



Audit Bureau
of Circulations

**Audit Report
Newspaper**

**THE SUN
THE SUNDAY SUN**

Lowell (Middlesex County), Massachusetts
9 months ended June 30, 2009

	Sun	Evening						Morning Sat
		Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	
1. TOTAL AVERAGE PAID CIRCULATION	51,184	43,888	43,198	44,431	44,312	43,925	43,586	37,768
<i>Core Newspaper with replica electronic</i>	51,184	43,888	43,198	44,431	44,312	43,925	43,586	37,768
Core Newspaper	46,785	38,711	38,008	39,239	39,146	38,755	38,416	35,548
Electronic Editions (See Par. 6B)	4,399	5,177	5,190	5,192	5,166	5,170	5,170	2,220
Other Unique Editions	0	0	0	0	0	0	0	0
Total Average Paid Circulation	51,184	43,888	43,198	44,431	44,312	43,925	43,586	37,768
1A. AVERAGE PAID CIRCULATION - Core Newspaper								
Paid for by Individual Recipients (≥50% of basic)								
Home Delivery and Mail	25,667	25,544	25,513	25,508	25,551	25,523	25,631	25,529
Home Delivery and Mail - Joint Distribution	2,240	0	0	0	0	0	0	0
Intermittent Subscriptions	0	630	669	675	713	603	488	0
Single Copy Sales	7,706	5,922	5,710	5,902	6,045	6,108	5,847	5,242
Subtotal	35,613	32,096	31,892	32,085	32,309	32,234	31,966	30,771
Paid for by Individual Recipients (≥25%, <50% of basic)								
Home Delivery and Mail	4,968	4,420	4,417	4,438	4,400	4,433	4,410	4,393
Single Copy Sales	0	0	0	0	0	0	0	0
Subtotal	4,968	4,420	4,417	4,438	4,400	4,433	4,410	4,393
Total Average Paid by Individual Recipient Circulation - Core Newspaper	40,581	36,516	36,309	36,523	36,709	36,667	36,376	35,164
Other Paid Circulation: (See Par. 6A)								
Single Copy Sales	0	0	0	0	0	0	0	0
Educational Programs	205	1,414	1,125	1,362	1,807	1,511	1,268	70
Employee/Independent Contractor	178	160	159	160	163	160	160	151
Third Party Sales	496	477	415	681	467	417	407	163
Third Party Sales - Payment made with barter (See Par. 6B)	5,325	144	0	513	0	0	205	0
Subtotal	6,204	2,195	1,699	2,716	2,437	2,088	2,040	384
Total Average Paid Circulation - Core Newspaper	46,785	38,711	38,008	39,239	39,146	38,755	38,416	35,548
Total Paid Circulation - Electronic Editions	4,399	5,177	5,190	5,192	5,166	5,170	5,170	2,220
Total Paid Circulation - Other Unique Editions	0	0	0	0	0	0	0	0
TOTAL AVERAGE PAID CIRCULATION	51,184	43,888	43,198	44,431	44,312	43,925	43,586	37,768
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)	8		None of record	None of record	None of record	None of record	None of record	None of record

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

	Evening							Morning Sat
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	
City Zone								
Home Delivery and Mail (See Par. 6B)	26,420	25,848	25,852	25,872	25,908	25,820	25,789	25,275
Single Copy Sales (Individual)	5,983	4,713	4,554	4,705	4,794	4,856	4,657	4,035
Educational Programs	176	1,385	1,097	1,333	1,776	1,481	1,240	70
Employee/Independent Contractor	169	152	151	152	155	152	152	143
Third Party Sales	496	477	415	681	467	417	407	163
Third Party Sales - Payment made with barter	5,325	144		513			205	
Electronic Editions	4,399	5,177	5,190	5,192	5,166	5,170	5,170	2,220
Total City Zone	42,968	37,896	37,259	38,448	38,266	37,896	37,620	31,906
Retail Trading Zone								
Home Delivery and Mail (See Par. 6B)	3,573	3,480	3,442	3,438	3,406	3,500	3,616	4,028
Home Delivery and Mail - Joint Distribution (See Par. 6B)	2,240							
Intermittent Subscriptions (See Par. 6B)		630	669	675	713	603	488	
Single Copy Sales (Individual)	911	698	663	698	730	718	682	667
Educational Programs	29	29	28	29	31	30	28	
Employee/Independent Contractor	8	7	7	7	7	7	7	7
Total Retail Trading Zone	6,761	4,844	4,809	4,847	4,887	4,858	4,821	4,702
Total City Zone & Retail Trading Zone	49,729	42,740	42,068	43,295	43,153	42,754	42,441	36,608
All Other								
Home Delivery and Mail (See Par. 6B)	642	636	636	636	637	636	636	619
Single Copy Sales (Individual)	812	511	493	499	521	534	508	540
Employee/Independent Contractor	1	1	1	1	1	1	1	1
Total All Other	1,455	1,148	1,130	1,136	1,159	1,171	1,145	1,160
Total Average Paid Circulation	51,184	43,888	43,198	44,431	44,312	43,925	43,586	37,768

PERCENTAGE OF TOTAL PAID AND HOUSEHOLD COVERAGE PERCENT

		Population	Occupied Households	Sun			Cmbd Avg (Mon.-Fri.)			Morning Sat		
				Total Circ.	% of Total Circ.	Household Coverage	Total Circ.	% of Total Circ.	Household Coverage	Total Circ.	% of Total Circ.	Household Coverage
City Zone	2000 Census	267,254	94,572									
	#1-1-09 Est.	268,365	95,466	42,968	84.0	45.0%	37,896	86.4	39.7%	31,906	84.5	33.4%
Retail Trading Zone	2000 Census	164,349	57,761									
	#1-1-09 Est.	168,570	59,578	6,761	13.2	11.4%	4,844	11.0	8.1%	4,702	12.4	7.9%
Total City & Retail Trading Zones	2000 Census	431,603	152,333									
	#1-1-09 Est.	436,935	155,044	49,729	97.2	32.1%	42,740	97.4	27.6%	36,608	96.9	23.6%
All Other				1,455	2.8		1,148	2.6		1,160	3.1	
Total Paid				51,184	100.0%		43,888	100.0%		37,768	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	Evening							Morning Sat	Evening (Mon.-Fri.)
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri		
September 30, 2005	52,403							40,781	46,016
December 31, 2005	46,685	46,588	45,979	45,962	47,008	45,716	48,179	40,952	
March 31, 2006	53,818	49,586	44,228	48,964	49,653	50,736	54,349	42,601	
June 30, 2006	47,274	45,043	44,431	44,705	45,890	45,051	45,137	40,041	
September 30, 2006	53,267	43,602	43,155	43,385	44,227	42,897	44,344	38,652	
December 31, 2006	48,293	46,674	44,571	46,676	46,344	48,051	47,726	40,212	

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

Calendar Quarter Ended	Sun	Evening						Morning Sat	Evening (Mon.-Fri.)
		Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri		
March 31, 2007	52,306	45,887	45,257	48,054	45,077	44,360	46,685	40,330	
June 30, 2007	45,618	44,264	44,053	44,179	44,954	44,411	43,720	39,272	
September 30, 2007	54,112	44,534	42,990	45,649	43,751	43,551	46,731	39,586	
December 31, 2007	50,539	43,417	42,844	43,089	44,639	43,856	42,698	38,119	
March 31, 2008	49,972	45,403	44,558	49,922	43,640	42,447	46,449	42,188	
June 30, 2008	47,884	43,258	42,358	42,557	42,968	42,576	45,831	37,734	
September 30, 2008	52,647	44,848	44,646	44,743	43,809	43,675	47,375	37,940	
December 31, 2008	51,488	44,974	44,168	46,079	45,272	44,756	44,570	37,723	
March 31, 2009	48,848	43,398	42,894	43,472	44,032	43,462	43,180	37,644	
June 30, 2009	53,374	43,273	42,532	43,738	43,534	43,558	43,003	37,934	

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	TOTAL Retail Trading Zone	TOTAL Average Paid Circulation	
						Home Delivery & Mail	Single Copy Sales	Other Paid			Electronic and Other Unique Editions
Sun	2009	26,420	5,983	6,166	4,399	42,968	5,813	911	37	6,761	51,184
	2008	24,914	5,873	6,857	1,733	39,377	8,325	905	62	9,292	50,254
	2007	26,555	6,029	6,785		39,369	8,156	921	233	9,310	50,226
	2006	27,436	5,947	6,159		39,542	7,807	943	106	8,856	50,110
	2005^	28,559	5,939	6,115		40,613	7,885	969	165	9,019	51,323
Cmbd Avg (Mon.-Fri.)	2009	25,848	4,713	2,158	5,177	37,896	4,110	698	36	4,844	43,888
	2008	27,127	4,691	4,154	1,835	37,807	4,360	746	90	5,196	44,231
	2007	28,547	4,712	5,272		38,531	4,620	757	160	5,537	45,340
	2006	29,006	4,849	5,338		39,193	4,753	777	229	5,759	46,201
	2005^	30,524	4,923	6,210		41,657	4,983	754	247	5,984	48,936
Morning Sat	2009	25,275	4,035	376	2,220	31,906	4,028	667	7	4,702	37,768
	2008	25,423	4,229	2,239	1,064	32,955	4,054	706	45	4,805	38,996
	2007	26,589	4,272	2,684		33,545	4,250	706	72	5,028	39,849
	2006	27,201	4,437	2,285		33,923	4,409	716	199	5,324	40,494
	2005^	28,730	4,511	1,650		34,891	4,671	702	72	5,445	41,605

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

3. ACTUAL NET PAID CIRCULATION AND AVERAGE PROJECTED PAID CIRCULATION AVERAGES BY COUNTIES:

Sun, March 15, 2009; Evening, March 12, 2009.

(OH's) Occupied Households - #1-1-09 The Nielsen Company (U.S.), Inc. (See Par. 6B).

The listing below gives net paid circulation for one day only and is greater or less than the average paid for the period covered by this report by the following percentages:

	Sun	Evening	Cmbd Avg. (Mon.-Fri.)
City Zone	1.9% less	0.1% less	0.1% less
Retail Trading Zone	1.8% less	0.9% less	0.6% less
All Other	13.1% less	15.4% less	13.7% less
GRAND TOTAL	2.0% less	0.5% less	0.4% less

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) net paid circulation figures in this report.

State County	Sun									Evening									
	Core Newspaper				Electronic Editions	Unique Editions	Total Paid	Avg. Proj. Pd. Circ.*	Hshld. Cov.	Core Newspaper				Electronic Editions	Unique Editions	Total Paid	Thu Avg. Proj. Pd. Circ.*	Cmbd Avg (Mon.-Fri.) Avg. Proj. Pd. Circ.*	Hshld. Cov.
	OH's #1-1-09 Estimate	Individually Paid	Other Paid	Total Core Nwsp.						Individually Paid	Other Paid	Total Core Nwsp.	Total Paid						
MASSACHUSETTS																			
ESSEX	279,234	175		175			175	201	0.1%	108		108			108	128	125	0.0%	
MIDDLESEX	568,125	37,676	5,487	43,163	4,654		47,817	48,726	8.6%	34,047	2,156	36,203	5,521		41,724	41,784	41,773	7.4%	
WORCESTER	298,782	66		66			66	76	0.0%										
Miscellaneous Counties		63		63			63	73		80		80			80	95	93		
TOTAL IN MASSACHUSETTS		37,980	5,487	43,467	4,654		48,121	49,076		34,235	2,156	36,391	5,521		41,912	42,007	41,991		
NEW HAMPSHIRE																			
HILLSBOROUGH	155,007	1,818		1,818			1,818	1,962	1.3%	1,644	10	1,654			1,654	1,789	1,770	1.1%	
ROCKINGHAM	114,327	118		118			118	136	0.1%	72		72			72	85	83	0.1%	
Miscellaneous Counties		9		9			9	10		38		38			38	44	44		
TOTAL IN NEW HAMPSHIRE		1,945		1,945			1,945	2,108		1,754	10	1,764			1,764	1,918	1,897	1.2%	
GRAND TOTAL		39,925	5,487	45,412	4,654		50,066	51,184		35,989	2,166	38,155	5,521		43,676	43,925	43,888		

#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 net paid circulation figures to average paid circulation for the period covered by this report.

3A. NET PAID CIRCULATION 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. NET PAID CIRCULATION 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											Evening										
	Core Newspaper											Core Newspaper										
	Individually Paid											Individually Paid										
	OH's #1-1-09 Estimate	(Sold at ≥50% of basic price)	(Sold at <50% but ≥25% of basic price)	Total	Other Paid	Total Core Nwsp.	Electronic Editions	Unique Editions	Total Paid	Avg. Proj. Pd. Circ.	Hshld. Cov.	(Sold at ≥50% of basic price)	(Sold at <50% but ≥25% of basic price)	Total	Other Paid	Total Core Nwsp.	Electronic Editions	Unique Editions	Total Paid	Avg. Proj. Pd. Circ.	Cmbd Avg (Mon.-Fri.) Avg. Proj. Pd. Circ.	Hshld. Cov.
MASSACHUSETTS																						
01432	Ayer	3,083	818	818		818		818	836	27.1%	408		408		408				408	410	410	13.3%
01450	Groton	3,623	1,009	1,009		1,009		1,009	1,032	28.5%	528		528	12	540				540	543	543	15.0%
01453	Leominster	16,555	66	66		66		66	67	0.4%												
01460	Littleton	3,068	517	517		517		517	529	17.2%	493		493		493				493	496	495	16.1%
01463	Pepperell	4,022	1,540	1,540		1,540		1,540	1,574	39.1%	814		814		814				814	819	818	20.3%
01464	Shirley	2,199	168	168		168		168	172	7.8%	155		155		155				155	156	156	7.1%
01469	Townsend	2,245	370	370	40	410		410	419	18.7%	296		296	15	311				311	313	313	13.9%
01720	Acton	7,467	46	46		46		46	47	0.6%	39		39		39				39	39	39	0.5%
01730	Bedford	4,917	138	138		138		138	141	2.9%	114		114		114				114	115	115	2.3%
01803	Burlington	9,412	63	63		63		63	64	0.7%	65		65		65				65	65	65	0.7%
01810	Andover	11,916	50	50		50		50	51	0.4%	57		57		57				57	57	57	0.5%
01821	Billerica	11,091	2,343	2,343		2,343		2,343	2,395	21.6%	2,184		2,184	180	2,364				2,364	2,377	2,375	21.4%
01824	Chelmsford	9,582	3,592	3,592		3,592		3,592	3,672	38.3%	3,387		3,387	97	3,484				3,484	3,504	3,501	36.5%
01826	Dracut	11,179	5,342	5,342	62	5,404		5,404	5,525	49.4%	4,997		4,997	124	5,121				5,121	5,150	5,146	46.0%
01827	Dunstable	1,116	350	350		350		350	358	32.1%	322		322		322				322	324	324	29.0%
01844	Methuen	16,492	125	125		125		125	128	0.8%	51		51		51				51	51	51	0.3%
01850	Lowell	5,497	1,833	1,833	25	1,858		1,858	1,899	34.5%	1,661		1,661	50	1,711				1,711	1,721	1,719	31.3%
01851	Lowell	9,827	2,882	2,882	135	3,017		3,017	3,084	31.4%	2,646		2,646	430	3,076				3,076	3,094	3,091	31.5%
01852	Lowell	12,857	4,399	4,399	5,110	9,509	4,654	14,163	14,479	112.6%	4,217		4,217	485	4,702	5,521			10,223	10,281	10,273	79.9%
01854	Lowell	8,775	2,898	2,898	115	3,013		3,013	3,080	35.1%	2,773		2,773	528	3,301				3,301	3,320	3,317	37.8%
01862	North Billerica	3,499	943	943		943		943	964	27.6%	908		908		908				908	913	912	26.1%
01863	North Chelmsford	3,695	1,122	1,122		1,122		1,122	1,147	31.0%	1,090		1,090	75	1,165				1,165	1,172	1,171	31.7%
01876	Tewksbury	10,328	3,080	3,080		3,080		3,080	3,149	30.5%	2,879		2,879	10	2,889				2,889	2,905	2,903	28.1%
01879	Tyngsboro	4,086	1,759	1,759		1,759		1,759	1,798	44.0%	1,701		1,701	105	1,806				1,806	1,816	1,815	44.4%
01886	Westford	7,250	1,866	1,866		1,866		1,866	1,908	26.3%	1,778		1,778	45	1,823				1,823	1,833	1,832	25.3%
01887	Wilmington	7,244	598	598		598		598	611	8.4%	592		592		592				592	595	595	8.2%

NEW HAMPSHIRE

03051	Hudson	9,075	421	135	556	556	556	568	6.3%	328	135	463	463	463	466	465	5.1%	
03060	Nashua	12,172	183		183	183	183	187	1.5%	164		164	164	164	165	165	1.4%	
03062	Nashua	10,324	48	10	58	58	58	59	0.6%	28	10	38	38	38	38	38	0.4%	
03063	Nashua	6,861	21	15	36	36	36	37	0.5%	13	15	28	28	28	28	28	0.4%	
03076	Pelham	4,255	985		985	985	985	1,007	23.7%	951		951	10	961	961	966	22.7%	
03079	Salem	11,229	25		25	25	25	26	0.2%									
03087	Windham	4,598	75	18	93	93	93	95	2.1%	54	18	72	72	72	72	72	1.6%	
Miscellaneous ZIP Codes			46	26	72	72	72	76		92	26	118	118	118	121	118		
GRAND TOTAL		39,721	204	39,925	5,487	45,412	4,654	50,066	51,184	35,785	204	35,989	2,166	38,155	5,521	43,676	43,925	43,888

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

	Sun	Cmbd Avg (Mon.-Fri.)	Evening					Morning Sat
			Mon	Tue	Wed	Thu	Fri	
Other Paid Circulation - Core Newspaper								
Educational Programs								
Newspapers in Education	205	1,414	1,125	1,362	1,807	1,511	1,268	70
Employee/Independent Contractor	178	160	159	160	163	160	160	151
Third Party Sales								
Home Delivered	333	57		257	31			
Hospitals and Nursing Homes - Available for patients/hospital staff	130	130	130	130	130	130	130	130
Hotels, Motels - Available for guests	33	25	25	25	25	25	25	33
School Copies - Available for students		265	260	269	281	262	252	
Third Party Sales - Payment made with barter (See Par. 6B)								
Home Delivered	5,325	144		513			205	
Total Other Paid Circulation - Core Newspaper	6,204	2,195	1,699	2,716	2,437	2,088	2,040	384

6B. EXPLANATORY - OTHER:

Definitions:

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

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

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

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

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

Regular publishing days on which no paper was issued:

Sun: None.

Evening Mon: None.

Evening Tue: None.

Evening Wed: None.

Evening Thu: None.

Evening Fri: None.

Morning Sat: None.

MARKET DESCRIPTION:

CITY AND RETAIL TRADING ZONES:

CITY ZONE is the corporate limits of Lowell, plus towns of Billerica, Chelmsford, Dracut, Tewksbury, Tyngsborough and Westford, in Middlesex County, Massachusetts.

RETAIL TRADING ZONE includes the following:

In Massachusetts - in MIDDLESEX County, towns of Acton, Ayer, Bedford, Burlington, Carlisle, Concord, Dunstable, Groton, Littleton, Pepperell, Shirley, Townsend and Wilmington.

In New Hampshire - in HILLSBOROUGH County, town of Pelham.

DESCRIPTION OF ELECTRONIC - The Electronic Edition (replica) has the same content and advertising as the print edition. The Electronic Edition (replica) is located at e-thesun.com. Electronic Editions include the following distribution methods: Home Delivery and Mail, Employee/Independent Contractor, Third Party Sales.

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

December 21, 2008 (Sunday)	40,056
January 4, 2009 (Sunday)	39,869
January 11, 2009 (Sunday)	39,386
February 15, 2009 (Sunday)	39,364
April 12, 2009 (Sunday)	41,561
April 26, 2009 (Sunday)	40,801
May 10, 2009 (Sunday)	40,939
May 24, 2009 (Sunday)	40,731

6B. EXPLANATORY - OTHER: (Continued)

(a) 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.

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

	City Zone	Retail Trading Zone	All Other
Sun	189	41	5
Cmbd Avg (Mon.-Fri.) & Morning Sat	201	28	5

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.

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

October 1, 2008 (Wednesday)	1,762
October 2, 2008 (Thursday)	1,564
October 3, 2008 (Friday)	1,362
October 6, 2008 (Monday)	1,796
October 7, 2008 (Tuesday)	1,914
October 8, 2008 (Wednesday)	1,769
October 9, 2008 (Thursday)	1,570
October 10, 2008 (Friday)	1,365
October 13, 2008 (Monday)	1,826
October 14, 2008 (Tuesday)	1,940
October 15, 2008 (Wednesday)	1,796
October 16, 2008 (Thursday)	1,597
October 17, 2008 (Friday)	1,390
October 20, 2008 (Monday)	1,457
October 21, 2008 (Tuesday)	1,458
October 22, 2008 (Wednesday)	1,459
October 23, 2008 (Thursday)	1,260
October 24, 2008 (Friday)	1,053
October 27, 2008 (Monday)	1,476
October 28, 2008 (Tuesday)	1,476
October 29, 2008 (Wednesday)	1,476
October 30, 2008 (Thursday)	1,277
October 31, 2008 (Friday)	1,073
November 3, 2008 (Monday)	1,489
November 4, 2008 (Tuesday)	1,489
November 5, 2008 (Wednesday)	1,489
November 6, 2008 (Thursday)	1,289
November 7, 2008 (Friday)	1,082
November 10, 2008 (Monday)	1,491
November 11, 2008 (Tuesday)	1,491
November 12, 2008 (Wednesday)	1,491
November 13, 2008 (Thursday)	1,293
November 14, 2008 (Friday)	1,084
November 17, 2008 (Monday)	1,439
November 18, 2008 (Tuesday)	1,439
November 19, 2008 (Wednesday)	1,440
November 20, 2008 (Thursday)	1,243
November 21, 2008 (Friday)	1,034
November 24, 2008 (Monday)	1,466
November 25, 2008 (Tuesday)	1,466
November 26, 2008 (Wednesday)	1,466
November 27, 2008 (Thursday)	1,268
November 28, 2008 (Friday)	1,057

6B. EXPLANATORY - OTHER: (Continued)

December 1, 2008 (Monday)	1,503
December 2, 2008 (Tuesday)	1,503
December 3, 2008 (Wednesday)	1,504
December 4, 2008 (Thursday)	1,305
December 5, 2008 (Friday)	1,090
December 8, 2008 (Monday)	1,472
December 9, 2008 (Tuesday)	1,472
December 10, 2008 (Wednesday)	1,472
December 11, 2008 (Thursday)	1,274
December 12, 2008 (Friday)	1,058
December 15, 2008 (Monday)	1,455
December 16, 2008 (Tuesday)	1,455
December 17, 2008 (Wednesday)	1,455
December 18, 2008 (Thursday)	1,259
December 19, 2008 (Friday)	1,045
December 22, 2008 (Monday)	1,381
December 23, 2008 (Tuesday)	1,381
December 24, 2008 (Wednesday)	1,381
December 25, 2008 (Thursday)	1,221
December 26, 2008 (Friday)	1,035
December 29, 2008 (Monday)	1,360
December 30, 2008 (Tuesday)	1,360
December 31, 2008 (Wednesday)	1,360
January 1, 2009 (Thursday)	1,205
January 2, 2009 (Friday)	1,031
January 5, 2009 (Monday)	1,356
January 6, 2009 (Tuesday)	1,356
January 7, 2009 (Wednesday)	1,356
January 8, 2009 (Thursday)	1,198
January 9, 2009 (Friday)	1,026
January 12, 2009 (Monday)	1,247
January 13, 2009 (Tuesday)	1,247
January 14, 2009 (Wednesday)	1,247
January 15, 2009 (Thursday)	1,091
January 16, 2009 (Friday)	922
January 19, 2009 (Monday)	599
January 20, 2009 (Tuesday)	599
January 21, 2009 (Wednesday)	599
January 22, 2009 (Thursday)	422
January 23, 2009 (Friday)	274
January 26, 2009 (Monday)	522
January 27, 2009 (Tuesday)	522
January 28, 2009 (Wednesday)	522
January 29, 2009 (Thursday)	366
January 30, 2009 (Friday)	198
February 2, 2009 (Monday)	508
February 3, 2009 (Tuesday)	508
February 4, 2009 (Wednesday)	508
February 5, 2009 (Thursday)	351
February 6, 2009 (Friday)	186
February 9, 2009 (Monday)	491
February 10, 2009 (Tuesday)	491
February 11, 2009 (Wednesday)	491
February 12, 2009 (Thursday)	337
February 13, 2009 (Friday)	171
February 16, 2009 (Monday)	475
February 17, 2009 (Tuesday)	475
February 18, 2009 (Wednesday)	475
February 19, 2009 (Thursday)	320
February 20, 2009 (Friday)	157

6B. EXPLANATORY - OTHER: (Continued)

February 23, 2009 (Monday)	468
February 24, 2009 (Tuesday)	468
February 25, 2009 (Wednesday)	468
February 26, 2009 (Thursday)	312
February 27, 2009 (Friday)	148
March 2, 2009 (Monday)	462
March 3, 2009 (Tuesday)	462
March 4, 2009 (Wednesday)	462
March 5, 2009 (Thursday)	306
March 6, 2009 (Friday)	142
March 9, 2009 (Monday)	356
March 10, 2009 (Tuesday)	356
March 11, 2009 (Wednesday)	356
March 12, 2009 (Thursday)	202
March 13, 2009 (Friday)	38

(d) Home Delivery and Mail - Joint Distribution represents copies served to subscribers of GROTON LANDMARK, Ayer, Massachusetts, PEPPERELL FREE PRESS, Ayer, Massachusetts and PUBLIC SPIRIT, Ayer, Massachusetts who have been notified that established prices for their subscriptions include service of this publication on Sunday and that no other service options are offered to them.

(e) Third Party Barter Summary:

Description of Sale	Barter Good or Service	Total Copies Sold	Value of Barter Good/Service
Home Delivered	UMass River Hawks tickets	193,061	\$75,884.00

PUBLISHER'S RETURN POLICY: Fully Returnable.

All national advertising is scheduled in all editions. Zoned advertising is sold for any edition.

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

	Retail		
	City Zone	Trading Zone	All Other
Sun	4.2%	6.2%	33.0%
Cmbd Avg (Mon.-Fri.)	6.6%	10.4%	32.0%
Morning Sat	7.4%	10.3%	30.1%

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

Average Unpaid Distribution: Arrears Advertisers, Agencies Complimentary, Sample, Service Total	Sun	Evening						Morning Sat
		Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	
	819	1,028	1,030	1,030	1,026	1,026	1,026	856
	819	1,028	1,030	1,030	1,026	1,026	1,026	856

6B. EXPLANATORY - OTHER: (Continued)

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

	Sun	Evening						Morning Sat
		Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	
TOTAL AVERAGE PAID CIRCULATION BY ELECTRONIC EDITIONS:	4,399	5,177	5,190	5,192	5,166	5,170	5,170	2,220
AVERAGE PAID CIRCULATION:								
Paid for by Individual Recipients (≥50% of basic)								
Home Delivery and Mail - Electronic Editions	349	1,110	1,122	1,124	1,101	1,102	1,102	787
Single Copy Sales - Electronic Editions								
Subtotal	349	1,110	1,122	1,124	1,101	1,102	1,102	787
Paid for by Individual Recipients (≥25%, <50% of basic)								
Home Delivery and Mail - Unique Editions								
Single Copy Sales - Unique Editions								
Subtotal								
Other Paid Circulation								
Employee/Independent Contractor - Electronic Editions	1,410	1,427	1,428	1,428	1,425	1,428	1,428	1,433
Third Party Sales - Electronic Editions	2,640	2,640	2,640	2,640	2,640	2,640	2,640	
Subtotal	4,050	4,067	4,068	4,068	4,065	4,068	4,068	1,433
Total Average Paid Electronic Editions	4,399	5,177	5,190	5,192	5,166	5,170	5,170	2,220

	Sun	Evening						Morning Sat
		Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	
TOTAL AVERAGE PAID CIRCULATION BY ELECTRONIC EDITIONS:								
City Zone								
Home Delivery and Mail - Electronic Editions	349	1,110	1,122	1,124	1,101	1,102	1,102	787
Single Copy Sales - Electronic Editions								
Employee/Independent Contractor - Electronic Editions	1,410	1,427	1,428	1,428	1,425	1,428	1,428	1,433
Third Party Sales - Electronic Editions	2,640	2,640	2,640	2,640	2,640	2,640	2,640	
Total City Zone	4,399	5,177	5,190	5,192	5,166	5,170	5,170	2,220
Retail Trading Zone								
Home Delivery and Mail - Electronic Editions								
Single Copy Sales - Electronic Editions								
Total Retail Trading Zone								
Total City Zone & Retail Trading Zone	4,399	5,177	5,190	5,192	5,166	5,170	5,170	2,220
All Other								
Home Delivery and Mail - Electronic Editions								
Single Copy Sales - Electronic Editions								
Total All Other								
Total Average Paid Electronic Editions	4,399	5,177	5,190	5,192	5,166	5,170	5,170	2,220

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 e-thesun.com. Electronic Editions include the following distribution methods: Home Delivery and Mail, Employee/Independent Contractor, Third Party Sales.

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

Sean McDonald, Vice President of Advertising
Telephone (978) 970-4784 - FAX (978) 970-4723
491 Dutton Street
Lowell, MA 01854
e-mail: smcdonald@mediaonene.com

THE SUN, THE SUNDAY SUN published by Lowell Publishing Company, a division of MediaNews Group,
491 Dutton Street, Lowell, MA, 01854

The Sun (Evening & Saturday Morning), The Sunday Sun, Lowell, MA, Page #14 - #222022 - 168 - 175
December, 2009

Copyright © 2009 Audit Bureau of Circulations. All rights reserved.

01-2025-0

Calendar Quarter Ended	Evening													Morning Sat	Evening Days (Mon.-Fri.)	Days	
	Sun	Days	Cmbd Avg (Mon.-Fri.)	Days	Mon	Days	Tue	Days	Wed	Days	Thu	Days	Fri				Days
September 30, 2005	52,403														40,781	46,016	
December 31, 2005	46,685		46,588		45,979		45,962		47,008		45,716		48,179		40,952		
March 31, 2006	53,818		49,586		44,228		48,964		49,653		50,736		54,349		42,601		
June 30, 2006	47,274		45,043		44,431		44,705		45,890		45,051		45,137		40,041		
September 30, 2006	53,267		43,602		43,155		43,385		44,227		42,897		44,344		38,652		
December 31, 2006	48,293		46,674		44,571		46,676		46,344		48,051		47,726		40,212		
March 31, 2007	52,306		45,887		45,257		48,054		45,077		44,360		46,685		40,330		
June 30, 2007	45,618		44,264		44,053		44,179		44,954		44,411		43,720		39,272		
September 30, 2007	54,112		44,534		42,990		45,649		43,751		43,551		46,731		39,586		
December 31, 2007	50,539		43,417		42,844		43,089		44,639		43,856		42,698		38,119		
March 31, 2008	49,972		45,403		44,558		49,922		43,640		42,447		46,449		42,188		
June 30, 2008	47,884		43,258		42,358		42,557		42,968		42,576		45,831		37,734		
September 30, 2008	52,647		44,848		44,646		44,743		43,809		43,675		47,375		37,940		
December 31, 2008	51,488	12	44,974	66	44,168	13	46,079	13	45,272	14	44,756	13	44,570	13	37,723	13	
March 31, 2009	48,848	10	43,398	64	42,894	13	43,472	13	44,032	12	43,462	13	43,180	13	37,644	13	
June 30, 2009	53,374	9	43,273	65	42,532	13	43,738	13	43,534	13	43,558	13	43,003	13	37,934	13	