



Audit Bureau
of Circulations

For six months ended September 30, 2006

Pittsburgh Post-Gazette

Pittsburgh (Allegheny County), Pennsylvania

www.post-gazette.com

Newspaper Publisher's Statement

Subject to Audit

	Morning							
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
1. TOTAL AVERAGE PAID CIRCULATION	354,966	212,075	210,075	208,499	207,854	215,181	218,761	197,889
<i>Core Newspaper with replica electronic</i>	354,966	212,075	210,075	208,499	207,854	215,181	218,761	197,889
Core Newspaper	354,966	212,075	210,075	208,499	207,854	215,181	218,761	197,889
Electronic Editions	0	0	0	0	0	0	0	0
Other Unique Editions	0	0	0	0	0	0	0	0
Total Average Paid Circulation	354,966	212,075	210,075	208,499	207,854	215,181	218,761	197,889
1A. AVERAGE PAID CIRCULATION - Core Newspaper Paid for by Individual Recipients (≥50% of basic)								
Home Delivery and Mail	204,081	158,442	155,507	155,815	155,998	162,663	162,224	159,564
Intermittent Subscriptions	3,794	2,118	5,579	1,824	0	0	3,187	0
Single Copy Sales	124,456	40,362	38,076	39,810	40,758	41,211	41,956	31,315
Subtotal	332,331	200,922	199,162	197,449	196,756	203,874	207,367	190,879
Paid for by Individual Recipients (≥25%, <50% of basic)								
Home Delivery and Mail	5,228	4,088	4,077	4,072	4,077	4,117	4,098	4,106
Single Copy Sales	0	0	0	0	0	0	0	0
Subtotal	5,228	4,088	4,077	4,072	4,077	4,117	4,098	4,106
Total Average Paid by Individual Recipient Circulation - Core Newspaper	337,559	205,010	203,239	201,521	200,833	207,991	211,465	194,985
Other Paid Circulation: (See Par. 6A)								
Single Copy Sales	0	0	0	0	0	0	0	0
Educational Programs	5,010	4,259	4,030	4,210	4,297	4,354	4,409	260
Employee/Independent Contractor	2,310	2,305	2,300	2,301	2,301	2,300	2,322	2,294
Third Party Sales	10,087	501	506	467	423	536	565	350
Third Party Sales - Payment made with barter	0	0	0	0	0	0	0	0
Subtotal	17,407	7,065	6,836	6,978	7,021	7,190	7,296	2,904
Total Average Paid Circulation - Core Newspaper	354,966	212,075	210,075	208,499	207,854	215,181	218,761	197,889
Total Paid Circulation - Electronic Editions	0	0	0	0	0	0	0	0
Total Paid Circulation - Other Unique Editions	0	0	0	0	0	0	0	0
TOTAL AVERAGE PAID CIRCULATION	354,966	212,075	210,075	208,499	207,854	215,181	218,761	197,889
Other Audited Distribution (Optional)	0	0	0	0	0	0	0	0
Total Distribution (Optional)	0	0	0	0	0	0	0	0
Days Omitted from Averages (See Par. 6B)	7		None	None	None	None	None	None

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.

01-4125-0

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

	Morning							
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
City Zone								
Home Delivery and Mail (See Par. 6B)	139,321	112,252	110,033	110,603	110,926	115,210	114,492	112,842
Intermittent Subscriptions (See Pars. 5A & 6B)	2,557	1,481	3,901	1,275			2,229	
Single Copy Sales (Individual)	60,307	23,083	21,200	22,528	23,438	24,263	23,992	16,387
Educational Programs	2,576	2,377	2,259	2,349	2,384	2,481	2,411	260
Employee/Independent Contractor	2,157	2,149	2,144	2,145	2,145	2,144	2,166	2,143
Third Party Sales	9,300	473	468	437	400	513	542	350
Total City Zone	216,218	141,815	140,005	139,337	139,293	144,611	145,832	131,982
Balance in Newspaper Designated Market								
Home Delivery and Mail (See Par. 6B)	51,789	38,132	37,532	37,320	37,221	39,195	39,389	38,667
Intermittent Subscriptions (See Pars. 5A & 6B)	907	479	1,263	413			721	
Single Copy Sales (Individual)	23,391	5,847	5,392	5,795	5,958	6,047	6,038	4,836
Educational Programs	1,065	719	695	712	720	724	746	
Employee/Independent Contractor	153	156	156	156	156	156	156	151
Third Party Sales	526	2	5	3				
Total Balance in Newspaper Designated Market	77,831	45,335	45,043	44,399	44,055	46,122	47,050	43,654
Total Newspaper Designated Market	294,049	187,150	185,048	183,736	183,348	190,733	192,882	175,636
Circulation Outside Newspaper Designated Market								
Home Delivery and Mail (See Par. 6B)	18,199	12,146	12,019	11,964	11,928	12,375	12,441	12,161
Intermittent Subscriptions (See Pars. 5A & 6B)	330	158	415	136	0	0	237	0
Single Copy Sales (Individual)	40,758	11,432	11,484	11,487	11,362	10,901	11,926	10,092
Educational Programs	1,369	1,163	1,076	1,149	1,193	1,149	1,252	0
Third Party Sales	261	26	33	27	23	23	23	0
Total Circulation Outside Newspaper Designated Market	60,917	24,925	25,027	24,763	24,506	24,448	25,879	22,253
Total Average Paid Circulation	354,966	212,075	210,075	208,499	207,854	215,181	218,761	197,889

PERCENTAGE OF TOTAL PAID AND HOUSEHOLD COVERAGE PERCENT

		Population	Occupied Households	Sun			Cmbd Avg (Mon.-Fri.)			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	959,197	408,113									
	#1-1-06 Est.	921,807	396,267	216,218	60.91	54.56%	141,815	66.87	35.79%	131,982	66.69	33.31%
Balance in NDM*	2000 Census	648,357	257,352									
	#1-1-06 Est.	649,607	263,706	77,831	21.93	29.51%	45,335	21.38	17.19%	43,654	22.06	16.55%
Total NDM*	2000 Census	1,607,554	665,465									
	#1-1-06 Est.	1,571,414	659,973	294,049	82.84	44.55%	187,150	88.25	28.36%	175,636	88.75	26.61%
Outside NDM*				60,917	17.16		24,925	11.75		22,253	11.25	
Total Paid				354,966	100.00%		212,075	100.00%		197,889	100.00%	

#Source: Claritas Inc. (See Par. 6B). *NDM = Newspaper Designated Market.

	Morning							
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
AVERAGE PAID CIRCULATION BY QUARTERS:								
April 1 to June 30, 2006	363,855	214,167	212,145	210,559	209,906	217,304	220,923	196,795
July 1 to September 30, 2006	348,501	209,981	207,999	206,443	205,802	213,056	216,605	198,905

3. DISTRIBUTION IN TOWNS RECEIVING 25 OR MORE COPIES IN DETAIL BY COUNTIES: (See Audit Report)

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

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

	Term Ordered				Misc. Periods
	1 Mo.	3 Mos.	6 Mos.	1 Yr.	
(a) With premium and special offers, See Par. 6B M & S		1,555	9	231	
Wknd			3	2	
S		67	2	53	
(e) Special reduced prices, See Par. 5(b) M & S	1,827	15,824	1,903	2,469	
Wknd	2	1,740	83	59	
S	14	9,188	1,268	1,446	
Cmbd Avg (Mon.-Fri.)					3,849*
Sat					68*
S					4,801*
Cmbd Avg (Mon.-Fri.)					410**
Sat					192**
S					209**

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

**This figure does not represent the total number of subscriptions received, but represents the average number of copies served during this statement period on Registered College Student Copies 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.
NEWSPAPER DESIGNATED MARKET:									
M & S	\$368.00	\$184.00	\$92.00						\$3.25
M only#	230.00	115.00	57.50						1.75
Wknd*#									2.70
S only#	138.00	69.00	34.50						1.65

OUTSIDE NEWSPAPER

DESIGNATED MARKET: By Mail, same as Newspaper Designated Market.

By Home Delivery, same as Newspaper Designated Market.

*Includes Friday, Saturday and Sunday issues.

#This frequency included Intermittent Subscriptions: See Par. 6B.

NEWSPAPER DESIGNATED MARKET & OUTSIDE NEWSPAPER DESIGNATED MARKET:	By Motor Route				Single Copy	
	1 Yr.	6 Mos.	3 Mos.	1 Mo.	1 Wk.	
Same as by Home Delivery in Newspaper Designated Market. (a-b)						
M only						50¢
S only						\$1.50 (a) \$1.75 (b)

(a) Newspaper Designated Market; (b) Outside Newspaper Designated Market.

5(b). Special Reduced Prices: By Home Delivery to employees, Morning and Sunday, 50% of basic prices. By Home Delivery to new subscribers, Morning and Sunday, 13 wks. \$16.90, \$19.50, \$22.25, \$23.50, \$24.00, \$24.05, \$26.00, \$29.00, \$29.25, \$30.00, \$31.85, \$32.50, \$35.00, \$35.75, \$37.00; 26 wks. \$29.00, \$39.00, \$44.50, \$49.00, \$52.00, \$58.50, \$63.70, \$70.00, \$71.50, \$72.96; 52 wks. \$39.00, \$69.00, \$78.00, \$89.00, \$99.00, \$104.00, \$117.00, \$127.40, \$140.00, \$140.92, \$143.00. By Home Delivery to new Weekend subscribers, 13 wks. \$12.00, \$13.00, \$16.25, \$19.00, \$19.50; 26 wks. \$24.05, \$26.00, \$39.00; 52 wks. \$48.10, \$52.00. By Home Delivery to new Sunday subscribers, 13 wks. \$4.99, \$6.50, \$9.75, \$13.00, \$14.62, \$15.00, \$16.25, \$16.90, \$19.00, \$19.24; 26 wks. \$19.50, \$26.00, \$38.48; 52 wks. \$39.00, \$52.00, \$76.96. By Home Delivery to college students, 25% of basic prices. Newspapers in Education for classroom use, 25%, 50% of basic prices. Single copy, Morning, 25¢; Sunday, \$1.00. See Par. 6B.

5(d). Higher Than Basic Prices: By Mail outside the continental U.S., Morning, 3 mos. \$88.92; 6 mos. \$177.84; 1 yr. \$355.68. Sunday, 3 mos. \$41.08; 6 mos. \$82.16; 1 yr. \$164.32.

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

Other Paid Circulation - Core Newspaper	Morning							Sat
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	
Educational Programs								
Newspapers in Education	4,801	3,849	3,625	3,785	3,865	3,938	4,036	68
Registered College Student Copies (See Par. 6B)	209	410	405	425	432	416	373	192
Employee/Independent Contractor	2,310	2,305	2,300	2,301	2,301	2,300	2,322	2,294
Third Party Sales								
Home Delivered	5,083							
Hospitals and Nursing Homes - Available for patients/hospital staff	337	385	380	384	390	387	378	335
Hotels, Motels - Available for guests	3,052	52	116	73	23	23	23	4
Social Functions - Available for patrons	1,615	64	10	10	10	126	164	11
Total Other Paid Circulation - Core Newspaper	17,407	7,065	6,836	6,978	7,021	7,190	7,296	2,904

6B. EXPLANATORY - OTHER:

Regular publishing days on which no paper was issued:

- Sun: None.
- Morning Mon: None.
- Morning Tue: None.
- Morning Wed: None.
- Morning Thu: None.
- Morning Fri: None.
- Morning Sat: None.

MARKET DESCRIPTION:

CITY ZONE is the corporate limits of Pittsburgh plus boroughs of Aspinwall, Avalon, Baldwin, Bellevue, Ben Avon, Ben Avon Heights, Bethel Park, Blawnox, Braddock, Braddock Hills, Brentwood, Bridgeville, Carnegie, Castle Shannon, Chalfont, Churchill, Coraopolis, Crafton, Dormont, East Pittsburgh, Edgewood, Edgeworth, Emsworth, Etna, Forest Hills, Fox Chapel, Glenfield, Greentree, Haysville, Heidelberg, Homestead, Ingram, Leetsdale, McKees Rocks, Millvale, Mount Oliver, Munhall, North Braddock, Oakmont, Osborne, Pennsburg Village, Pleasant Hills, Rankin, Rosslyn Farms, Sewickley, Sharpsburg, Swissvale, Thornburg, Turtle Creek, Verona, West Homestead, West Mifflin, West View, Whitaker, Whitehall and Wilkinsburg; in Monroeville Borough, 2000 Census Tracts 5211 and 5212; townships of Baldwin, Collier, Crescent, Kennedy, Kilbuck, Moon, Mount Lebanon, Neville, O'Hara, Penn Hills, Reserve, Robinson, Ross, Scott, Shaler, South Park, Stowe, Upper St. Clair and Wilkins; in Hampton Township, Tract 4142; in McCandless Township, Tracts 4133 and 4134, all in ALLEGHENY County, Pennsylvania.

BALANCE IN NEWSPAPER DESIGNATED MARKET comprises, with the exception of City Zone, Allegheny County; plus in BEAVER County, 2000 Census Tracts 6018 (part), 6030, 6032 (part), 6035 through 6049, 6050.01 and 6050.02 (part); in BUTLER County, Tracts 9111 (part), 9115.01 (part), 9115.02, 9117 (part), 9118 (part), 9119 (part), 9120 through 9124, 9127 and 9128; in WASHINGTON County, Tracts 7110 (part), 7137 (part), 7140, 7157, 7227 (part), 7411 through 7414, 7421 (part), 7441, 7442, 7451, 7461, 7462, 7463, 7711 (part), 7712, 7727, 7731, 7732, 7747, 7752 and 7753; and in WESTMORELAND County, Tracts 8017.02 (part), 8109 (part), 8020 through 8036, 8037 (part), 8048.02 (part), 8050 (part) and 8051, all in Pennsylvania.

This newspaper is a participant in ABC's ZIP/FSA Code and Readership Programs and Coupon Distribution Verification Service.

Latest Released Audit Report Issued for 12 months ended March 31, 2004.

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:

April 9, 2006 Holiday (Sunday)	336,747
April 16, 2006 Holiday (Sunday)	312,613
April 23, 2006 Holiday (Sunday)	338,405
May 28, 2006 Holiday (Sunday)	315,864
June 25, 2006 Holiday (Sunday)	294,930
July 2, 2006 Holiday (Sunday)	308,939
September 3, 2006 Holiday (Sunday)	325,050

(a) 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.

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

	City Zone	Balance in Newspaper Designated Market	Outside Newspaper Designated Market
Sun	4,610	1,635	595
Cmbd Avg (Mon.-Fri.) & Sat	3,725	1,206	396

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 incremental circulation served to subscribers who received intermittent subscriptions. The incremental net paid circulation for the issues is as follows:

April 9, 2006 (Sunday)	4,099
April 14, 2006 (Friday)	45,917
April 30, 2006 (Sunday)	4,102
May 7, 2006 (Sunday)	4,114
May 14, 2006 (Sunday)	4,117
May 21, 2006 (Sunday)	4,129
May 29, 2006 (Monday)	53,464
June 11, 2006 (Sunday)	4,106
June 18, 2006 (Sunday)	4,049
July 3, 2006 (Monday)	47,756
July 4, 2006 (Tuesday)	47,415
July 9, 2006 (Sunday)	3,943
July 16, 2006 (Sunday)	3,987
July 23, 2006 (Sunday)	3,960
July 30, 2006 (Sunday)	3,973
August 6, 2006 (Sunday)	3,935
August 13, 2006 (Sunday)	3,936
August 20, 2006 (Sunday)	3,937
August 27, 2006 (Sunday)	3,953
September 1, 2006 (Friday)	36,959
September 4, 2006 (Monday)	43,850
September 10, 2006 (Sunday)	4,063
September 17, 2006 (Sunday)	4,060
September 24, 2006 (Sunday)	4,056

(d) Registered College Student Copies sold to schools for registered students during the fall semester. According to the Office of Admissions and Records at each school, enrollment was as follows:

University/College	Student Enrollment
University of Pittsburgh	23,689
Slippery Rock University	8,230
Penn State McKeesport	800
Duquesne University	9,985
Washington and Jefferson College	1,400
LaRoche College	1,707
Waynesburg College	2,000
Mercyhurst College	3,236
Carnegie Mellon University	10,017

(e) The following premiums and special offers were offered during this statement period:

A coupon book or a Pittsburgh Steeler umbrella, each with a value of \$10.00, was offered with new Morning and Sunday subscriptions at 13 wks. \$31.72; 26 wks. \$63.44; 52 wks. \$126.88; Sunday only, 13 wks. \$34.50; 52 wks. \$57.20.

A Pittsburgh Steeler towel, a Pittsburgh Penguin towel, an All-Star fanfest cap, an All-Star fanfest umbrella or a Giant Eagle gift card, each with a value of \$10.00, was offered with new Morning and Sunday subscriptions at 13 wks. \$31.72; 26 wks. \$63.44; 52 wks. \$126.88; Weekend, 13 wks. \$35.00; Sunday only, 13 wks. \$34.50; 52 wks. \$57.20.

A Shop-n-Save gift card, K-Mart gift card, or a Boscov's gift card, each with a value of \$10.00, was offered with new Morning and Sunday subscriptions at 13 wks. \$31.72; 26 wks. \$63.44; 52 wks. \$126.88; Sunday only, 52 wks. \$57.20.

A Festival Food gift card, with a value of \$10.00, was offered with new Morning and Sunday subscriptions at 13 wks. \$31.72; 52 wks. \$126.88.

(f) During this statement period, 19,349 copies Morning were sold at 25¢ per copy at selected events.

During this statement period, 88,514 copies Sunday were sold at \$1.00 per copy at selected events.

Publisher's Return Policy: Fully Returnable.

Publisher's declared policy is that all editions carry all advertising scheduled for the day.

Morning								
Average Unpaid Distribution:	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
Arrears								
Advertisers, Agencies	118	157	155	155	155	167	155	160
Complimentary, Sample, Service	3,711	4,604	4,441	4,775	4,347	5,043	4,414	9,747
Total	3,829	4,761	4,596	4,930	4,502	5,210	4,569	9,907

Randall Brant, Vice President of Advertising
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We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

RANDY K. WAUGAMAN

Director of Circulation

Date Signed: October 16, 2006

JOHN ROBINSON BLOCK

Publisher and Editor-in-Chief

01-4125-0

PAR

	Period Ended Date	09/30/06
01-4125-0	Individually Paid Circulation - 50% or more - PAR. 1A - SUNDAY	332,331
PARADE	Individually Paid Circulation - 25% - 50% - PAR. 1A - SUNDAY	5,228
	Other Paid Circulation	17,407
	Electronic Editions	
	Unique Editions	
	April 1 to June 30, 2006 - QUARTERS - SUNDAY	363,855
	July 1 to September 30, 2006 - QUARTERS - SUNDAY	348,501

Calendar Quarter Ended	Morning															
	Sun	Days	Cmbd Avg (Mon.-Fri.)	Days	Mon	Days	Tue	Days	Wed	Days	Thu	Days	Fri	Days	Sat	Days
June 30, 2006	363,855	8	214,167	65	212,145	13	210,559	13	209,906	13	217,304	13	220,923	13	196,795	13
September 30, 2006	348,501	11	209,981	65	207,999	13	206,443	13	205,802	13	213,056	13	216,605	13	198,905	14