



Audit Bureau  
of Circulations

**Audit Report  
Newspaper**

AUDITED EVERY OTHER YEAR

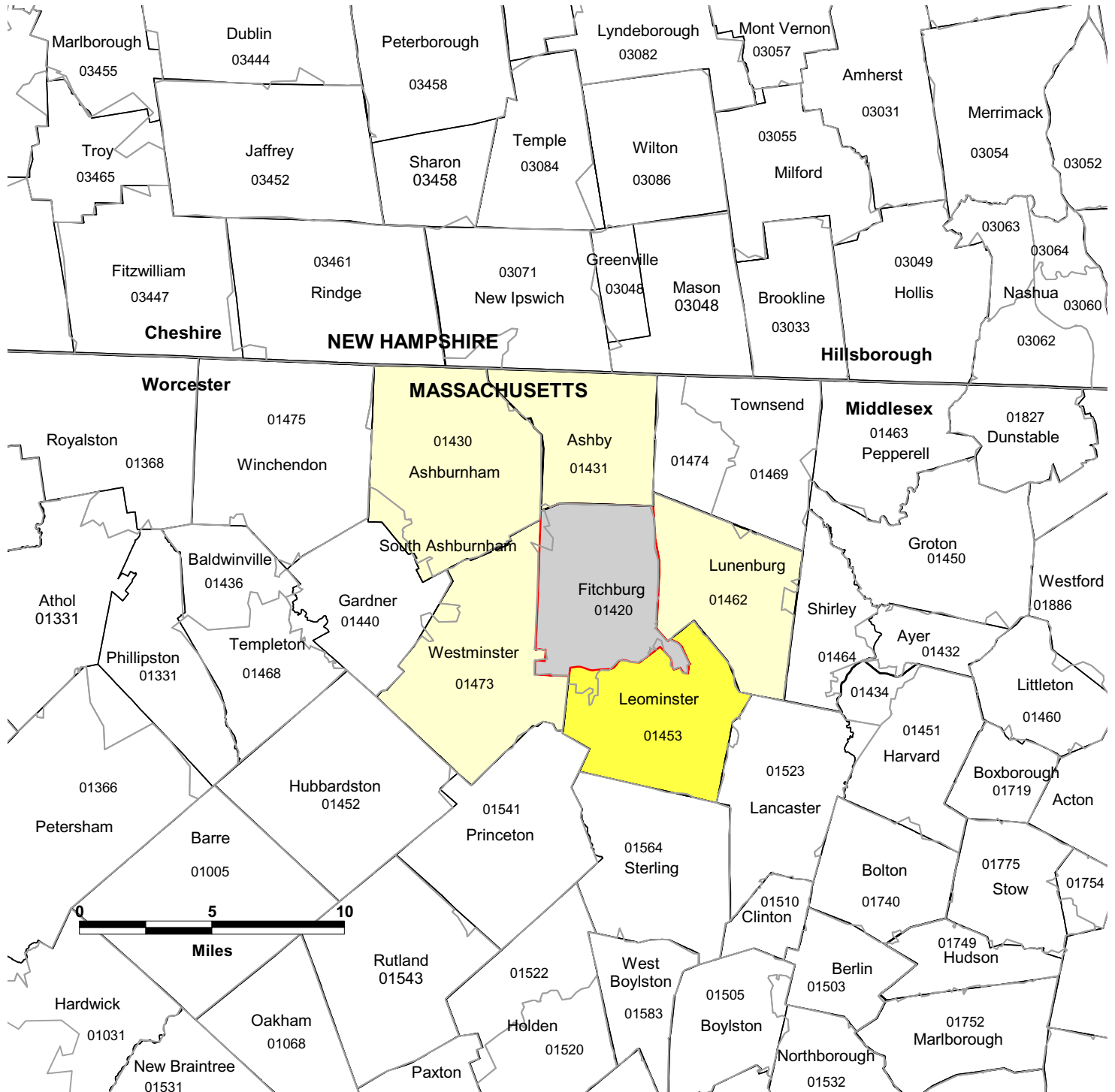
**SENTINEL & ENTERPRISE**

Fitchburg-Leominster (Worcester County), Massachusetts

21 months ended June 30, 2009

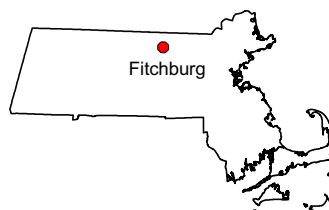
	Sun	Morning (Mon.-Sat.)
<b>1. TOTAL AVERAGE PAID CIRCULATION</b>	<b>17,088</b>	<b>14,976</b>
<i>Core Newspaper with replica electronic</i>	<i>17,088</i>	<i>14,976</i>
Core Newspaper	17,088	14,976
Electronic Editions	0	0
Other Unique Editions	0	0
<b>Total Average Paid Circulation</b>	<b>17,088</b>	<b>14,976</b>
<b>1A. AVERAGE PAID CIRCULATION - Core Newspaper</b>		
<b>Paid for by Individual Recipients (≥50% of basic)</b>		
Home Delivery and Mail	9,962	9,891
Single Copy Sales	3,924	3,243
<b>Subtotal</b>	<b>13,886</b>	<b>13,134</b>
<b>Paid for by Individual Recipients (≥25%, &lt;50% of basic)</b>		
Home Delivery and Mail	0	0
Single Copy Sales	0	0
<b>Subtotal</b>	<b>0</b>	<b>0</b>
<b>Total Average Paid by Individual Recipient Circulation - Core Newspaper</b>	<b>13,886</b>	<b>13,134</b>
<b>Other Paid Circulation: (See Par. 6A)</b>		
Single Copy Sales	0	0
Educational Programs	101	724
Employee/Independent Contractor	238	238
Third Party Sales	185	156
Third Party Sales - Payment made with barter (See Par. 6B)	2,678	724
<b>Subtotal</b>	<b>3,202</b>	<b>1,842</b>
Total Average Paid Circulation - Core Newspaper	17,088	14,976
Total Paid Circulation - Electronic Editions	0	0
Total Paid Circulation - Other Unique Editions	0	0
<b>TOTAL AVERAGE PAID CIRCULATION</b>	<b>17,088</b>	<b>14,976</b>
Other Audited Circulation (Optional)	0	0
Total Circulation (Optional)	0	0
Days Omitted from Averages (See Par. 6B)	6	9

# CITY AND RETAIL TRADING ZONES / FITCHBURG, MASSACHUSETTS



## LEGEND

- STATE BOUNDARY
- COUNTY BOUNDARY
- ZIP CODE BOUNDARY
- FITCHBURG CORPORATE LIMITS
- BALANCE OF ABC CITY ZONE
- ABC RETAIL TRADING ZONE



Audit Bureau of Circulations  
C764-R07

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

	Sun	Morning (Mon.-Sat.)
<b>City Zone</b>		
Home Delivery and Mail (See Par. 6B)	7,370	7,311
Single Copy Sales (Individual)	2,825	2,395
Educational Programs	83	669
Employee/Independent Contractor	238	238
Third Party Sales	185	156
Third Party Sales - Payment made with barter	2,678	724
<b>Total City Zone</b>	<b>13,379</b>	<b>11,493</b>
<b>Retail Trading Zone</b>		
Home Delivery and Mail (See Par. 6B)	1,738	1,735
Single Copy Sales (Individual)	492	391
Educational Programs	4	14
<b>Total Retail Trading Zone</b>	<b>2,234</b>	<b>2,140</b>
<b>Total City Zone &amp; Retail Trading Zone</b>	<b>15,613</b>	<b>13,633</b>
<b>All Other</b>		
Home Delivery and Mail (See Par. 6B)	854	845
Single Copy Sales (Individual)	607	457
Educational Programs	14	41
<b>Total All Other</b>	<b>1,475</b>	<b>1,343</b>
<b>Total Average Paid Circulation</b>	<b>17,088</b>	<b>14,976</b>

**PERCENTAGE OF TOTAL PAID AND HOUSEHOLD COVERAGE PERCENT**

		Population	Occupied House- holds	Sun			Morning (Mon.-Sat.)		
				Total Circ.	% of Total Circ.	Household Coverage	Total Circ.	% of Total Circ.	Household Coverage
City Zone	2000 Census	80,405	31,434						
	#1-1-09 Est.	81,400	32,049	13,379	78.3	41.7%	11,493	76.7	35.9%
Retail Trading Zone	2000 Census	24,699	8,971						
	#1-1-09 Est.	26,144	9,568	2,234	13.1	23.3%	2,140	14.3	22.4%
Total City & Retail Trading Zones	2000 Census	105,104	40,405						
	#1-1-09 Est.	107,544	41,617	15,613	91.4	37.5%	13,633	91.0	32.8%
All Other				1,475	8.6		1,343	9.0	
Total Paid				17,088	100.0%		14,976	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	Sun	Morning (Mon.-Sat.)
December 31, 2004	17,027	17,008
March 31, 2005	18,525	17,360
June 30, 2005	18,193	16,536
September 30, 2005	16,797	15,784
December 31, 2005	16,473	16,329
March 31, 2006	19,054	16,624
June 30, 2006	17,357	15,841
September 30, 2006	17,730	14,675
December 31, 2006	17,686	16,248

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

Calendar Quarter Ended	Sun	Morning (Mon.-Sat.)
March 31, 2007	17,891	15,885
June 30, 2007	15,646	15,336
September 30, 2007	19,473	15,227
December 31, 2007	16,557	15,276
March 31, 2008	19,042	15,359
June 30, 2008	16,331	14,514
September 30, 2008	17,930	15,598
December 31, 2008	16,823	14,908
March 31, 2009	17,334	15,287
June 30, 2009	15,692	13,887

**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 Home Delivery & Mail	Retail Trading Zone Single Copy Sales	Retail Trading Zone Other Paid	Retail Trading Zone Electronic and Other Unique Editions	TOTAL Retail Trading Zone	TOTAL Average Paid Circulation
Sun	2009	7,370	2,825	3,184		13,379	1,738	492	4		2,234	17,088
	2007	7,901	3,406	2,598		13,905	1,896	638	19		2,553	17,722
	2005 <sup>^</sup>	8,323	2,936	1,912		13,171	2,094	481	1		2,576	17,634
	2003	9,387	2,529	1,055		12,971	2,164	419	2		2,585	17,606
	2001 <sup>*</sup>	9,978	2,460	573		13,011	1,885	512			2,397	17,565
Morning (Mon.-Sat.)	2009	7,311	2,395	1,787		11,493	1,735	391	14		2,140	14,976
	2007	7,836	2,988	1,401		12,225	1,888	574	16		2,478	15,769
	2005 <sup>^</sup>	8,126	2,781	1,821		12,728	2,038	439	11		2,488	16,850
	2003	9,107	2,295	1,461		12,863	2,088	352	19		2,459	17,041
	2001 <sup>*</sup>	9,709	2,281	947		12,937	1,826	439			2,265	17,004

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

<sup>\*</sup>Effective with September 30, 2001 reports, a change was made in the qualification and reporting format.

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

Sun, March 15, 2009; Morning, March 12, 2009

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

The average projected paid circulation for the last twelve month period covered by this report is as follows:

	Sun	Morning
City Zone	13,255	11,452
Retail Trading Zone	2,213	2,133
All Other	1,462	1,338
<b>GRAND TOTAL</b>	<b>16,930</b>	<b>14,923</b>

The listing below gives gross distribution for one day only and is greater or less than the average paid for the last twelve month period covered by this report by the following percentages:

	Sun	Morning
City Zone	0.2% less	9.5% less
Retail Trading Zone	0.1% greater	5.3% greater
All Other	0.1% less	16.7% greater
<b>GRAND TOTAL</b>	<b>0.2% less</b>	<b>8.8% less</b>

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

State County	OH's #1-1-09 Estimate	Sun							Morning								
		Core Newspaper			Electronic Editions	Unique Editions	Total Paid	Avg. Proj. Pd. Circ.*	Hshld. Cov.	Core Newspaper			Electronic Editions	Unique Editions	Total Paid	Avg. Proj. Pd. Circ.*	Hshld. Cov.
		Individually Paid	Other Paid	Total Core Nwsp.						Individually Paid	Other Paid	Total Core Nwsp.					
<b>MASSACHUSETTS</b>																	
FRANKLIN	29,843		150	150		150	161	0.5%									
MIDDLESEX	568,125	746		746		746	767	0.1%	736	20	756			756	847	0.1%	
WORCESTER	298,782	12,980	580	13,560		13,560	15,995	5.4%	11,844	1,071	12,915			12,915	14,017	4.7%	
<b>TOTAL IN MASSACHUSETTS</b>		<b>13,726</b>	<b>730</b>	<b>14,456</b>		<b>14,456</b>	<b>16,923</b>		<b>12,580</b>	<b>1,091</b>	<b>13,671</b>			<b>13,671</b>	<b>14,864</b>		
All Other		6		6		6	7		7	42	49			49	59		
<b>GRAND TOTAL</b>		<b>13,732</b>	<b>730</b>	<b>14,462</b>		<b>14,462</b>	<b>16,930</b>		<b>12,587</b>	<b>1,133</b>	<b>13,720</b>			<b>13,720</b>	<b>14,923</b>		

#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 gross distribution figures to average paid 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, #1-1-09 The Nielsen Company (U.S.), Inc., See Par. 6B.

STATE ZIP Code	OH's #1-1-09 Estimate	Sun			Morning			Avg. Proj. Pd. Circ.	Hshld. Cov.	Avg. Proj. Pd. Circ.	Hshld. Cov.					
		Core Newspaper		Total Core Nwsp.	Core Newspaper		Total Core Nwsp.									
		Individually Paid	Other Paid		Electronic Editions	Unique Editions	Total Paid		Individually Paid	Other Paid		Electronic Editions	Unique Editions	Total Paid		
<b>MASSACHUSETTS</b>																
01331 Athol	5,412		30	30			30	35			0.6%					
01364 Orange	3,337		150	150			150	176			5.3%					
01420 Fitchburg	15,281	4,888	422	5,310			5,310	6,216	40.7%	4,331	664	4,995		4,995	5,433	35.6%
01430 Ashburnham	2,091	350		350			350	410	19.6%	334		334		334	363	17.4%
01431 Ashby	1,028	242		242			242	283	27.5%	245		245		245	266	25.9%
01440 Gardner	8,479	330		330			330	386	4.6%	249	37	286		286	311	3.7%
01453 Leominster	16,555	5,357	69	5,426			5,426	6,352	38.4%	5,036	330	5,366		5,366	5,837	35.3%
01462 Lunenburg	3,810	1,344	12	1,356			1,356	1,587	41.7%	1,255	15	1,270		1,270	1,381	36.2%
01464 Shirley	2,199	174		174			174	204	9.3%	168		168		168	183	8.3%
01469 Townsend	2,245	238		238			238	279	12.4%	230	20	250		250	272	12.1%
01473 Westminister	2,749	417		417			417	488	17.8%	396		396		396	431	15.7%
01474 West Townsend	946	92		92			92	108	11.4%	93		93		93	101	10.7%
01475 Winchendon	3,673	148		148			148	173	4.7%	107	25	132		132	144	3.9%
01523 Lancaster	2,346	146		146			146	171	7.3%	136		136		136	148	6.3%
01740 Bolton	1,580		47	47			47	55	3.5%							
Miscellaneous ZIP Codes		6		6			6	7		7	42	49		49	53	
<b>GRAND TOTAL</b>		<b>13,732</b>	<b>730</b>	<b>14,462</b>			<b>14,462</b>	<b>16,930</b>		<b>12,587</b>	<b>1,133</b>	<b>13,720</b>		<b>13,720</b>	<b>14,923</b>	

**ANALYSIS OF HOME DELIVERY & MAIL SUBSCRIPTION SALES (New & Renewal)**

**4. COMBINATION, SPECIAL OFFERS, CLUBS AND INSURANCE:**

	Term Ordered				Misc. Periods
	1 Mo.	3 Mos.	6 Mos.	1 Yr.	
(e) Special reduced prices, See Par. 5(b) . . . . .M					723*
S					100*

\*This figure does not represent the total number of subscriptions received, but represents the average number of copies served during this report period on Newspapers in Education sold at the price(s) shown in Par. 5(b).

5A. BASIC PRICES:	By Mail				By Home Delivery				
	1 Yr.	6 Mos.	3 Mos.	1 Mo.	1 Yr.	6 Mos.	3 Mos.	1 Mo.	1 Wk.
<b>CITY ZONE:</b>									
M & S . . . . .	\$165.00	\$100.00	\$55.00	\$18.33	\$156.00	\$77.75	\$38.75	\$16.25	\$3.25
Weekend* . . . . .	111.00	65.50	42.75	15.00	91.00	45.50	22.75	7.58	1.75
Fri. to Tue . . . . .	65.00	32.50	16.25	5.42	39.00	19.50	9.75	3.25	75¢
S only . . . . .	65.00	32.50	16.25	5.42	52.00	26.00	13.00	4.33	1.00
*Includes Friday, Saturday and Sunday issues.									
<b>RETAIL TRADING ZONE:</b> By Mail, same as City Zone.	By Home Delivery, same as City Zone.								
<b>ALL OTHER:</b> By Mail, same as City Zone.	By Home Delivery, same as City Zone.								

CITY ZONE, RETAIL TRADING ZONE & ALL OTHER:	By Motor Route					Single Copy	
	1 Yr.	6 Mos.	3 Mos.	1 Mo.	1 Wk.		
Same as by Home Delivery in City Zone. (a-b-c)							
M only . . . . .						50¢ (a)	25¢ (b)
S only . . . . .						\$1.25 (a-b)	

(a) City Zone; (b) Retail Trading Zone; (c) All Other.

5(b). Special Reduced Prices: Morning and Sunday, \$1.25 per week. Newspapers in Education for classroom use, 25% of basic prices.

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

	Sun	Morning (Mon.-Sat.)
<b>Other Paid Circulation - Core Newspaper</b>		
Educational Programs		
Newspapers in Education	101	724
Employee/Independent Contractor	238	238
Third Party Sales		
Home Delivered	176	111
Hospitals and Nursing Homes - Available for patients/hospital staff		19
School Copies - Available for students	9	26
Third party Sales - Payment made with barter (See Par. 6B)		
Home Delivered	2,678	724
<b>Total Other Paid Circulation - Core Newspaper</b>	<b>3,202</b>	<b>1,842</b>

**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.

Morning (Mon.-Sat.): None.

**MARKET DESCRIPTION:**

CITY ZONE is the corporate limits of Fitchburg and Leominster, in Worcester County, Massachusetts.

RETAIL TRADING ZONE includes, in WORCESTER County, towns of Ashburnham, Lunenburg and Westminster; and in MIDDLESEX County, Ashby Town.

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 16, 2007 Holiday (Sunday)	14,226
December 24, 2007 Holiday (Monday)	13,433
December 25, 2007 Holiday (Tuesday)	12,861
December 30, 2007 Holiday (Sunday)	14,013
December 31, 2007 Holiday (Monday)	13,433
January 1, 2008 Holiday (Tuesday)	12,861
March 23, 2008 Holiday (Sunday)	14,013
August 3, 2008 Holiday (Sunday)	13,828
August 17, 2008 Holiday (Sunday)	13,819
December 24, 2008 Holiday (Wednesday)	13,227
December 25, 2008 Holiday (Thursday)	12,072
December 31, 2008 Holiday (Wednesday)	13,047
January 1, 2009 Holiday (Thursday)	12,918
May 24, 2009 Holiday (Sunday)	11,488
May 25, 2009 Holiday (Monday)	12,880

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

	City Zone	Retail Trading Zone	All Other
Sun	130	20	3
Morning (Mon.-Sat.)	129	18	3

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) Third Party Barter Summary:

Description of Sale	Barter Good or Service	Total Copies Sold	Value of Barter Good/Service
Home Delivered	River Hawks Tickets	535,950	\$87,213.00
	DCU Center Tickets	82,327	\$18,539.00



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**5A. PRICES:** (Continued)

PUBLISHER'S RETURN POLICY: Fully Returnable.

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

	City Zone	Retail Trading Zone	All Other
Sun	10.1%	8.5%	19.7%
Morning (Mon.-Sat.)	12.2%	8.6%	19.3%

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

Average Unpaid Distribution:	Sun	Morning (Mon.-Sat.)
Arrears		
Advertisers, Agencies		
Complimentary, Sample, Service	577	278
Total	<u>577</u>	<u>278</u>

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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**

Calendar Quarter Ended	Sun	Days	Morning (Mon.-Sat.)	Days
December 31, 2004	17,027		17,008	
March 31, 2005	18,525		17,360	
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June 30, 2008	16,331	13	14,514	78
September 30, 2008	17,930	11	15,598	79
December 31, 2008	16,823	13	14,908	76
March 31, 2009	17,334	13	15,287	76
June 30, 2009	15,692	12	13,887	77