



Audit Bureau
of Circulations

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Average Non-Paid Distribution

For 6 months ended SEPTEMBER 30, 2009

Publisher's Statement

Subject to Audit

CENTRO

Publication Name

MEDIA GENERAL INC.

Publishing Company

THE TAMPA TRIBUNE

Newspaper Affiliation

202 S. PARKER ST

Address

TAMPA

FL

33606

City

State

Zip Code

FRIDAY

Day of Publication

Definition of Recipient: PUBLICATION is a weekly community newspaper distributed to single family households, mobile homes, duplexes and multi-unit complexes within County A and County B.

1A. AVERAGE NON-PAID DISTRIBUTION TO ADDRESS SPECIFIC DESIGNATED HOUSEHOLD:

(Friday)

Home Delivery with PAID PRODUCT

Home Delivery

33,182

Home Delivery, Unoccupied Households

Mail Delivery

TOTAL AVERAGE NON-PAID DISTRIBUTION TO ADDRESS SPECIFIC DESIGNATED HOUSEHOLDS

33,182

1B. AVERAGE NON-PAID DISTRIBUTION: MARKET COVERAGE:

Home Delivery

TOTAL AVERAGE NON-PAID DISTRIBUTION MARKET COVERAGE

None

TOTAL AVERAGE NON-PAID DISTRIBUTION TO ADDRESS SPECIFIC DESIGNATED HOUSEHOLDS & MARKET COVERAGE

33,182

1C. AVERAGE PUBLIC ACCESS DISTRIBUTION:

Apartment Complexes (Bulk Drops)

Racks and Concessions

8,465

TOTAL AVERAGE PUBLIC ACCESS DISTRIBUTION

8,465

1D. TOTAL AVERAGE NON-PAID DISTRIBUTION TO ADDRESS SPECIFIC HOUSEHOLD, MARKET COVERAGE AND PUBLIC ACCESS

41,647

Member Number
07-1302-0

2. NON-PAID DISTRIBUTION BY ISSUE:

Centro

Issue Date	Address Specific				Market Coverage				TOTAL
	Home Delivery with Paid Product	Home Delivery	Unoccupied Households	Mail Delivery	Total Address Specific	Home Delivery	Market Coverage	Public Access	
04/03/09		36,859			36,859		36,859	8465	45,324
04/10/09		36,855			36,855		36,855	8465	45,320
04/17/09		33,486			33,486		33,486	8465	41,951
04/24/09		33,485			33,485		33,485	8465	41,950
05/01/09		33,451			33,451		33,451	8465	41,916
05/08/09		33,432			33,432		33,432	8465	41,897
05/15/09		33,424			33,424		33,424	8465	41,889
05/22/09		33,404			33,404		33,404	8465	41,869
05/29/09		33,319			33,319		33,319	8465	41,784
06/05/09		33,310			33,310		33,310	8465	41,775
06/12/09		33,281			33,281		33,281	8465	41,746
06/19/09		33,273			33,273		33,273	8465	41,738
06/26/09		33,272			33,272		33,272	8465	41,737
07/03/09		33,269			33,269		33,269	8465	41,734
07/10/09		33,186			33,186		33,186	8465	41,651
07/17/09		33,056			33,056		33,056	8465	41,521
07/24/09		32,804			32,804		32,804	8465	41,269
07/31/09		32,393			32,393		32,393	8465	40,858
08/07/09		32,292			32,292		32,292	8465	40,757
08/14/09		32,202			32,202		32,202	8465	40,667
08/21/09		32,178			32,178		32,178	8465	40,643
08/28/09		32,160			32,160		32,160	8465	40,625
09/04/09		32,147			32,147		32,147	8465	40,612
09/11/09		32,077			32,077		32,077	8465	40,542
09/18/09		32,065			32,065		32,065	8465	40,530
09/25/09		32,057			32,057		32,057	8465	40,522

3A. DISTRIBUTION IN TOWNS RECEIVING 25 OR MORE COPIES:

Distribution Summary by ZIP Code for Friday, September 25, 2009

SOURCE - U.S. ZIP Code Directory, #1-1-07 Claritas Inc., See Par. 5(a).

State County Town	Address Specific						Market Coverage			TOTAL	
	OH's 2000 Census	OH's #1-1-07 Estimate	Home Delivery		Mail Delivery	Total Address Specific	Total Address Specific and Public Access				
			with Product Delivery	Home Unoccupied Households			Home Delivery	Market Coverage	Public Access		
FLORIDA											
HILLSBOROUGH											
APOLLO BEACH				0		0		0	15	15	
BRANDON			1,339			1,339		1,339	290	1,629	
DOVER			43			43		43	0	43	
GIBSONTOWN			232			232		232	30	262	
LITHIA			0			0		0	15	15	
LUTZ			696			696		696	0	696	
ODESSA			235			235		235	0	235	
PLANT CITY			1,187			1,187		1,187	335	1,522	
RIVERVIEW			1,358			1,358		1,358	55	1,413	
RUSKIN			532			532		532	155	687	
SEFFNER			388			388		388		388	
SUN CITY CENTER			0			0		0	125	125	
TAMPA			24,104			24,104		24,104	6,970	31,074	
TEMPLE TERRACE			823			823		823	350	1,173	
VALRICO			1,120			1,120		1,120	125	1,245	
BALANCE IN COUNTY						0		0		0	
TOTAL COUNTY			0	32,057	0	0	32,057	0	32,057	8,465	40,522
TOTAL IN STATE			0	32,057	0	0	32,057	0	32,057	8,465	40,522
GRAND TOTAL			0	32,057	0	0	32,057	0	32,057	8,465	40,522

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

Distribution Summary by ZIP Code for Friday, September 25, 2009

SOURCE - U.S. ZIP Code Directory, #1-1-07 Claritas Inc., See Par. 5(a).

CONEXION

State	ZIP Code	Town	Address Specific				Market Coverage			TOTAL
			OH's #1-1-07 Estimate	Home Delivery with Paid Product	Home Delivery Unoccupied Households	Mail Delivery	Total Address Specific	Home Delivery	Market Coverage	
FLORIDA										
	33510	BRANDON		499			499	499	10	509
	33511	BRANDON		840			840	840	280	1,120
	33527	DOVER		43			43	43	0	43
	33534	GIBSONTON		232			232	232	30	262
	33547	LITHIA		0			0	0	15	15
	33548	LUTZ		113			113	113	0	113
	33549	LUTZ		198			198	198	0	198
	33556	ODESSA		235			235	235	0	235
	33558	LUTZ		329			329	329	0	329
	33559	LUTZ		56			56	56	0	56
	33563	PLANT CITY		580			580	580	240	820
	33566	PLANT CITY		457			457	457	95	552
	33567	PLANT CITY		150			150	150	0	150
	33569	RIVERVIEW		1			1	1	40	41
	33570	RUSKIN		532			532	532	155	687
	33572	APOLLO BEACH		0			0	0	15	15
	33573	SUN CITY CENTER		0			0	0	125	125
	33578	RIVERVIEW		592			592	592	15	607
	33579	RIVERVIEW		757			757	757	0	757
	33584	SEFFNER		388			388	388	125	513
	33594	VALRICO	1,120				1,120	1,120	0	1,120
	33598	RIVERVIEW		8			8	8	0	8
	33602	TAMPA		217			217	217	210	427
	33603	TAMPA	1,278				1,278	1,278	255	1,533
	33604	TAMPA		922			922	922	1,185	2,107
	33605	TAMPA		460			460	460	285	745
	33606	TAMPA		1			1	1	122	123
	33607	TAMPA	2,684				2,684	2,684	1,055	3,739
	33609	TAMPA		702			702	702	235	937
	33610	TAMPA		445			445	445	40	485
	33611	TAMPA		439			439	439	98	537
	33612	TAMPA	1,136				1,136	1,136	515	1,651
	33613	TAMPA		377			377	377	320	697
	33614	TAMPA	3,887				3,887	3,887	1,240	5,127
	33615	TAMPA	3,253				3,253	3,253	600	3,853
	33617	TEMPLE TERRACE		823			823	823	350	1,173
	33618	TAMPA		695			695	695	95	790
	33619	TAMPA	1,140				1,140	1,140	340	1,480
	33624	TAMPA	1,875				1,875	1,875	0	1,875
	33625	TAMPA	1,094				1,094	1,094	0	1,094
	33626	TAMPA		473			473	473	0	473
	33629	TAMPA		410			410	410	45	455
	33634	TAMPA	1,940				1,940	1,940	310	2,250
	33635	TAMPA		4			4	4	0	4
	33637	TAMPA		0			0	0	20	20
	33647	TAMPA		672			672	672	0	672
	Miscellaneous ZIP Codes						0	0	0	0
	GRAND TOTAL			0	32,057	0	0	32,057	0	32,057
									8,465	40,522

4. ONE DAY GROSS DISTRIBUTION SUMMARY:

Distribution Summary by County for Thursday, January 4, 2008:

The Anytown Gazette

Zone City	Address Specific				Market Coverage				TOTAL
	Home Delivery with Paid Product	Home Delivery Unoccupied Households	Mail Delivery	Total Address Specific	Home Delivery	Total Address Specific and Market Coverage	Public Access		
ZONE 1:									
Zone 1 description									
Total Zone 1:					0			0	0
ZONE 2:									
Zone 2 description									
Total Zone 2:					0			0	0
GRAND TOTAL	0	0	0	0	0	0	0	0	0

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5. EXPLANATORY:

(a) 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.

(b) Public Access copies represent copies delivered to various locations and intended for pickup. Verification is made of distribution to location only and not of actual pickup.

Audit Methodology: Verification of this publication included, but was not limited to, reconciliation of claimed household recipients to publisher records quantifying delivery by route; and review of internal publisher records supporting production and distribution claims. A statistically valid, random sampling of households and/or public access locations was selected and Bureau auditors verified delivery either by contact with the resident of household locations or by visual observation of actual distribution to households or public access locations. It is the practice of the Audit Bureau of Circulations to identify conditions such as non-delivery, and other non-qualifying distribution, and adjust publisher's claims accordingly for the cumulative effect of these conditions. If such conditions were found in this verification, the averages in Paragraphs 1 through 4 of this report are net of those conditions.

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