



Audit Bureau
of Circulations
ABCinteractive

Audit Report
Community Newspaper

AUDITED EVERY OTHER YEAR

THE NEWS CHIEF

Winter Haven (Polk County), Florida

24 months ended June 30, 2011

	Sun	Morning (Mon.-Sat.)
1A. TOTAL AVERAGE CIRCULATION	6,234	4,682
Paid Circulation		
Individually Paid Circulation		
Home Delivery and Mail	3,713	3,130
Single Copy Sales	2,263	960
Total Average Individually Paid Circulation	5,976	4,090
Total Average Paid Circulation	5,976	4,090
Verified Circulation		
Single Copy		
Educational Copies		349
Employee/Independent Contractor	35	35
Retail/Business	223	208
Total Average Single Copy	258	592
Total Average Verified Circulation	258	592
TOTAL AVERAGE CIRCULATION	6,234	4,682

AUDIT STATEMENT

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

2. BASIC PRICES:

	By Home Delivery 52 Wks./1 Yr.	Single Copy	By Mail 52 Wks./1 Yr.
M & S	\$109.99		\$232.58
M (Mon.-Fri.) only	83.46		140.21
Fri, Sat & S	59.99		119.07
M only		25¢	
S only	39.99	50¢	72.33

Publishing Plans

	Frequency: Daily
	Delivery Vehicle(s): Print
	Website(s): www.newschief.com

01-0890-0

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

Sun, March 20, 2011; Morning, March 25, 2011.

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

State County	OH's #1-1-10 Estimate	Sun The News Chief							Morning (Fri.) The News Chief								
		Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Verified	Total	Avg. Proj. Circ.*	Hshld. Cov.	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Verified	Total	Avg. Proj. Circ.*	Hshld. Cov.
FLORIDA																	
POLK	234,128	3,520	3,283		6,803	250	7,053	6,218	2.7%	3,235	1,691		4,926	354	5,280	4,671	2.0%
Miscellaneous Counties		18			18		18	16		12			12		12	11	
TOTAL IN FLORIDA		3,538	3,283		6,821	250	7,071	6,234		3,247	1,691		4,938	354	5,292	4,682	
TOTAL PRINT CIRCULATION		3,538	3,283		6,821	250	7,071	6,234		3,247	1,691		4,938	354	5,292	4,682	
TOTAL AVERAGE CIRCULATION		3,538	3,283		6,821	250	7,071	6,234		3,247	1,691		4,938	354	5,292	4,682	

#County occupied household estimates appearing in ABC reports are obtained from The Nielsen Company (U.S.), Inc. 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. CIRCULATION BY ZIP CODES RECEIVING 25 OR MORE COPIES:

Sun, March 20, 2011; Morning, March 25, 2011.

SOURCE - U.S. ZIP Code Directory, #1-1-10 The Nielsen Company (U.S.), Inc., See Par. 4.

STATE ZIP Code	Sun								Morning (Fri.)									
	OH's #1-1-10 Estimate	The News Chief							The News Chief									
	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Verified	Total	Avg. Proj. Circ.	Hshld. Cov.	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Verified	Total	Avg. Proj. Circ.	Hshld. Cov.		
FLORIDA																		
33823	Auburndale	11,774	136	300		436		436	384	3.3%	119	135		254		254	225	1.9%
33827	Babson Park	1,080	36	60		96		96	85	7.9%	32	20		52		52	46	4.3%
33830	Bartow	10,187	31	70		101		101	89	0.9%	31	45		76		76	67	0.7%
33837	Davenport	7,553	46	125		171		171	151	2.0%	38	50		88		88	78	1.0%
33838	Dundee	1,270	47	320		367		367	324	25.5%	46	195		241		241	213	16.8%
33839	Eagle Lake	774	40			40		40	35	4.5%	42			42		42	37	4.8%
33843	Frostproof	3,428	47	175		222		222	196	5.7%	35	95		130		130	115	3.4%
33844	Haines City	13,005	408	200		608		608	536	4.1%	377	130		507	100	607	537	4.1%
33850	Lake Alfred	2,856	63			63		63	56	2.0%	59			59		59	52	1.8%
33851	Lake Hamilton		8	50		58		58	51		5	25		30		30	27	
33853	Lake Wales	4,857	89	605		694	5	699	616	12.7%	81	220		301	4	305	270	5.6%
33859	Lake Wales	3,892	95	60		155		155	137	3.5%	81	100		181		181	160	4.1%
33880	Winter Haven	15,467	619	580		1,199	25	1,224	1,079	7.0%	612	318		930	25	955	845	5.5%
33881	Winter Haven	13,967	746	215		961	220	1,181	1,041	7.5%	696	150		846	225	1,071	948	6.8%
33884	Winter Haven	10,490	831	370		1,201		1,201	1,059	10.1%	754	160		914		914	809	7.7%
33898	Lake Wales	7,595	197	40		237		237	209	2.8%	177	25		202		202	179	2.4%
Miscellaneous ZIP Codes			99	113		212		212	186		62	23		85		85	74	
TOTAL PRINT CIRCULATION			3,538	3,283		6,821	250	7,071	6,234		3,247	1,691		4,938	354	5,292	4,682	
TOTAL AVERAGE CIRCULATION			3,538	3,283		6,821	250	7,071	6,234		3,247	1,691		4,938	354	5,292	4,682	

4. EXPLANATORY - OTHER:

THE NIELSEN COMPANY (U.S.), INC. ESTIMATES: County occupied household estimates appearing in ABC reports are obtained from The Nielsen Company (U.S.), Inc. 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.

PUBLISHER'S RETURN POLICY: Fully Returnable.

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.

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

	Total
Sun	754
Morning (Mon.-Sat.)	614

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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 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.

Audit Bureau of Circulations

THE NEWS CHIEF, published by Lakeland Ledger Publishing Company, 300 W. Lime St., Lakeland, FL 33815
The News Chief (Morning & Sunday), Winter Haven, FL, Page #4 - #227063 - 010 - 601

October 2011

01-0890-0

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Calendar Quarter Ended	Sun	Days	Morning (Mon.-Sat.)	Days
September 30, 2009	6,300	13	4,721	79
December 31, 2009	6,868	13	5,742	79
March 31, 2010	7,275	13	5,361	77
June 30, 2010	6,241	13	4,490	78
September 30, 2010	5,578	13	4,046	79
December 31, 2010	5,868	13	4,452	79
March 31, 2011	6,166	13	4,637	77
June 30, 2011	5,577	13	4,017	78