



Audit Bureau  
of Circulations  
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accessabc.com

# GROUP AUDIT REPORT: Weekly Newspaper

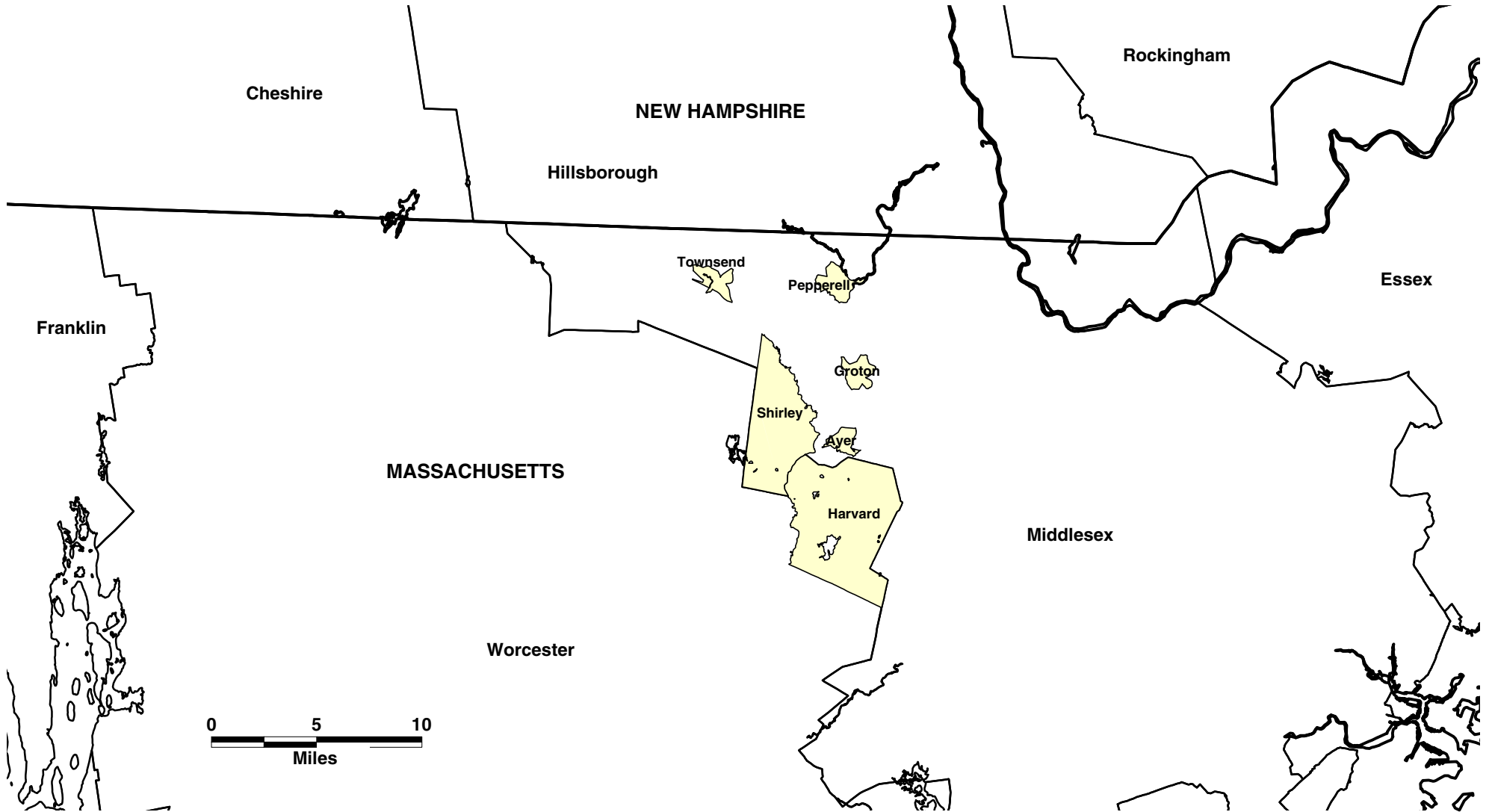
12 months ended September 30, 2008

## NASHOBA PUBLISHING MASSACHUSETTS




### Average Paid Circulation of Participating Weekly Newspapers ABC Member Newspapers in Group

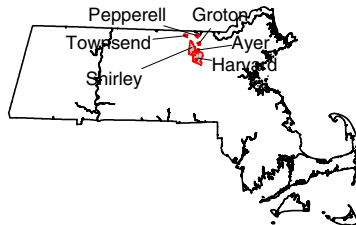
	Groton Landmark (Fri.)	Harvard Hillside (Fri.)	Pepperell Free Press (Fri.)	The Public Spirit (Fri.)	Shirley Oracle (Fri.)	Townsend Times (Fri.)	TOTAL
<b>1. TOTAL AVERAGE PAID CIRCULATION</b>	<b>807</b>	<b>190</b>	<b>1,230</b>	<b>861</b>	<b>383</b>	<b>943</b>	<b>4,414</b>
Core Newspaper <i>with replica electronic</i>	807	190	1,230	861	383	943	4,414
Core Newspaper	807	190	1,230	861	383	943	4,414
Electronic Editions	0	0	0	0	0	0	0
Other Unique Editions	0	0	0	0	0	0	0
<b>Total Average Paid Circulation</b>	<b>807</b>	<b>190</b>	<b>1,230</b>	<b>861</b>	<b>383</b>	<b>943</b>	<b>4,414</b>
<b>1A. AVERAGE PAID CIRCULATION - Core Newspaper</b>							
<b>Paid for by Individual Recipients (≥50% of basic)</b>							
Home Delivery and Mail	507	118	755	516	268	619	2,783
Single Copy Sales	142	36	227	216	77	249	947
<b>Subtotal</b>	<b>649</b>	<b>154</b>	<b>982</b>	<b>732</b>	<b>345</b>	<b>868</b>	<b>3,730</b>
<b>Paid for by Individual Recipients (≥25%, &lt;50% of basic)</b>							
Home Delivery and Mail	158	36	248	129	38	75	684
Single Copy Sales	0	0	0	0	0	0	0
<b>Subtotal</b>	<b>158</b>	<b>36</b>	<b>248</b>	<b>129</b>	<b>38</b>	<b>75</b>	<b>684</b>
<b>Total Average Paid by Individual Recipient Circulation - Core Newspaper</b>	<b>807</b>	<b>190</b>	<b>1,230</b>	<b>861</b>	<b>383</b>	<b>943</b>	<b>4,414</b>
<b>Other Paid Circulation:</b>							
Single Copy Sales	0	0	0	0	0	0	0
Educational Programs	0	0	0	0	0	0	0
Employee/Independent Contractor	0	0	0	0	0	0	0
Third Party Sales	0	0	0	0	0	0	0
Third Party Sales - Payment with barter	0	0	0	0	0	0	0
<b>Subtotal</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Total Average Paid Circulation - Core Newspaper	807	190	1,230	861	383	943	4,414
Total Paid Circulation - Electronic Editions	0	0	0	0	0	0	0
Total Paid Circulation - Other Unique Editions	0	0	0	0	0	0	0
<b>TOTAL AVERAGE PAID CIRCULATION</b>	<b>807</b>	<b>190</b>	<b>1,230</b>	<b>861</b>	<b>383</b>	<b>943</b>	<b>4,414</b>
Other Audited Distribution (Optional)	0	0	0	0	0	0	0
Total Distribution (Optional)	0	0	0	0	0	0	0
Days Omitted from Averages	None of record	None of record	None of record	None of record	None of record	None of record	None of record

# NASHOBA PUBLICATIONS / MASSACHUSETTS



## LEGEND

-  STATE BOUNDARY
-  COUNTY BOUNDARY
-  NASHOBA PUBLICATIONS



Audit Bureau of Circulations  
WNC59-R03

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**2. AVERAGE PAID CIRCULATION Newspaper Designated Market (See Par. 6B for description of area)**

	Groton Landmark (Fri.)	Harvard Hillside (Fri.)	Pepperell Free Press (Fri.)	The Public Spirit (Fri.)	Shirley Oracle (Fri.)	Townsend Times (Fri.)	TOTAL	Household Coverage
<b>Newspaper Designated Market</b>	<b>789</b>	<b>184</b>	<b>1,214</b>	<b>824</b>	<b>374</b>	<b>911</b>	<b>4,296</b>	<b>57.6%</b>
<b>Outside Newspaper Designated Market</b>	<b>18</b>	<b>6</b>	<b>16</b>	<b>37</b>	<b>9</b>	<b>32</b>	<b>118</b>	
<b>Total Average Paid Circulation</b>	<b>807</b>	<b>190</b>	<b>1,230</b>	<b>861</b>	<b>383</b>	<b>943</b>	<b>4,414</b>	

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

None of record

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**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.*

**MARKET DESCRIPTION**

NEWSPAPER DESIGNATED MARKET comprises in MIDDLESEX County, the unincorporated communities of Ayer, Groton, Pepperell, Shirley Town and Townsend; and in WORCESTER County, Harvard Town, all in Massachusetts.

	Population	Occupied Households
2000 Census:	19,987	6,948
#1-1-08 Estimate:	21,483	7,462

Population and Occupied Households data for Newspaper Designated Market.

#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.

	Groton Landmark (Fri.)	Harvard Hillside (Fri.)	Pepperell Free Press (Fri.)	The Public Spirit (Fri.)	Shirley Oracle (Fri.)	Townsend Times (Fri.)	TOTAL
Average Unpaid Distribution:							
Arrears							
Advertisers, Agencies							
Complimentary, Sample, Service	26	46	46	53	46	46	263
Total	26	46	46	53	46	46	263

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**AUDIT STATEMENT**

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

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

Fri, April 11, 2008.

(OH's) Occupied Households - #1-1-08 Claritas Inc.

The listing below gives gross distribution for one day only for each newspaper and is 1.5% greater/less than the average for the 12 months ended September 30, 2008.

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

State County	OH's #1-1-08 Estimate	Core Newspaper			GROUP Electronic Editions Actual Gross Dist.	GROUP Unique Editions Actual Gross Dist.	GROUP Total Paid Actual Gross Dist.	GROUP Avg. Proj. Pd. Circ.*	GROUP Household Coverage
		GROUP Individually Paid Actual Gross Dist.	GROUP Other Paid Actual Gross Dist.	GROUP Total Core Nwsp. Actual Gross Dist.					
<b>MASSACHUSETTS</b>									
MIDDLESEX	565,118	4,175		4,175		4,175	4,162	0.7%	
WORCESTER	300,715	218		218		218	218	0.1%	
Miscellaneous Counties		17		17		17	18		
<b>TOTAL IN MASSACHUSETTS</b>		<b>4,410</b>		<b>4,410</b>		<b>4,410</b>	<b>4,398</b>		
All Other		71		71		71	16		
<b>GRAND TOTAL</b>		<b>4,481</b>		<b>4,481</b>		<b>4,481</b>	<b>4,414</b>		

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

**DISTRIBUTION BY ZIP CODES RECEIVING 25 OR MORE COPIES:**

SOURCE - U.S. ZIP Code Directory - #1-1-08 Claritas Inc.

State ZIP Code	OH's #1-1-08 Estimate	Core Newspaper			GROUP Electronic Editions	GROUP Unique Editions	GROUP Total Paid	GROUP Avg. Proj. Pd. Circ.	GROUP Household Coverage
		GROUP Individually Paid	GROUP Other Paid	GROUP Total Core Nwsp.					
<b>MASSACHUSETTS</b>									
01432	Ayer	3,045	791		791		791	779	25.6%
01450	Groton	3,646	785		785		785	773	21.2%
01451	Harvard	1,842	180		180		180	177	9.6%
01463	Pepperell	4,015	1,212		1,212		1,212	1,194	29.7%
01464	Shirley	2,185	405		405		405	399	18.3%
01469	Townsend	2,186	779		779		779	767	35.1%
01474	West Townsend	985	165		165		165	163	16.5%
Miscellaneous ZIP Codes			164		164		164	162	
<b>GRAND TOTAL</b>			<b>4,481</b>		<b>4,481</b>		<b>4,481</b>	<b>4,414</b>	

State ZIP Code	GROTON LANDMARK						HARVARD HILLSIDE						PEPPERELL FREE PRESS								
	Core Newspaper			Electronic Editions	Unique Editions	Total Paid	Avg. Proj. Pd. Circ.	Core Newspaper			Electronic Editions	Unique Editions	Total Paid	Avg. Proj. Pd. Circ.	Core Newspaper			Electronic Editions	Unique Editions	Total Paid	Avg. Proj. Pd. Circ.
	Individually Paid	Other Paid	Total Core Nwsp.					Individually Paid	Other Paid	Total Core Nwsp.					Individually Paid	Other Paid	Total Core Nwsp.				
<b>MASSACHUSETTS</b>																					
01432	Ayer	6		6		6	6	1		1			1	1	2		2			2	2
01450	Groton	775		775		775	762							7		7				7	7
01451	Harvard	1		1		1	1	171		171			171	167							
01463	Pepperell	1		1		1	1							1,208		1,208				1,208	1,192
01464	Shirley							1		1			1	1							
01469	Townsend	1		1		1	1	1		1			1	1	3		3			3	3
01474	West Townsend	1		1		1	1														
Miscellaneous ZIP Codes		36		36		36	35	20		20			20	20	27		27			27	26
GRAND TOTAL		821		821		821	807	194		194			194	190	1,247		1,247			1,247	1,230
						02-0740-1*						02-0741-2*									
																		#218947			

\*The circulation for these newspapers has been projected.

State ZIP Code	THE PUBLIC SPIRIT						SHIRLEY ORACLE						TOWNSEND TIMES								
	Core Newspaper			Electronic Editions	Unique Editions	Total Paid	Avg. Proj. Pd. Circ.	Core Newspaper			Electronic Editions	Unique Editions	Total Paid	Avg. Proj. Pd. Circ.	Core Newspaper			Electronic Editions	Unique Editions	Total Paid	Avg. Proj. Pd. Circ.
	Individually Paid	Other Paid	Total Core Nwsp.					Individually Paid	Other Paid	Total Core Nwsp.					Individually Paid	Other Paid	Total Core Nwsp.				
<b>MASSACHUSETTS</b>																					
01432	Ayer	779		779		779	775	1		1			1	1	2		2		2	2	
01450	Groton	3		3		3	3														
01451	Harvard	8		8		8	8														
01463	Pepperell														3		3		3	3	
01464	Shirley	12		12		12	12	392		392			392	379							
01469	Townsend	5		5		5	5								769		769		769	758	
01474	West Townsend														164		164		164	162	
	Miscellaneous ZIP Codes	59		59		59	58	3		3			3	3	19		19		19	18	
GRAND TOTAL		866		866		866	861	396		396			396	383	957		957		957	943	
								02-0752-3*						02-0754-6							
														#218948							
														#218949							

\*The circulation for these newspapers has been projected.



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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 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**