

# HONOLULU STAR-ADVERTISER

Honolulu (Honolulu County), Hawaii

12 months ended December 31, 2012

## AUDIT REPORT Newspaper

	Morning							
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
<b>EXECUTIVE SUMMARY</b>	<b>177,723</b>	<b>230,407</b>	<b>158,472</b>	<b>158,896</b>	<b>467,286</b>	<b>159,622</b>	<b>209,140</b>	<b>165,682</b>
<b>Honolulu Star-Advertiser</b>								
Print (See Par. 1A)	140,260	125,941	120,313	121,298	129,687	121,899	136,616	128,048
Digital Replica (See Par. 1B)	6,821	6,942	7,015	6,859	6,934	6,949	6,952	6,839
Digital Non-Replica (See Par. 1C)	30,642	30,833	31,144	30,739	30,750	30,774	30,757	30,795
<b>Total Circulation Excluding Branded Editions</b>	<b>177,723</b>	<b>163,716</b>	<b>158,472</b>	<b>158,896</b>	<b>167,371</b>	<b>159,622</b>	<b>174,325</b>	<b>165,682</b>
<b>Branded Editions</b>								
MidWeek - (See Par. 1D)		59,754			299,915			
Street Pulse - (See Par. 1E) (June 1, 2012 to December 31, 2012)		6,937					34,815	
<b>TOTAL AVERAGE CIRCULATION</b>	<b>177,723</b>	<b>230,407</b>	<b>158,472</b>	<b>158,896</b>	<b>467,286</b>	<b>159,622</b>	<b>209,140</b>	<b>165,682</b>

### TOTAL CONSUMER ACCOUNTS

Sun (Sun, August 19, 2012)	103,947
Daily (Fri, August 17, 2012)	103,717
See Par. 6	

### Audience Snapshot

PRINT READERSHIP: In Market				ONLINE READERSHIP: In Market			NET COMBINED AUDIENCE: In Market (unduplicated)			WEBSITE 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	Sept. 2012	
DMA				DMA			DMA			Total Unique Browsers	1,509,103
Readers	414,853	338,418	562,060	Readers	159,385	216,310	Audience	612,483	625,006	Page Impressions/ Views	14,349,212
Reach	40.0%	32.6%	54.2%	Reach	15.4%	20.8%	Reach	59.0%	60.2%	Source: Google Analytics, See Explanatory	
NDM*				NDM*			NDM*				
Readers	392,818	313,260	509,349	Readers	121,446	173,823	Audience	539,772	548,632		
Reach	54.1%	43.2%	70.2%	Reach	16.7%	24.0%	Reach	74.4%	75.6%		

Source: 2012 Release 1 Scarborough Report. Copyright 2012, Scarborough Research. All rights reserved.

### Publishing Plans

<b>Honolulu Star-Advertiser</b>	<p>Frequency: Daily</p> <p>Delivery Vehicle(s): Print, online, mobile</p> <p>Print Editions are distributed in broadsheet format.</p> <p>Digital Replica and Digital Non-Replica subscriptions are available for display of select newspaper content on personal computers, tablets, mobile/ smartphones and e-readers.</p> <p>Website(s): www.staradvertiser.com</p>
<b>MidWeek</b>	<p>Frequency: Wednesday</p> <p>Delivery Vehicle(s): Print</p> <p>Print editions are distributed in tabloid format.</p> <p>Website(s): www.midweek.com</p>
<b>Street Pulse</b>	<p>Frequency: Friday</p> <p>Delivery Vehicle(s): Print</p> <p>Print editions are distributed in tabloid format.</p> <p>Website(s): www.honolulustreetpulse.com</p>

# Honolulu Star-Advertiser

	Sun	Cmbd Avg (Mon.-Fri.)	Morning					
			Mon	Tue	Wed	Thu	Fri	Sat
<b>1A. HONOLULU STAR-ADVERTISER - PRINT</b>								
<b>Paid Circulation</b>								
<b>Individually Paid Circulation</b>								
Home Delivery and Mail	101,928	90,744	86,096	86,420	92,939	86,317	102,036	101,964
Single Copy Sales	24,379	14,083	13,389	13,593	14,496	14,129	14,823	12,368
<b>Total Average Individually Paid Circulation</b>	<b>126,307</b>	<b>104,827</b>	<b>99,485</b>	<b>100,013</b>	<b>107,435</b>	<b>100,446</b>	<b>116,859</b>	<b>114,332</b>
<b>Business/Traveler Paid Circulation</b>								
Hotel Distribution - Room/Lobby Copies	8,229	10,765	10,646	10,760	10,734	10,825	10,865	9,099
<b>Total Average Business/Traveler Paid Circulation</b>	<b>8,229</b>	<b>10,765</b>	<b>10,646</b>	<b>10,760</b>	<b>10,734</b>	<b>10,825</b>	<b>10,865</b>	<b>9,099</b>
<b>Total Average Paid Circulation - Print</b>	<b>134,536</b>	<b>115,592</b>	<b>110,131</b>	<b>110,773</b>	<b>118,169</b>	<b>111,271</b>	<b>127,724</b>	<b>123,431</b>
<b>Verified Circulation</b>								
<b>Home Delivery</b>								
Requested	216	207	209	209	210	202	205	212
Targeted	1,900	550	905	391	654	399	392	392
<b>Total Average Home Delivery</b>	<b>2,116</b>	<b>757</b>	<b>1,114</b>	<b>600</b>	<b>864</b>	<b>601</b>	<b>597</b>	<b>604</b>
<b>Single Copy</b>								
Educational Copies	333	5,324	4,824	5,646	6,346	5,809	4,002	190
Employee/Independent Contractor	783	828	801	851	851	801	838	718
Retail/Business	2,492	3,440	3,443	3,428	3,457	3,417	3,455	3,105
<b>Total Average Single Copy</b>	<b>3,608</b>	<b>9,592</b>	<b>9,068</b>	<b>9,925</b>	<b>10,654</b>	<b>10,027</b>	<b>8,295</b>	<b>4,013</b>
<b>Total Average Verified Circulation - Print</b>	<b>5,724</b>	<b>10,349</b>	<b>10,182</b>	<b>10,525</b>	<b>11,518</b>	<b>10,628</b>	<b>8,892</b>	<b>4,617</b>
<b>Total Average Paid &amp; Verified Circulation - Print</b>	<b>140,260</b>	<b>125,941</b>	<b>120,313</b>	<b>121,298</b>	<b>129,687</b>	<b>121,899</b>	<b>136,616</b>	<b>128,048</b>

# Honolulu Star-Advertiser

	Sun	Cmbd Avg (Mon.-Fri.)	Morning					
			Mon	Tue	Wed	Thu	Fri	Sat
<b>1B. HONOLULU STAR-ADVERTISER - DIGITAL REPLICA</b>								
<b>Paid Circulation</b>								
Subscription	1,953	1,970	1,962	1,967	1,973	1,973	1,976	1,967
<b>Total Average Paid Circulation - Digital Replica</b>	<b>1,953</b>	<b>1,970</b>	<b>1,962</b>	<b>1,967</b>	<b>1,973</b>	<b>1,973</b>	<b>1,976</b>	<b>1,967</b>
<b>Verified Circulation: Opt-in</b>								
Educational Copies	4,868	4,972	5,053	4,892	4,961	4,976	4,976	4,872
<b>Total Average Verified Circulation - Digital Replica</b>	<b>4,868</b>	<b>4,972</b>	<b>5,053</b>	<b>4,892</b>	<b>4,961</b>	<b>4,976</b>	<b>4,976</b>	<b>4,872</b>
<b>Total Average Paid &amp; Verified Circulation - Digital Replica</b>	<b>6,821</b>	<b>6,942</b>	<b>7,015</b>	<b>6,859</b>	<b>6,934</b>	<b>6,949</b>	<b>6,952</b>	<b>6,839</b>
<b>Total Average Circulation - Print &amp; Digital Replica</b>	<b>147,081</b>	<b>132,883</b>	<b>127,328</b>	<b>128,157</b>	<b>136,621</b>	<b>128,848</b>	<b>143,568</b>	<b>134,887</b>

## 1C. HONOLULU STAR-ADVERTISER - DIGITAL NON-REPLICA

<b>Paid Circulation</b>								
Restricted Access Website	22,451	22,469	22,461	22,457	22,469	22,489	22,471	22,478
<b>Total Average Paid Circulation - Digital Non-Replica</b>	<b>22,451</b>	<b>22,469</b>	<b>22,461</b>	<b>22,457</b>	<b>22,469</b>	<b>22,489</b>	<b>22,471</b>	<b>22,478</b>
<b>Verified Circulation</b>								
Restricted Access Website	1,816	1,812	1,822	1,804	1,803	1,816	1,817	1,819
Mobile/Smartphone	6,375	6,552	6,861	6,478	6,478	6,469	6,469	6,498
<b>Total Average Verified Circulation - Digital Non-Replica</b>	<b>8,191</b>	<b>8,364</b>	<b>8,683</b>	<b>8,282</b>	<b>8,281</b>	<b>8,285</b>	<b>8,286</b>	<b>8,317</b>
<b>Total Average Paid &amp; Verified Circulation - Digital Non-Replica</b>	<b>30,642</b>	<b>30,833</b>	<b>31,144</b>	<b>30,739</b>	<b>30,750</b>	<b>30,774</b>	<b>30,757</b>	<b>30,795</b>
<b>TOTAL AVERAGE CIRCULATION - PRINT &amp; DIGITAL REPLICA AND NON-REPLICA</b>	<b>177,723</b>	<b>163,716</b>	<b>158,472</b>	<b>158,896</b>	<b>167,371</b>	<b>159,622</b>	<b>174,325</b>	<b>165,682</b>

# MidWeek

		Morning						
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
<b>1D. MIDWEEK - PRINT</b>								
<b>Paid Circulation</b>								
<b>Individually Paid Circulation</b>								
Home Delivery and Mail		2			11			
<b>Total Average Individually Paid Circulation</b>		<b>2</b>			<b>11</b>			
<b>Total Average Paid Circulation - Print</b>		<b>2</b>			<b>11</b>			
<b>Verified Circulation</b>								
<b>Home Delivery</b>								
Targeted		53,805			270,058			
<b>Total Average Home Delivery</b>		<b>53,805</b>			<b>270,058</b>			
<b>Single Copy</b>								
Employee/Independent Contractor		83			415			
Retail/Business		5,864			29,431			
<b>Total Average Single Copy</b>		<b>5,947</b>			<b>29,846</b>			
<b>Total Average Verified Circulation - Print</b>		<b>59,752</b>			<b>299,904</b>			
<b>TOTAL AVERAGE PAID &amp; VERIFIED CIRCULATION - PRINT</b>		<b>59,754</b>			<b>299,915</b>			

# Street Pulse

		Morning						
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
<b>1E. STREET PULSE - PRINT</b>								
<b>Verified Circulation</b>								
<b>Single Copy</b>								
Employee/Independent Contractor		64					319	
Retail/Business		6,873					34,496	
<b>Total Average Single Copy</b>		<b>6,937</b>					<b>34,815</b>	
<b>Total Average Verified Circulation - Print</b>		<b>6,937</b>					<b>34,815</b>	
<b>TOTAL AVERAGE PAID &amp; VERIFIED CIRCULATION - PRINT</b>		<b>6,937</b>					<b>34,815</b>	

2. TOTAL AVERAGE PAID & VERIFIED CIRCULATION By Market (See Par. 6 for description of area):

	Sun	Morning						
		Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
<b>NEWSPAPER DESIGNATED MARKET - PRINT</b>								
<b>Paid Circulation</b>								
<b>Individually Paid Circulation</b>								
Home Delivery and Mail	99,920	88,449	83,803	84,126	90,644	84,025	99,737	99,715
Single Copy Sales	21,984	11,367	10,748	10,946	11,726	11,447	11,981	9,728
<b>Newspaper Designated Market - Total Average Individually Paid Circulation</b>	<b>121,904</b>	<b>99,816</b>	<b>94,551</b>	<b>95,072</b>	<b>102,370</b>	<b>95,472</b>	<b>111,718</b>	<b>109,443</b>
<b>Business/Traveler Paid Circulation</b>								
Hotel Distribution - Room/Lobby Copies	7,265	9,692	9,560	9,686	9,670	9,752	9,795	7,788
<b>Newspaper Designated Market - Total Average Business/Traveler Paid Circulation</b>	<b>7,265</b>	<b>9,692</b>	<b>9,560</b>	<b>9,686</b>	<b>9,670</b>	<b>9,752</b>	<b>9,795</b>	<b>7,788</b>
<b>Newspaper Designated Market - Total Average Paid Circulation</b>	<b>129,169</b>	<b>109,508</b>	<b>104,111</b>	<b>104,758</b>	<b>112,040</b>	<b>105,224</b>	<b>121,513</b>	<b>117,231</b>
<b>Verified Circulation</b>								
<b>Home Delivery</b>								
Requested	216	207	209	209	210	202	205	212
Targeted	1,900	550	905	391	654	399	392	392
<b>Newspaper Designated Market - Total Average Home Delivery</b>	<b>2,116</b>	<b>757</b>	<b>1,114</b>	<b>600</b>	<b>864</b>	<b>601</b>	<b>597</b>	<b>604</b>
<b>Single Copy</b>								
Educational Copies	333	4,920	4,431	5,209	5,826	5,334	3,807	190
Employee/Independent Contractor	783	828	801	851	851	801	838	718
Retail/Business	2,492	3,440	3,443	3,428	3,457	3,417	3,455	3,105
<b>Newspaper Designated Market - Total Average Single Copy</b>	<b>3,608</b>	<b>9,188</b>	<b>8,675</b>	<b>9,488</b>	<b>10,134</b>	<b>9,552</b>	<b>8,100</b>	<b>4,013</b>
<b>Newspaper Designated Market - Total Average Verified Circulation</b>	<b>5,724</b>	<b>9,945</b>	<b>9,789</b>	<b>10,088</b>	<b>10,998</b>	<b>10,153</b>	<b>8,697</b>	<b>4,617</b>
<b>Newspaper Designated Market - Total Average Paid &amp; Verified Circulation</b>	<b>134,893</b>	<b>119,453</b>	<b>113,900</b>	<b>114,846</b>	<b>123,038</b>	<b>115,377</b>	<b>130,210</b>	<b>121,848</b>
<b>OUTSIDE NEWSPAPER DESIGNATED MARKET - PRINT</b>								
<b>Paid Circulation</b>								
<b>Individually Paid Circulation</b>								
Home Delivery and Mail	2,008	2,295	2,293	2,294	2,295	2,292	2,299	2,249
Single Copy Sales	2,395	2,716	2,641	2,647	2,770	2,682	2,842	2,640
<b>Outside Newspaper Designated Market - Total Average Individually Paid Circulation</b>	<b>4,403</b>	<b>5,011</b>	<b>4,934</b>	<b>4,941</b>	<b>5,065</b>	<b>4,974</b>	<b>5,141</b>	<b>4,889</b>
<b>Business/Traveler Paid Circulation</b>								
Hotel Distribution - Room/Lobby Copies	964	1,073	1,086	1,074	1,064	1,073	1,070	1,311
<b>Outside Newspaper Designated Market - Total Average Business/Traveler Paid Circulation</b>	<b>964</b>	<b>1,073</b>	<b>1,086</b>	<b>1,074</b>	<b>1,064</b>	<b>1,073</b>	<b>1,070</b>	<b>1,311</b>
<b>Outside Newspaper Designated Market - Total Average Paid Circulation</b>	<b>5,367</b>	<b>6,084</b>	<b>6,020</b>	<b>6,015</b>	<b>6,129</b>	<b>6,047</b>	<b>6,211</b>	<b>6,200</b>
<b>Verified Circulation</b>								
<b>Single Copy</b>								
Educational Copies		404	393	437	520	475	195	
<b>Outside Newspaper Designated Market - Total Average Single Copy</b>		<b>404</b>	<b>393</b>	<b>437</b>	<b>520</b>	<b>475</b>	<b>195</b>	
<b>Outside Newspaper Designated Market - Total Average Verified Circulation</b>		<b>404</b>	<b>393</b>	<b>437</b>	<b>520</b>	<b>475</b>	<b>195</b>	
<b>Outside Newspaper Designated Market - Total Average Paid &amp; Verified Circulation</b>	<b>5,367</b>	<b>6,488</b>	<b>6,413</b>	<b>6,452</b>	<b>6,649</b>	<b>6,522</b>	<b>6,406</b>	<b>6,200</b>
<b>Total Average Paid &amp; Verified Circulation - Print</b>	<b>140,260</b>	<b>125,941</b>	<b>120,313</b>	<b>121,298</b>	<b>129,687</b>	<b>121,899</b>	<b>136,616</b>	<b>128,048</b>
<b>Total Digital Replica</b>	<b>6,821</b>	<b>6,942</b>	<b>7,015</b>	<b>6,859</b>	<b>6,934</b>	<b>6,949</b>	<b>6,952</b>	<b>6,839</b>
<b>Total Digital Non-Replica</b>	<b>30,642</b>	<b>30,833</b>	<b>31,144</b>	<b>30,739</b>	<b>30,750</b>	<b>30,774</b>	<b>30,757</b>	<b>30,795</b>
<b>Total Branded Editions</b>		<b>66,691</b>			<b>299,915</b>		<b>34,815</b>	
<b>TOTAL AVERAGE PAID &amp; VERIFIED CIRCULATION</b>	<b>177,723</b>	<b>230,407</b>	<b>158,472</b>	<b>158,896</b>	<b>467,286</b>	<b>159,622</b>	<b>209,140</b>	<b>165,682</b>

**AUDIT STATEMENT**

	Sun			Cmbd Avg (Mon.-Fri.)			Mon			Tue		
	Audited Circulation	Publisher's Statement Claim	Difference	Audited Circulation	Publisher's Statement Claim	Difference	Audited Circulation	Publisher's Statement Claim	Difference	Audited Circulation	Publisher's Statement Claim	Difference
Honolulu Star-Advertiser (Excluding Branded Editions)	177,723	177,723		163,716	163,716		158,472	158,472		158,896	158,896	
MidWeek				59,754	59,754							
Street Pulse				6,937	6,937							
<b>Total Average Circulation</b>	<b>177,723</b>	<b>177,723</b>		<b>230,407</b>	<b>230,407</b>		<b>158,472</b>	<b>158,472</b>		<b>158,896</b>	<b>158,896</b>	

  

	Wed			Thu			Fri			Sat		
	Audited Circulation	Publisher's Statement Claim	Difference	Audited Circulation	Publisher's Statement Claim	Difference	Audited Circulation	Publisher's Statement Claim	Difference	Audited Circulation	Publisher's Statement Claim	Difference
Honolulu Star-Advertiser (Excluding Branded Editions)	167,371	167,371		159,622	159,622		174,325	174,325		165,682	165,682	
MidWeek	299,915	299,915										
Street Pulse							34,815	34,815				
<b>Total Average Circulation</b>	<b>467,286</b>	<b>467,286</b>		<b>159,622</b>	<b>159,622</b>		<b>209,140</b>	<b>209,140</b>		<b>165,682</b>	<b>165,682</b>	

This newspaper also participates in the Alliance for Audited Media's Coupon Distribution Verification and Insert Verification Services. Separate reports of these verifications are available to all AAM members who subscribe to these services. For more information, contact AAM.

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

Calendar Quarter Ended	Morning									
	Sun Total Avg. Circ.	Cmbd Avg (Mon.-Fri.) Total Avg. Circ.	Optional Morning (Mon.-Sat.) Total Avg. Circ.	Mon Total Avg. Circ.	Tue Total Avg. Circ.	Wed Total Avg. Circ.	Thu Total Avg. Circ.	Fri Total Avg. Circ.	Sat Total Avg. Circ.	
December 31, 2010	130,757	117,885		114,094	113,306	115,052	114,638	131,300	123,414	
March 31, 2011	133,804	120,523	121,393	116,954	117,095	118,498	117,505	133,568	125,675	
June 30, 2011	135,345	179,463	170,166	116,515	116,297	416,951	116,046	131,504	123,683	
September 30, 2011	135,761	176,722	168,048	113,423	114,221	412,748	115,000	131,682	124,011	
December 31, 2011	162,351	208,340	198,061	145,187	145,780	444,443	148,094	158,194	150,340	
March 31, 2012	166,281	211,491		146,220	148,576	448,540	149,449	164,673	155,952	
June 30, 2012	167,862	223,174		150,253	149,951	454,137	150,153	211,372	156,273	
September 30, 2012	172,560	226,775		151,799	151,524	465,287	152,077	213,191	158,512	
December 31, 2012	204,589	259,737		183,675	185,532	501,193	186,810	247,325	191,986	

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

Sun, October 21, 2012; Morning, October 23, 2012, October 24, 2012, October 26, 2012.

(OH's) Occupied Households - #1-1-12 The Nielsen Company (U.S.), Inc.

The "Average Projected Circulation" (Avg. Proj. Circ.) has been arrived at by projecting the audit period averages to the one day distribution figures in this report.

State County	OH's #1-1-12 Estimate	Sun Honolulu Star-Advertiser					Verified	Total	Avg. Proj. Circ.*	Hshld. Cov.
		Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Total				
HAWAII										
HAWAII	68,157	682	1,162	294	2,138		2,138	2,043	3.0%	
HONOLULU	314,646	99,396	26,622	6,688	132,706	8,170	140,876	134,632	42.8%	
KAUAI	23,837	601	928	78	1,607		1,607	1,536	6.4%	
MAUI	54,731	621	973	550	2,144		2,144	2,049	3.7%	
TOTAL IN HAWAII		101,300	29,685	7,610	138,595	8,170	146,765	140,260		
All Other										
TOTAL PRINT CIRCULATION		101,300	29,685	7,610	138,595	8,170	146,765	140,260		
DIGITAL REPLICIA CIRCULATION		2,249			2,249	12,032	14,281	6,821		
DIGITAL NON-REPLICA CIRCULATION		22,443			22,443	2,068	24,511	30,642		
TOTAL AVERAGE CIRCULATION		125,992	29,685	7,610	163,287	22,270	185,557	177,723		

State County	Honolulu Star-Advertiser							Moming MidWeek							Street Pulse							Total Morning																
	OH's #1-1-12 Estimate	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Verified	Total	Cmbd Avg (Mon.-Fri.)		Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Verified	Total	Wed Avg. Proj. Circ.*	Cmbd Avg (Mon.-Fri.)		Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Verified	Total	Fri Avg. Proj. Circ.*	Cmbd Avg (Mon.-Fri.)		Total Circ.	Total Circ.*	Hshld. Cov.								
								Avg. Proj. Circ.*	Avg. Proj. Circ.*								Avg. Proj. Circ.*	Avg. Proj. Circ.*								Avg. Proj. Circ.*	Avg. Proj. Circ.*											
HAWAII																																						
HAWAII	68,157	867	1,334	362	2,563	298	2,861	2,726	2,830	1					1																				2,862	2,830	4.2%	
HONOLULU	314,646	84,122	16,197	8,113	108,432	12,079	120,511	114,826	119,222						269,105	269,105	268,790	53,553							46,381	46,381	34,815	6,937	435,997	179,712				57.1%				
KAUAI	23,837	649	1,072	40	1,761		1,761	1,678	1,742	1					1	31,150	31,151	31,115	6,199																32,912	7,941	33.3%	
MAUI	54,731	676	910	445	2,031	139	2,170	2,068	2,147																										2,170	2,147	3.9%	
TOTAL IN HAWAII		86,314	19,513	8,960	114,787	12,516	127,303	121,298	125,941	2					2	300,255	300,257	299,906	59,752					46,381	46,381	34,815	6,937	473,941	192,630									
All Other										9					9			9	2																	9	2	
TOTAL PRINT CIRCULATION		86,314	19,513	8,960	114,787	12,516	127,303	121,298	125,941	11					11	300,255	300,266	299,915	59,754					46,381	46,381	34,815	6,937	473,950	192,632									
DIGITAL REPLICA CIRCULATION		2,249			2,249	12,032	14,281	6,859	6,942																											14,281	6,942	
DIGITAL NON-REPLICA CIRCULATION		22,433			22,433	2,069	24,502	30,739	30,833																											24,502	30,833	
TOTAL AVERAGE CIRCULATION		110,996	19,513	8,960	139,469	26,617	166,086	158,896	163,716	11					11	300,255	300,266	299,915	59,754					46,381	46,381	34,815	6,937	512,733	230,407									

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

\*Arrived at by relating actual gross distribution figures to average circulation for the period covered by this report.

**3A. DISTRIBUTION IN TOWNS RECEIVING 25 OR MORE COPIES IN DETAIL BY COUNTIES, AS WELL AS THE TOTAL ONLY FOR TOWNS RECEIVING LESS THAN 25 COPIES DAILY:**

Analysis optional and not made.

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

SOURCE - U.S. ZIP Code Directory, #1-1-12 The Nielsen Company (U.S.), Inc., See Par. 6.

STATE ZIP Code		OH's #1-1-12 Estimate	Sun Honolulu Star-Advertiser					Verified	Total	Avg. Proj. Circ.	Hshld. Cov.
			Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid					
<u>HAWAII</u>											
96701	Aiea	13,778	5,574	823		6,397	373	6,770	6,470	47.0%	
96703	Anahola										
96704	Captain Cook	2,744	5	33		38		38	36	1.3%	
96705	Eleele	782	26	26		52		52	50	6.4%	
96706	Ewa Beach	17,852	3,776	1,453		5,229	516	5,745	5,490	30.8%	
96707	Kapolei	11,787	3,108	1,571	450	5,129	278	5,407	5,167	43.8%	
96708	Haiku	3,915	13	21		34		34	32	0.8%	
96712	Haleiwa	2,621	487	248		735	40	775	741	28.3%	
96714	Hanalei			25		25		25	24		
96715	Hanamaulu		8	21		29		29	28		
96716	Hanapepe	953	29	8		37		37	35	3.7%	
96717	Hauula	1,437	250	150		400		400	382	26.6%	
96720	Hilo	16,407	505	438		943		943	901	5.5%	
96722	Princeville	1,882	17	116	38	171		171	163	8.7%	
96727	Honokaa	1,872	6	42		48		48	46	2.5%	
96730	Kaaawa	529	112	60		172		172	164	31.0%	
96731	Kahuku	862	122	69	225	416		416	398	46.2%	
96732	Kahului	6,863	139	267		406		406	388	5.7%	
96734	Kailua	15,392	6,030	1,158	100	7,288	318	7,606	7,269	47.2%	
96738	Waikaloa	2,483	3	48	172	223		223	213	8.6%	
96740	Kailua-Kona	12,714	72	204	122	398		398	380	3.0%	
96741	Kalaheo	2,294	35	16		51		51	49	2.1%	
96743	Kamuela	4,364	34	102		136		136	130	3.0%	
96744	Kaneohe	17,326	7,333	1,350		8,683	260	8,943	8,547	49.3%	
96746	Kapaa	7,461	186	230	15	431		431	412	5.5%	
96747	Kaunakani	183									
96748	Kaunakakai	1,672	40	4		44		44	42	2.5%	
96749	Keaau	4,863		81		81		81	77	1.6%	
96750	Kealahou	735	15	32		47		47	45	6.1%	
96751	Kealia										
96752	Kekaha	1,239									
96753	Kihei	10,977	40	154	335	529		529	506	4.6%	
96754	Kilauea	1,248									
96756	Koloa	2,117	35	111	25	171		171	163	7.7%	
96759	Kunia	221									
96760	Kurtistown	2,578		38		38		38	36	1.4%	



96761	Lahaina	7,923	63	204	215	482		482	461	5.8%
96762	Laie	1,149	141	323		464	22	486	464	40.4%
96763	Lanai City	1,163	30	61		91		91	87	7.5%
96765	Lawai		10	20		30		30	29	
96766	Lihue	4,908	201	268		469		469	448	9.1%
96768	Makawao	6,387	45	88		133		133	127	2.0%
96769	Makaweli	108								
96770	Maunaloa	231								
96778	Pahoa	4,740		59		59		59	56	1.2%
96782	Pearl City	11,844	5,143	1,108		6,251	1,388	7,639	7,300	61.6%
96785	Volcano	2,068		40		40		40	38	1.8%
96786	Wahiawa	11,974	1,911	1,174		3,085	255	3,340	3,192	26.7%
96789	Miiliani	18,130	7,053	1,042		8,095	252	8,347	7,977	44.0%
96790	Kula	3,273	64	7		71		71	68	2.1%
96791	Waialua	2,422	543	149		692	5	697	666	27.5%
96792	Waianae	11,899	1,988	1,197		3,185	249	3,434	3,282	27.6%
96793	Wailuku	9,791	145	146		291		291	278	2.8%
96795	Waimanalo	2,413	720	308		1,028	29	1,057	1,010	41.9%
96796	Waimea	662	31	56		87		87	83	12.5%
96797	Waipahu	19,487	5,038	1,810		6,848	259	7,107	6,792	34.9%
96813	Honolulu	10,556	4,670	749	120	5,539	698	6,237	5,961	56.5%
96814	Honolulu	10,188	2,453	2,075	230	4,758	230	4,988	4,767	46.8%
96815	Honolulu	16,912	2,877	1,892	5,384	10,153	337	10,490	10,025	59.3%
96816	Honolulu	17,831	7,901	1,355	159	9,415	221	9,636	9,209	51.6%
96817	Honolulu	18,929	5,782	1,900		7,682	170	7,852	7,504	39.6%
96818	Honolulu	15,944	3,634	1,113	20	4,767	362	5,129	4,902	30.7%
96819	Honolulu	11,792	3,827	1,500		5,327	1,145	6,472	6,185	52.5%
96821	Honolulu	6,970	4,040	136		4,176	58	4,234	4,046	58.0%
96822	Honolulu	18,310	6,239	605		6,844	430	7,274	6,952	38.0%
96825	Honolulu	11,070	5,319	421		5,740	124	5,864	5,604	50.6%
96826	Honolulu	14,348	3,256	873		4,129	150	4,279	4,089	28.5%
Miscellaneous ZIP Codes			176	107		283	1	284	274	
TOTAL PRINT CIRCULATION		101,300	29,685	7,610		138,595	8,170	146,765	140,260	
DIGITAL REPLICA CIRCULATION			2,249			2,249	12,032	14,281	6,821	
DIGITAL NON-REPLICA CIRCULATION		22,443				22,443	2,068	24,511	30,642	
TOTAL AVERAGE CIRCULATION		125,992	29,685	7,610		163,287	22,270	185,557	177,723	



96785	Volcano	2,068		34		34		34	32	34										34	34	1.6%	
96786	Wahiawa	11,974	1,618	370		1,988	356	2,344	2,233	2,319		9,393	9,393	9,382	1,869		1,995	1,995	1,498	298	13,732	4,486	37.5%
96789	Mililani	18,130	5,906	466		6,372	498	6,870	6,546	6,796		17,075	17,075	17,055	3,398		1,661	1,661	1,247	248	25,606	10,442	57.6%
96790	Kula	3,273	58	9		67	20	87	83	86											87	86	2.6%
96791	Waialua	2,422	460	49		509	80	589	561	583		2,274	2,274	2,271	453		505	505	379	76	3,368	1,112	45.9%
96792	Waianae	11,899	1,503	559		2,062	247	2,309	2,200	2,284		12,511	12,511	12,496	2,490		3,276	3,276	2,459	490	18,096	5,264	44.2%
96793	Wailuku	9,791	191	147		338	50	388	370	384											388	384	3.9%
96795	Waimanalo	2,413	610	194		804	25	829	790	820		2,568	2,568	2,565	511		305	305	229	46	3,702	1,377	57.1%
96796	Waimea	662	30	63		93		93	89	92		1,016	1,016	1,015	202						1,109	294	44.4%
96797	Waipahu	19,487	4,077	779		4,856	614	5,470	5,212	5,411		16,295	16,295	16,276	3,243		3,770	3,770	2,830	564	25,535	9,218	47.3%
96813	Honolulu	10,556	4,231	1,341	136	5,708	1,069	6,777	6,457	6,704		8,566	8,566	8,556	1,705		6,575	6,575	4,935	983	21,918	9,392	89.0%
96814	Honolulu	10,188	2,119	1,503	250	3,872	464	4,336	4,131	4,290		6,861	6,861	6,853	1,365		2,545	2,545	1,910	381	13,742	6,036	59.2%
96815	Honolulu	16,912	2,471	1,228	6,772	10,471	157	10,628	10,127	10,514		12,549	12,549	12,534	2,497		635	635	477	95	23,812	13,106	77.5%
96816	Honolulu	17,831	7,053	739	165	7,957	450	8,407	8,010	8,317		15,317	15,317	15,299	3,048		1,360	1,360	1,021	203	25,084	11,568	64.9%
96817	Honolulu	18,929	5,042	1,251		6,293	768	7,061	6,728	6,985		16,484	16,484	16,465	3,280		3,393	3,393	2,547	507	26,938	10,772	56.9%
96818	Honolulu	15,944	2,981	778	50	3,809	339	4,148	3,952	4,104		14,435	14,435	14,418	2,873		1,706	1,706	1,281	255	20,289	7,232	45.4%
96819	Honolulu	11,792	3,384	1,446	75	4,905	1,818	6,723	6,406	6,651		8,731	8,731	8,721	1,737		5,027	5,027	3,773	752	20,481	9,140	77.5%
96821	Honolulu	6,970	3,632	85		3,717	71	3,788	3,609	3,747		6,531	6,531	6,523	1,300		20	20	15	3	10,339	5,050	72.5%
96822	Honolulu	18,310	5,478	322		5,800	641	6,441	6,137	6,372		13,323	13,323	13,307	2,651		1,181	1,181	886	177	20,945	9,200	50.2%
96825	Honolulu	11,070	4,660	270		4,930	47	4,977	4,742	4,924		9,529	9,529	9,518	1,896		556	556	417	83	15,062	6,903	62.4%
96826	Honolulu	14,348	2,804	568		3,372	203	3,575	3,406	3,537		8,569	8,569	8,559	1,705		860	860	646	128	13,004	5,370	37.4%
Miscellaneous ZIP Codes			138	103		241	1	242	232	238	9	9	9	10	3						251	241	
TOTAL PRINT CIRCULATION		86,314	19,513	8,960	114,787	12,516	127,303	121,298	125,941	11	11	300,255	300,266	299,915	59,754		46,381	46,381	34,815	6,937	473,950	192,632	
DIGITAL REPLICA CIRCULATION		2,249			2,249	12,032	14,281	6,859	6,942												14,281	6,942	
DIGITAL NON-REPLICA CIRCULATION		22,433			22,433	2,069	24,502	30,739	30,833												24,502	30,833	
TOTAL AVERAGE CIRCULATION		110,996	19,513	8,960	139,469	26,617	166,086	158,896	163,716	11	11	300,255	300,266	299,915	59,754		46,381	46,381	34,815	6,937	512,733	230,407	

**4. BASIC PRICES:**

	By Home Delivery 52 Wks./1 Yr.	Single Copy	By Mail 52 Wks./1 Yr.
NEWSPAPER DESIGNATED MARKET:			
PRINT:			
M & S .....	\$239.40		
M only .....		75¢	
Fri, Sat & S .....	143.40		
S only .....		\$2.00	
DIGITAL (REPLICA):			
M & S .....	\$119.40		
OUTSIDE NEWSPAPER DESIGNATED MARKET:			
PRINT:			
M & S .....	\$468.00		\$1,478.76
M only .....	312.00	\$1.00	1,056.25
S only .....	156.00	3.00	977.60
DIGITAL (REPLICA):			
M & S .....	\$59.40		
DIGITAL (NON-REPLICA):			
M & S .....	\$59.40		

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

Newspapers will report home delivery/mail subscription circulation above and below 25 percent of basic price of the member newspaper. 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.

**6. EXPLANATORY - OTHER:**

TOTAL CONSUMER ACCOUNTS: In accordance with Rule C2.14, Total Consumer Accounts, it is required that the member newspaper analyze its subscriber file in order to calculate and report total unique consumer accounts. This calculation is intended to fairly represent the number of unique/unduplicated subscribers.

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

	Total
Sun	760
Cmbd Avg (Mon.-Fri.) & Sat	760

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.

PUBLISHER'S RETURN POLICY: Fully Returnable.

AGE OF SOURCE ANALYSIS OF VERIFIED HOME DELIVERY - REQUESTED CIRCULATION: The following is an analysis of the Verified Home Delivery - Requested Circulation from the October 21, 2012 issue. The analysis represents the age of opt-in request for that day's newspaper recipients.

Less than 1 year	18
1 to 2 years	49
2 to 3 years	139
More than 3 years	
Total	206

**6. 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:

	Total
Sun	3.7%
Cmbd Avg (Mon.-Fri.)	3.6%
Sat	3.3%

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

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

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

NEWSPAPER DESIGNATED MARKET comprises the Island of Oahu (Honolulu County), Hawaii.

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

PERCENTAGE OF TOTAL PAID & VERIFIED CIRCULATION - PRINT AND HOUSEHOLD COVERAGE PERCENT:

	2010 Census	Population	Occupied Households	Sun			Cmbd Avg (Mon.-Fri.)			Sat		
				Total Circ.	% of Total Circ.	Household Coverage	Total Circ.	% of Total Circ.	Household Coverage	Total Circ.	% of Total Circ.	Household Coverage
Newspaper Designated Market	#1-1-12 Est.	963,894	314,646	134,893	96.2	42.9%	119,453	94.8	38.0%	121,848	95.2	38.7%
Outside Newspaper Designated Market				5,367	3.8		6,488	5.2		6,200	4.8	
<b>Total Paid &amp; Verified Circulation - Print</b>				<b>140,260</b>	<b>100.0%</b>		<b>125,941</b>	<b>100.0%</b>		<b>128,048</b>	<b>100.0%</b>	

#Source: The Nielsen Company (U.S.), Inc.

METROPOLITAN STATISTICAL AREA: (Note - figures shown below are optional compilation of circulation data which are included as part of the totals shown in Par. 2.)

Honolulu, Hawaii Metropolitan Statistical Area. (Coextensive with Newspaper Designated Market.)

	2010 Census:	Population	Occupied Households	Morning							
				Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
#1-1-12 Estimate:		963,894	314,646								
MSA				134,893	119,453	113,900	114,846	123,038	115,377	130,210	121,848

#Source: The Nielsen Company (U.S.), Inc.

AVERAGE UNPAID DISTRIBUTION: Includes Arrears, Advertisers & Agencies and Complimentary, Sample, Service:

	Total
Sun	1,468
Cmbd Avg (Mon.-Fri.)	1,509
Mon	1,490
Tue	1,506
Wed	1,523
Thu	1,500
Fri	1,526
Sat	1,505

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## 6A. AUDIENCE SNAPSHOT - EXPLANATORY:

### Print/Online Readership Explanatory:

NDM\* Area: See Individual Publisher's Statements

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

StarAdvertiser.com

Please visit [www.audiencesnapshot.com](http://www.audiencesnapshot.com) to create customizable reports.

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### Website Usage Explanatory:

#### For Publisher's Statement period ended September 30, 2012:

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

#### For Publisher's Statement period ended March 31, 2012:

There was an adjustment of -0.2% to Total Unique Browsers.  
There was an adjustment of -0.2% 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 Alliance for Audited Media Reader Profile Standards. These standards can be found at <http://www.auditedmedia.com/pdfs/telephonestandards.pdf>. Verification of the Website 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 AAM Digital Services definitions and standards. This verification does not include AAM participation in the publisher's choice of data provider for website usage statistics nor should it be construed as an endorsement by AAM of the methodology or technologies used by the data providers.

### Website Usage Definitions:

**Total Unique Browsers:** This site employs a cookie-based method for reporting of 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 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 Snapshot Website 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.)

**Page Impressions/Views:** The combination of one or more files presented to a browser as a single document as a result of a single request received by the server. In effect, one request by a valid browser 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.

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**6A. AUDIENCE SNAPSHOT - EXPLANATORY:** (Continued)

Website Usage reports on the following URL Address(s):

blogs.staradvertiser.com	oahupublications.com/autotrader/*star-advertiser*
cars.staradvertiser.com	obits.staradvertiser.com
circpro.staradvertiser.com	poll.staradvertiser.com
circulation.staradvertiser.com	premium.staradvertiser.com
comics.staradvertiser.com	statelegals.staradvertiser.com
dining.staradvertiser.com	staycation.staradvertiser.com
games.staradvertiser.com	store.staradvertiser.com
gateway.staradvertiser.com	tgif.staradvertiser.com
hawaiijobs.monster.com	vegas.staradvertiser.com
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To Members of the Alliance for Audited Media:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with AAM's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average circulation.

***Alliance for Audited Media***