	Pemberville	1,554	441	441			441	423	27.2%	336	18	354	339	318	20.5%
43451	Portage	504	85	85			85	81	16.1%	57		57	55	51	10.1%
43452	Port Clinton	6,016	684	684	32		716	686	11.4%	522	16	538	546	512	8.5%
43456	Put-In-Bay	353	35	35			35	34	9.6%	18		18	17	16	4.5%
43457	Rising Sun	693	97	97			97	93	13.4%	59		59	57	53	7.7%
43460	Rossford	2,698	1,357	1,357	60		1,417	1,358	50.3%	1,143	10	1,153	1,163	1,089	40.4%
43462	Rudolph	535	48	48			48	46	8.6%	43		43	41	39	7.3%
43463	Stony Ridge		124	124			124	119		94		94	90	84	
43465	Walbridge	2,334	865	865			865	829	35.5%	763		763	731	685	29.4%
43466	Wayne	923	158	158			158	151	16.4%	89		89	85	80	8.7%

STATE ZIP Code	Sun										Morning							
	Core Newspaper					Core Newspaper					Core Newspaper					Cmbd Avg (Mon.-Fri.)		
	OH's #1-1-10 Estimate	Individually Paid	Other Paid	Total Core Nwsp.	Electronic Editions	Unique Editions	Total Paid	Avg. Proj. Pd. Circ.	Hshld. Cov.	Individually Paid	Other Paid	Total Core Nwsp.	Electronic Editions	Unique Editions	Total Paid	Thu Avg. Proj. Pd. Circ.	Avg. Proj. Pd. Circ.	Hshld. Cov.
OHIO (Cont'd)																		
43468	Williston		45	45			45	43		47		47			47	45	42	
43469	Woodville	1,244	418	418			418	401	32.2%	340		340			340	326	305	24.5%
43502	Archbold	2,835	561	561			561	538	19.0%	494	30	524			524	502	470	16.6%
43504	Berkey	434	209	209			209	200	46.1%	181		181			181	174	163	37.6%
43506	Bryan	6,067	574	574			574	550	9.1%	407		407			407	390	365	6.0%
43511	Custar	579	50	50			50	48	8.3%	48		48			48	46	43	7.4%
43512	Defiance	11,473	625	625	2		627	601	5.2%	556	25	581	2		583	559	523	4.6%
43515	Delta	3,061	974	974			974	933	30.5%	779		779			779	747	699	22.8%
43516	Deshler	1,245	150	150			150	144	11.6%	114		114			114	109	102	8.2%
43517	Edgerton	1,374	38	38			38	36	2.6%	40		40			40	38	36	2.6%
43518	Edon	1,132	51	51			51	49	4.3%	33	25	58			58	56	52	4.6%
43521	Fayette	1,096	267	267			267	256	23.4%	207		207			207	198	186	17.0%
43522	Grand Rapids	1,546	389	389			389	373	24.1%	297		297			297	285	267	17.3%
43524	Hamler	530	64	64			64	61	11.5%	40	72	112			112	107	101	19.1%
43525	Haskins	183	95	95			95	91	49.7%	59		59			59	57	53	29.0%
43527	Holgate	853	64	64			64	61	7.2%	45		45			45	43	40	4.7%
43528	Holland	6,193	3,532	3,532	2		3,534	3,387	54.7%	2,658	55	2,713	2		2,715	2,603	2,438	39.4%
43532	Liberty Center	1,490	374	374			374	358	24.0%	274	20	294			294	282	264	17.7%
43533	Lyons	576	236	236			236	226	39.2%	173		173			173	166	155	26.9%
43534	McClure	637	139	139			139	133	20.9%	83		83			83	80	75	11.8%
43535	Malinta	299	57	57			57	55	18.4%	49		49			49	47	44	14.7%
43537	Maumee	10,559	5,933	15	5,948	51	5,999	5,749	54.5%	5,237	57	5,294	51		5,345	5,124	4,799	45.5%
43540	Metamora	475	236	236			236	226	47.6%	174	60	234			234	224	210	44.2%
43542	Monclova	988	518	518	2		520	498	50.4%	480		480	1		481	461	432	43.7%
43543	Montpelier	3,096	335	335			335	321	10.4%	246		246			246	236	221	7.1%
43545	Napoleon	5,683	1,102	1,102			1,102	1,056	18.6%	882	30	912			912	874	819	14.4%
43551	Perrysburg	13,620	7,458	7,458	4		7,462	7,151	52.5%	5,906	90	5,996	4		6,000	5,752	5,387	39.6%
43554	Pioneer	1,073	150	150			150	144	13.4%	86		86			86	82	77	7.2%
43557	Stryker	1,090	81	5	86		86	82	7.5%	43	25	68			68	65	61	5.6%
43558	Swanton	5,419	1,985	1,985	2		1,987	1,904	35.1%	1,692	47	1,739	2		1,741	1,669	1,563	28.8%
43560	Sylvania	11,222	6,815	6,815	4		6,819	6,535	58.2%	5,697	339	6,036	4		6,040	5,790	5,423	48.3%
43565	Tontogany		26	25	51		51	49		17		17			17	16	15	
43566	Waterville	2,649	1,615	1,615			1,615	1,548	58.4%	1,284		1,284			1,284	1,231	1,153	43.5%
43567	Wauseon	5,002	1,545	1,545			1,545	1,481	29.6%	1,085	15	1,100			1,100	1,055	988	19.8%

43569	Weston	1,221	176		176	1		177	170	13.9%	119		119	1		120	115	108	8.9%
43570	West Unity	1,266	110		110	1		111	106	8.4%	76		76	1		77	74	69	5.5%
43571	Whitehouse	2,465	1,468		1,468			1,468	1,407	57.1%	1,064	85	1,149			1,149	1,102	1,032	41.9%
43402	Toledo	13,397	109	10	119			119	114	0.9%	90	15	105			105	101	94	0.7%
43604	Toledo	4,884	575	12	587			587	563	11.5%	797	167	964			964	924	865	17.7%
43605	Toledo	10,454	2,863		2,863			2,863	2,744	26.3%	2,375	300	2,675			2,675	2,564	2,402	23.0%
43606	Toledo	10,464	4,104		4,104	65		4,169	3,995	38.2%	3,667	184	3,851	65		3,916	3,754	3,516	33.6%
43607	Toledo	9,641	2,250		2,250			2,250	2,156	22.4%	1,983	132	2,115			2,115	2,028	1,899	19.7%
43608	Toledo	5,901	1,771	20	1,791			1,791	1,716	29.1%	1,563	195	1,758			1,758	1,685	1,578	26.7%
43609	Toledo	9,417	2,503		2,503			2,503	2,399	25.5%	1,956	67	2,023			2,023	1,939	1,816	19.3%
43610	Toledo	2,134	494		494			494	473	22.2%	596	111	707			707	678	635	29.8%
43611	Toledo	7,810	3,408		3,408	1		3,409	3,267	41.8%	2,884	160	3,044	1		3,045	2,919	2,734	35.0%
43612	Toledo	12,240	4,933		4,933	1		4,934	4,728	38.6%	3,903	115	4,018	1		4,019	3,853	3,608	29.5%
43613	Toledo	13,504	6,414		6,414	103		6,517	6,246	46.3%	4,830	570	5,400	104		5,504	5,277	4,942	36.6%
43614	Toledo	13,200	6,403	10	6,413	160		6,573	6,299	47.7%	5,206	117	5,323	160		5,483	5,256	4,923	37.3%
43615	Toledo	17,689	6,676		6,676	2		6,678	6,400	36.2%	5,409	216	5,625	2		5,627	5,395	5,052	28.6%
43616	Oregon	7,985	4,814		4,814	1		4,815	4,614	57.8%	3,943	138	4,081	1		4,082	3,913	3,665	45.9%
43617	Toledo	2,960	1,870		1,870	1		1,871	1,793	60.6%	1,590		1,590	1		1,591	1,525	1,428	48.2%
43619	Northwood	2,979	1,908		1,908			1,908	1,829	61.4%	1,304	50	1,354			1,354	1,298	1,216	40.8%
43620	Toledo	2,400	416		416			416	399	16.6%	389	20	409			409	392	367	15.3%
43623	Toledo	9,002	4,514	80	4,594	122		4,716	4,520	50.2%	4,043	290	4,333	122		4,455	4,271	4,000	44.4%
43660	Toledo		188	1,900	2,088	21,595		23,683	22,696		208	1,900	2,108	21,595		23,703	22,724	21,281	
44809	Bascom		33		33			33	32		6		6			6	6	5	
44811	Bellevue	5,030	128		128			128	123	2.5%	98		98			98	94	88	1.8%
44815	Bettsville		45		45			45	43		28		28			28	27	25	
44817	Bloomdale	614	39		39			39	37	6.0%	29		29			29	28	26	4.2%
44830	Fostoria	8,056	858		858			858	822	10.2%	570		570			570	546	512	6.4%
44839	Huron	5,281	33		33			33	32	0.6%	5		5			5	5	4	0.1%
44841	Kansas	417	18		18			18	17	4.1%	14	75	89			89	85	80	19.2%
44857	Norwalk	9,229	93		93			93	89	1.0%	53	10	63			63	60	57	0.6%
44870	Sandusky	17,451	168		168			168	161	0.9%	119		119			119	114	107	0.6%
44883	Tiffin	11,749	560		560			560	537	4.6%	405	56	461			461	442	414	3.5%
45804	Lima	6,625	25		25			25	24	0.4%	29		29			29	28	26	0.4%
45805	Lima	9,667	32		32			32	31	0.3%	25		25			25	24	22	0.2%
45817	Bluffton	2,376	77		77			77	74	3.1%	57		57			57	55	51	2.2%
45840	Findlay	21,852	2,434		2,434			2,434	2,333	10.7%	1,501		1,501			1,501	1,439	1,348	6.2%
45856	Leipsic	1,861	50		50			50	48	2.6%	33		33			33	32	30	1.6%
45858	McComb	1,240	74		74			74	71	5.7%	37		37			37	35	33	2.7%
45867	Mount Blanchard	498	25		25			25	24	4.8%	2		2			2	2	2	0.4%
45872	North Baltimore	1,730	221		221			221	212	12.3%	117		117			117	112	105	6.1%
45875	Ottawa	4,077	70		70			70	67	1.6%	61		61			61	58	55	1.4%

STATE ZIP Code	Sun							Morning							Cmbd Avg (Mon.-Fri.) Avg. Proj. Pd. Circ.	Hshld. Cov.		
	OH's #1-1-10 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.
<u>OHIO (Cont'd)</u>																		
45879 Paulding	2,457	96		96			96	92	3.7%	41		41			41	39	37	1.5%
45889 Van Buren	557	44		44			44	42	7.5%	26		26			26	25	23	4.1%
Miscellaneous ZIP Codes		495		495	1		496	475		396		396	1		397	381	356	
<u>INDIANA</u>																		
46703 Angola	7,073	39		39	1		40	38	0.5%	25		25	1		26	25	23	0.3%
Miscellaneous ZIP Codes		20		20			20	19		13		13			13	12	12	
<u>MICHIGAN</u>																		
48108 Ann Arbor	11,320	59		59			59	57	0.5%	76		76			76	73	68	0.6%
48131 Dundee	2,710	149		149			149	143	5.3%	131		131			131	126	118	4.4%
48133 Erie	2,282	532		532			532	510	22.4%	495		495			495	475	444	19.5%
48140 Ida	1,108	135		135			135	129	11.6%	107		107			107	103	96	8.7%
48144 Lambertville	3,812	1,959		1,959			1,959	1,877	49.2%	1,538		1,538			1,538	1,474	1,381	36.2%
48145 La Salle	1,305	92		92			92	88	6.7%	90		90			90	86	81	6.2%
48157 Luna Pier	626	83		83			83	80	12.8%	79		79			79	76	71	11.3%
48161 Monroe	10,156	367		367	1		368	353	3.5%	348	25	373	1		374	359	336	3.3%
48162 Monroe	11,506	294		294			294	282	2.5%	270	20	290			290	278	260	2.3%
48166 Newport	4,283	18		18			18	17	0.4%	26		26			26	25	23	0.5%
48182 Temperance	7,880	3,080		3,080	2		3,082	2,954	37.5%	2,671	50	2,721	2		2,723	2,610	2,445	31.0%
48183 Trenton	15,809	66		66			66	63	0.4%	74		74			74	71	66	0.4%
Woodhaven																		
49036 Coldwater	8,768	40		40			40	38	0.4%	25		25			25	24	22	0.3%
49221 Adrian	15,045	534		534			534	512	3.4%	486	10	496			496	476	445	3.0%
49228 Blissfield	2,169	397		397			397	380	17.5%	330		330			330	316	296	13.7%
48230 Brooklyn	6,117	37		37			37	35	0.6%	25		25			25	24	22	0.4%
49232 Camden	954	85		85			85	81	8.5%	41		41			41	39	37	3.9%
49238 Deerfield	555	90		90			90	86	15.5%	64		64			64	61	57	10.3%
49242 Hillsdale	5,599	126		126			126	121	2.2%	79		79			79	76	71	1.3%
49247 Hudson	2,244	93		93			93	89	4.0%	65		65			65	62	58	2.6%
49248 Jasper	299	57		57			57	55	18.4%	33		33			33	32	30	10.0%
49253 Manitou Beach	1,276	95		95			95	91	7.1%	75		75			75	72	67	5.3%
49256 Morenci	1,528	141		141			141	135	8.8%	96		96			96	92	86	5.6%

49265	Onstead	1,870	42	42		42	40	2.1%	25		25		25	24	22	1.2%
49266	Osseo	1,123	41	41		41	39	3.5%	31		31		31	30	28	2.5%
49267	Ottawa Lake	1,445	538	538		538	516	35.7%	501	40	541		541	519	486	33.6%
49270	Petersburg	2,139	397	397	28	425	407	19.0%	359		359	28	387	371	347	16.2%
49274	Reading	1,249	42	42		42	40	3.2%	27		27		27	26	24	1.9%
49276	Riga	337	82	82		82	79	23.4%	77		77		77	74	69	20.5%
49286	Tecumseh	5,687	119	119		119	114	2.0%	94		94		94	90	84	1.5%
49288	Waldron	494	37	37		37	35	7.1%	14		14		14	13	13	2.6%
Miscellaneous ZIP Codes			233	233	17	250	244		181		181	16	197	192	179	
GRAND TOTAL		124,229	2,077	126,306	22,265	148,571	142,382		100,649	6,287	106,936	22,264	129,200	123,862	115,998	

4. BASIC PRICES:

	By Home Delivery 52 Wks./1 Yr.	Single Copy	By Mail 52 Wks./1 Yr.
M & S			
to 07/12/10	\$160.68		\$341.22
since 07/12/10	164.32		341.22
M only			
to 07/12/10	91.52	75¢	237.12
since 07/12/10	94.64	\$1.00	237.12
CW (City Weekender)*			
to 07/12/10	131.04		
since 07/12/10	132.08		
Thu, Fri, Sat & S			
to 07/12/10	128.96		
since 07/12/10	131.04		
Thu, Fri, & S			
to 07/12/10	117.52		
since 07/12/10	119.08		
S only			
to 07/12/10	126.88	2.00	113.36
since 07/12/10	127.92	2.00	113.36

MOTOR ROUTE:

M & S	
to 07/12/10	\$176.80
since 07/12/10	180.44
M only	
to 07/12/10	107.12
since 07/12/10	110.24
Weekender*	
to 07/12/10	128.96
since 07/12/10	130.00
Thu, Fri, Sat & S	
to 07/12/10	135.20
since 07/12/10	137.28
Thu, Fri, & S	
to 07/12/10	122.20
since 07/12/10	123.76
S only	
to 07/12/10	128.96
since 07/12/10	130.00

*includes Saturday and Sunday issues

5. ANALYSIS OF HOME DELIVERY AND MAIL INDIVIDUALLY PAID CIRCULATION BY PRICE CATEGORY:

Newspapers will report subscription circulation above and below 25 percent of basic price. This reporting is only required if more than five percent of a newspaper's subscription circulation falls into the less than 25 percent of basic price category.

This information will not appear in Paragraph 5 of newspaper reports. Instead, the data will be reported in a secure, password-protected area of ABC's Web site.

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	85	2,565	2,839	2,841	2,190	2,829	2,121	27
Registered College Student Copies (See Par. 6B)	114	141	137	152	143	148	127	41
Employee/Independent Contractor	1,900	1,900	1,900	1,900	1,900	1,900	1,900	1,900
Third Party Sales								
Hospitals and Nursing Homes - Available for patients/hospital staff	65	65	65	65	65	65	66	
School Copies - Available for students		74	71	73	61	84	85	66
Social Functions - Available for patrons	78	10			11		37	77
Third Party Sales - Payment made with barter (See Par. 6B)								
School Copies - Available for students		196	224	229	226	238	65	
Social Functions - Available for patrons	333	21					105	327
Total Other Paid Circulation - Core Newspaper	2,575	4,972	5,236	5,260	4,596	5,264	4,506	2,438

6B. EXPLANATORY - OTHER:

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.

NON-PUBLISHING DAYS: No paper was issued on the following regular publishing days:

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

DESCRIPTION OF ELECTRONIC EDITION (See Par. 1): The Electronic Edition (replica) has the same content and advertising as the print edition. The Electronic Edition (replica) is located at www.toledoblade.com. Electronic Editions include the following distribution methods: Home Delivery & Mail; Educational Programs and Third Party Sales.

INTERMITTENT SUBSCRIPTIONS (See Par. 1A): 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 4, 2009 (Sunday)	2,401
October 11, 2009 (Sunday)	2,390
October 12, 2009 (Monday)	20,102
October 18, 2009 (Sunday)	2,364
October 25, 2009 (Sunday)	2,339
November 1, 2009 (Sunday)	2,313
November 8, 2009 (Sunday)	2,281
November 15, 2009 (Sunday)	2,262
November 22, 2009 (Sunday)	2,269
November 26, 2009 (Thursday)	6,495
November 29, 2009 (Sunday)	2,262
December 6, 2009 (Sunday)	2,206
December 13, 2009 (Sunday)	2,235
December 20, 2009 (Sunday)	2,230
December 25, 2009 (Friday)	5,537
December 27, 2009 (Sunday)	2,224
January 3, 2010 (Sunday)	2,156
January 10, 2010 (Sunday)	2,157

6B. EXPLANATORY - OTHER: (Continued)

January 17, 2010 (Sunday)	2,184
January 24, 2010 (Sunday)	2,172
January 31, 2010 (Sunday)	2,174

DAYS OMITTED FROM AVERAGES (See Par. 1A): 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:

April 4, 2010 (Sunday)	130,995
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REGISTERED COLLEGE STUDENT PROGRAM (See Par. 1A): Included in Educational Programs are copies that were sold to schools for registered students during the fall semester. According to the Office of Admissions and Records at each school, enrollment was as follows:

University/College	Student Enrollment
Bowling Green State University	17,705
The University of Toledo	23,085

MARKET DESCRIPTION: Zone Reporting for this newspaper is defined as:

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.

(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.

CREDIT AND ARREARS ALLOWANCE: Included in Home Delivery and Mail is an average of the following:

	City Zone	Retail Trading Zone	All Other
Sun	1,648	571	10
Cmbd Avg (Mon.-Fri.) & Sat	1,664	553	11

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.

MARKET PENETRATION (See Par. 2): County population and occupied household estimates appearing in ABC reports are obtained from The Nielsen Company (U.S.), Inc. Estimates for ABC 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.

THIRD PARTY BARTER SUMMARY (See Par. 6A):

Description of Sale	Barter Good or Service	Total Copies Sold	Value of Barter Good/Service
School Copies - Available for students	Owens Community College tickets	70,616	\$5,436.84
Social Functions - Available for patrons	Raceway tickets	34,000	\$23,375.00

PUBLISHER'S RETURN POLICY: Fully Returnable.

6B. EXPLANATORY - OTHER: (Continued)

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

	City Zone	Retail Trading Zone	All Other
Sun	3.6%	7.3%	21.2%
Cmbd Avg (Mon.-Fri.)	3.3%	6.4%	17.7%
Sat	3.1%	5.7%	20.7%

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

EDITION ADVERTISING POLICY: 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	Arrears	Advertisers & Agencies	Complimentary, Sample, Service
Sun			2,848
Cmbd Avg (Mon.-Fri.)			2,775
Mon			2,912
Tue			2,497
Wed			2,936
Thu			2,938
Fri			2,587
Sat			2,610

ELECTRONIC EDITIONS - Represents an analysis of average paid circulation for Electronic Editions during this reporting period.

	Morning							
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
TOTAL AVERAGE PAID CIRCULATION BY ELECTRONIC EDITIONS:	22,922	22,953	22,934	22,937	22,990	23,001	22,907	22,909
AVERAGE PAID CIRCULATION:								
Paid for by Individual Recipients								
Home Delivery and Mail - Electronic Editions	153	147	146	148	148	146	149	149
Single Copy Sales - Electronic Editions								
Subtotal	153	147	146	148	148	146	149	149
Other Paid Circulation								
Educational Programs - Electronic Editions	379	381	384	383	383	381	377	380
Third Party Sales - Electronic Editions	22,390	22,425	22,404	22,406	22,459	22,474	22,381	22,380
Subtotal	22,769	22,806	22,788	22,789	22,842	22,855	22,758	22,760
Total Average Paid Electronic Editions	22,922	22,953	22,934	22,937	22,990	23,001	22,907	22,909

6B. EXPLANATORY - OTHER: (Continued)

	Morning							
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
TOTAL AVERAGE PAID CIRCULATION BY ELECTRONIC EDITIONS:	22,922	22,953	22,934	22,937	22,990	23,001	22,907	22,909
City Zone								
Home Delivery and Mail - Electronic Editions	136	131	130	132	131	130	133	133
Single Copy Sales - Electronic Editions								
Educational Programs - Electronic Editions	323	322	324	323	324	320	320	323
Third Party Sales - Electronic Editions	22,390	22,425	22,404	22,406	22,459	22,474	22,381	22,380
Total City Zone	22,849	22,878	22,858	22,861	22,914	22,924	22,834	22,836
Retail Trading Zone								
Home Delivery and Mail - Electronic Editions	17	16	16	16	17	16	16	16
Single Copy Sales - Electronic Editions								
Educational Programs - Electronic Editions	56	59	60	60	59	61	57	57
Total Retail Trading Zone	73	75	76	76	76	77	73	73
Total City Zone & Retail Trading Zone	22,922	22,953	22,934	22,937	22,990	23,001	22,907	22,909
All Other								
Home Delivery and Mail - Electronic Editions								
Single Copy Sales - Electronic Editions								
Educational Programs - Electronic Editions								
Total All Other								
Total Average Paid Electronic Editions	22,922	22,953	22,934	22,937	22,990	23,001	22,907	22,909

DESCRIPTION OF ELECTRONIC EDITIONS (See Par. 1) - The Electronic Edition (replica) has the same content and advertising as the print edition. The Electronic Edition (replica) is located at www.toledoblade.com. Electronic Editions include the following distribution methods: Home Delivery and Mail; Educational Programs; Third Party Sales.

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, 2010:

There was an adjustment of -4.9% to Total Unique Cookies.

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

For Publisher's Statement period ended March 31, 2010:

There was an adjustment of -4.4% to Total Unique Cookies.

There was an adjustment -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.

6C. AUDIENCE FAX - EXPLANATORY: (Continued)

Web Site Usage Definitions:

Total Unique Cookies: This site employs a cookie-based method for reporting of a Unique. In the absence of a cookie a combination of the IP address and user agent string is used to establish a Unique. 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-cookie 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):

battle.toledoblade.com	toledoblade.shopmountain.com
directories.toledoblade.com	toledobladedata.com
home.toledoblade.monster.com	www.gadzoo.com/toledoblade/*
jobsearch.toledoblade.monster.com	www.legacy.com/*toledoblade/*
jobview.toledoblade.monster.com	www.ohmicars.com
my.toledoblade.monster.com	www.shoptoledonow.com
nl.newsbank.com/*product=tb*	www.toledoblade.com
toedit.sx.atl.publicus.com	www.toledoblade.monster.com
toledoblade.hosting.emarketsouth.com	www.toledobladedata.com
toledoblade.monster.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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Morning

Calendar Quarter Ended	Cmbd Avg		Mon		Tue		Wed		Thu		Fri		Sat			
	Sun	Days (Mon.-Fri.)	Days	Days	Days	Days	Days	Days	Days	Days	Days	Days	Days	Days		
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	
December 31, 2008	138,805		114,318		109,645		110,109		106,772		124,024		120,301		110,031	
March 31, 2009	132,579		107,475		101,713		105,409		101,496		115,066		113,230		103,783	
June 30, 2009	131,816		101,689		95,688		96,893		96,062		110,550		109,252		102,761	
September 30, 2009	135,721		106,572		102,335		102,393		101,125		113,990		113,438		110,253	
December 31, 2009	148,492	13	120,331	66	114,990	13	115,090	13	113,691	13	129,577	14	127,597	13	120,919	13
March 31, 2010	140,294	13	114,993	64	110,023	13	110,909	13	109,899	13	123,074	12	121,681	13	114,752	13
June 30, 2010	140,674	12	114,964	65	110,593	13	110,446	13	110,278	13	122,209	13	121,295	13	116,404	13
September 30, 2010	139,937	13	113,657	66	108,795	13	109,422	13	109,656	13	120,349	14	119,549	13	116,282	13