

CIRCULATION OF U.S. SHOPPER/TMC PUBLICATIONS

1,379 shopper publications with 3,573 zoned editions†

Number of publications as of Feb. 1, 2004, with circulation as reported for six months primarily ending on Sept. 30, 2003

STATE	TOTAL NUMBER OF PUBLICATIONS, ZONED EDITIONS AND CIRCULATION					PUBLICATIONS APPEARING ONCE A WEEK				PUBLICATIONS APPEARING AT LEAST TWICE A WEEK*				PUBLICATIONS APPEARING LESS THAN ONCE A WEEK			
	Number of Publications	Number of Editions [†]	Paid Circulation	Free Circulation	Total Circulation	Published 1x Week	Paid Circulation	Free Circulation	Total Circulation	Published Greater Than 1x Week	Paid Circulation	Free Circulation	Total Circulation	Published Less Than 1x Week	Paid Circulation	Free Circulation	Total Circulation
Alabama	22	24	24,650	374,158	398,808	22	24,650	374,158	398,808	0	0	0	0	0	0	0	0
Alaska	4	6	0	173,157	173,157	2	0	33,500	33,500	0	0	0	0	2	0	139,657	139,657
Arizona	13	42	0	596,329	596,329	12	0	593,529	593,529	1	0	2,800	2,800	0	0	0	0
Arkansas	23	37	0	282,373	282,373	22	0	276,273	276,273	1	0	6,100	6,100	0	0	0	0
California	49	755	64,459	6,262,799	6,327,258	46	44,324	6,206,243	6,250,567	2	0	56,286	56,286	1	20,135	270	20,405
Colorado	16	16	5,020	206,755	211,775	13	350	184,285	184,635	3	4,670	22,470	27,140	0	0	0	0
Connecticut	16	31	33,000	646,085	679,085	16	33,000	646,085	679,085	0	0	0	0	0	0	0	0
Delaware	4	14	0	391,500	391,500	4	0	391,500	391,500	0	0	0	0	0	0	0	0
District of Columbia	1	1	0	30,000	30,000	0	0	0	0	0	0	0	0	1	0	30,000	30,000
Florida	48	254	15,100	3,791,249	3,806,349	43	0	3,674,857	3,674,857	3	15,000	82,392	97,392	2	100	34,000	34,100
Georgia	33	44	0	745,363	745,363	33	0	745,363	745,363	0	0	0	0	0	0	0	0
Hawaii	1	3	0	1,000	1,000	0	0	0	0	1	0	1,000	1,000	0	0	0	0
Idaho	8	10	3,766	165,935	169,701	8	3,766	165,935	169,701	0	0	0	0	0	0	0	0
Illinois	78	163	147,055	4,034,220	4,181,275	75	130,055	2,346,020	2,476,075	2	17,000	1,678,500	1,695,500	1	0	9,700	9,700
Indiana	50	103	37	1,028,394	1,028,431	48	37	904,385	904,422	2	0	124,009	124,009	0	0	0	0
Iowa	90	106	69,763	1,538,557	1,608,320	84	69,763	1,445,107	1,514,870	4	0	76,450	76,450	2	0	17,000	17,000
Kansas	35	45	6,400	599,484	605,884	33	6,400	558,384	564,784	0	0	0	0	2	0	41,100	41,100
Kentucky	27	31	6,855	513,028	519,883	27	6,855	513,028	519,883	0	0	0	0	0	0	0	0
Louisiana	14	14	53,020	278,159	331,179	10	53,020	168,633	221,653	1	0	10,000	10,000	3	0	99,526	99,526
Maine	2	2	0	108,500	108,500	1	0	100,000	100,000	1	0	8,500	8,500	0	0	0	0
Maryland	6	133	0	2,787,310	2,787,310	4	0	1,568,000	1,568,000	1	0	25,000	25,000	1	0	1,194,310	1,194,310
Massachusetts	18	29	0	1,631,537	1,631,537	17	0	1,565,800	1,565,800	1	0	65,737	65,737	0	0	0	0
Michigan	87	124	1,671	2,226,520	2,228,191	84	1,671	2,047,975	2,049,646	1	0	66,545	66,545	2	0	112,000	112,000
Minnesota	81	106	33,085	1,913,387	1,946,472	76	22,335	1,865,001	1,887,336	3	10,750	26,136	36,886	2	0	22,250	22,250
Mississippi	9	9	0	135,129	135,129	8	0	104,178	104,178	1	0	30,951	30,951	0	0	0	0
Missouri	42	66	3,005	1,074,697	1,077,702	41	3,005	1,064,068	1,067,073	1	0	10,629	10,629	0	0	0	0
Montana	11	12	3,250	242,984	246,234	11	3,250	242,984	246,234	0	0	0	0	0	0	0	0
Nebraska	27	29	4,302	600,428	604,730	25	4,302	583,328	587,630	1	0	10,500	10,500	1	0	6,600	6,600
Nevada	1	1	5,500	32,500	38,000	1	5,500	32,500	38,000	0	0	0	0	0	0	0	0
New Hampshire	4	4	0	95,638	95,638	4	0	95,638	95,638	0	0	0	0	0	0	0	0
New Jersey	2	30	0	440,115	440,115	2	0	440,115	440,115	0	0	0	0	0	0	0	0
New Mexico	10	16	11,700	165,908	177,608	9	11,700	153,436	165,136	1	0	12,472	12,472	0	0	0	0
New York	93	515	1,386	7,881,150	7,882,536	86	1,381	7,620,550	7,621,931	5	5	220,600	220,605	2	0	40,000	40,000
North Carolina	24	29	63,300	502,487	565,787	23	63,300	493,487	556,787	0	0	0	0	1	0	9,000	9,000
North Dakota	10	23	0	212,473	212,473	10	0	212,473	212,473	0	0	0	0	0	0	0	0
Ohio	54	77	9,805	1,529,608	1,539,413	53	9,805	1,521,108	1,530,913	0	0	0	0	1	0	8,500	8,500
Oklahoma	11	27	210	531,125	531,335	11	210	531,125	531,335	0	0	0	0	0	0	0	0
Oregon	10	17	0	335,480	335,480	8	0	299,181	299,181	1	0	5,500	5,500	1	0	30,799	30,799
Pennsylvania	50	182	46,571	2,566,615	2,613,186	50	46,571	2,566,615	2,613,186	0	0	0	0	0	0	0	0
Rhode Island	5	6	0	73,164	73,164	5	0	73,164	73,164	0	0	0	0	0	0	0	0
South Carolina	15	26	36,745	381,658	418,403	14	36,745	375,158	411,903	0	0	0	0	1	0	6,500	6,500
South Dakota	15	16	0	313,437	313,437	14	0	287,282	287,282	1	0	26,155	26,155	0	0	0	0
Tennessee	24	28	16,728	651,861	668,589	23	10,828	647,861	658,689	1	5,900	4,000	9,900	0	0	0	0
Texas	61	87	1,300	1,864,413	1,865,713	58	1,300	1,731,527	1,732,827	2	0	127,886	127,886	1	0	5,000	5,000
Utah	3	8	0	26,712	26,712	2	0	21,662	21,662	1	0	5,050	5,050	0	0	0	0
Vermont	7	10	0	196,664	196,664	7	0	196,664	196,664	0	0	0	0	0	0	0	0
Virginia	12	14	10,819	1,066,975	1,077,794	9	0	264,400	264,400	1	10,819	175	10,994	2	0	802,400	802,400
Washington	19	31	7,000	641,099	648,099	18	7,000	622,356	629,356	1	0	18,743	18,743	0	0	0	0
West Virginia	6	7	0	158,203	158,203	6	0	158,203	158,203	0	0	0	0	0	0	0	0
Wisconsin	119	201	24,810	3,044,243	3,069,053	114	24,810	2,942,951	2,967,761	4	0	98,592	98,592	1	0	2,700	2,700
Wyoming	9	9	0	134,068	134,068	9	0	134,068	134,068	0	0	0	0	0	0	0	0
TOTAL	1,379	3,573	710,312	55,224,631	55,934,943	1,301	625,933	49,790,143	50,416,076	48	64,144	2,823,176	2,887,320	30	20,235	2,611,312	2,631,547

* Shopper/TMC publications that publish two or three times a week are averaged for one paid number and one free number.

† Editor & Publisher defines a publication with zoned editions as one with press runs allowing the editorial and/or advertising department to place specific material within different distribution areas. Any publication not having zoned editions is counted as one in both the "number of publications" column and "number of editions" column.