

CIRCULATION AND READERSHIP

PITTSBURGH POST-GAZETTE 2007 ADVERTISING RATES

I. CIRCULATION

	Daily	Sunday
Total Paid Circulation	212,075	354,966

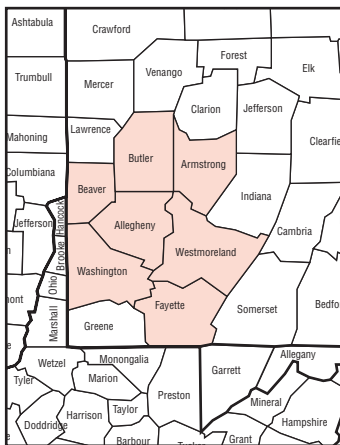
Source: Audit Bureau of Circulations, 9/30/2006 Publisher's Statement, subject to audit.

II. READERSHIP

	Allegheny County	CBSA	DMA
Average Weekday	443,863	541,067	559,635
Cumulative (Five weekdays)	628,562	796,392	836,489
Average Sunday	637,345	807,634	842,775
Cumulative (Four Sundays)	763,989	1,036,004	1,092,821
Weekly (five weekdays and one Sunday)	681,264	868,658	915,333

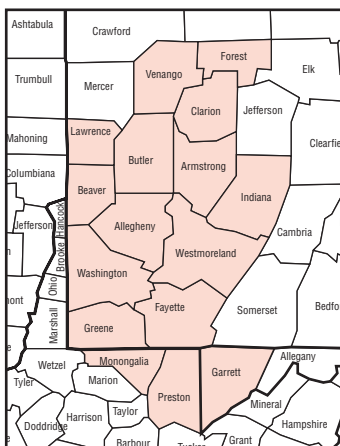
Source: Scarborough Research 2006, Release #2, Twelve Month Average.

A. Pittsburgh CBSA



The Pittsburgh CBSA includes the following counties: Allegheny, Armstrong, Beaver, Butler, Fayette, Washington and Westmoreland.

B. Pittsburgh DMA



The Pittsburgh DMA includes the following counties: Allegheny, Armstrong, Beaver, Butler, Fayette, Washington, Westmoreland, Clarion, Forest, Greene, Indiana, Lawrence, and Venango in Pennsylvania; Garrett County in Maryland; and Monongalia and Preston Counties in West Virginia.

III. ZONE CIRCULATION AND READERSHIP

	Circulation	Readership
Thursday North	48,793	124,090
Thursday South	64,497	207,744
Thursday East	54,662	141,090
Thursday West	27,135	85,431
Sunday North	35,600	119,560
Sunday Washington	33,447	122,220

Sources: Thursday and Washington Sunday Zones: Audit Bureau of Circulations, 3/31/2005 and PG carrier routes where ZIP codes are split between editorial zones.

Sunday North Zone uses a combination of full ZIP codes and partial ZIP codes based on school district boundaries. Circulation is based on internal PG reports.

Readership: Scarborough Research 2006, Release #2, twelve month average readers per copy in full ZIP codes.

