

Quarterly Data Report

Q3 2019

Subject to Audit

Boston (Suffolk County), Massachusetts
www.bostonglobe.com

AUDIENCE SUMMARY										
Readership	Print Readership: in Market				Online Readership: in Market			Net Combined Audience: in Market (Unduplicated)		
	Sun	Weekday	Saturday	Past 7 Days	Past 7 Days	Past 30 Days		Past 7 Days	Past 7 Days Print Past 30 Days Online	
DMA Readers	738,403	503,263		1,094,741	802,361	1,187,651	DMA Audience	1,520,814	1,821,410	
Reach	13.8%	9.4%		20.5%	15.0%	22.2%	Reach	28.5%	34.1%	
NDM Readers	641,347	432,853		915,571	706,113	1,026,649	NDM Audience	1,281,222	1,528,765	
Reach	17.7%	12.0%		25.3%	19.5%	28.4%	Reach	35.4%	42.3%	

Source: 2019 Release 1, Nielsen Scarborough Report. Copyright 2019, The Nielsen Company. All rights reserved.

CIRCULATION SUMMARY									
	Sun	Avg Mon-Fri	Mon	Tue	Wed	Thu	Fri	Sat	
TOTAL COMBINED AVERAGE CIRCULATION	306,212	241,378	239,142	239,464	239,797	243,617	244,875	242,089	
THE BOSTON GLOBE, BOSTON SUNDAY GLOBE									
Print	163,148	94,932	92,717	92,639	93,361	97,488	98,458	98,266	
Digital Replica	7,783	8,234	8,563	8,283	8,234	8,064	8,027	7,801	
Digital Nonreplica	135,281	138,212	137,862	138,542	138,202	138,065	138,390	136,022	
Total Combined Average Circulation	306,212	241,378	239,142	239,464	239,797	243,617	244,875	242,089	

CIRCULATION DATA BY PUBLICATION									
THE BOSTON GLOBE, BOSTON SUNDAY GLOBE - PRINT									
Paid Circulation									
Individually Paid Circulation									
Home Delivery and Mail	129,509	77,168	75,186	75,360	75,298	80,192	79,805	80,392	
Single Copy Sales	31,153	15,103	14,874	14,612	15,405	14,638	15,988	15,195	
Total Average Individually Paid Circulation	160,662	92,271	90,060	89,972	90,703	94,830	95,793	95,587	
Business/Traveler Paid Circulation									
Hotel Distribution - Room/Lobby Copies	430	332	331	334	334	329	332	605	
Total Average Business/Traveler Paid Circulation	430	332	331	334	334	329	332	605	
Total Average Paid Circulation - Print	161,092	92,603	90,391	90,306	91,037	95,159	96,125	96,192	
Qualified Circulation									
Single Copy									
University Copies		82	81	82	82	82	82		
Employee/Independent Contractor	1,962	1,962	1,962	1,962	1,962	1,962	1,962	1,962	
Retail/Business	94	285	283	289	280	285	289	112	
Total Average Single Copy	2,056	2,329	2,326	2,333	2,324	2,329	2,333	2,074	
Total Average Qualified Circulation - Print	2,056	2,329	2,326	2,333	2,324	2,329	2,333	2,074	
Total Average Circulation - Print	163,148	94,932	92,717	92,639	93,361	97,488	98,458	98,266	

THE BOSTON GLOBE, BOSTON SUNDAY GLOBE - DIGITAL REPLICA									
Paid Circulation									
Subscription	2,232	2,233	2,234	2,234	2,234	2,233	2,232	2,231	
Total Average Paid Circulation - Digital Replica	2,232	2,233	2,234	2,234	2,234	2,233	2,232	2,231	
Qualified Circulation: Opt-in									
Subscription	5,551	6,001	6,329	6,049	6,000	5,831	5,795	5,570	
Total Average Qualified Circulation - Digital Replica	5,551	6,001	6,329	6,049	6,000	5,831	5,795	5,570	
Total Average Circulation - Digital Replica	7,783	8,234	8,563	8,283	8,234	8,064	8,027	7,801	
Total Average Circulation - Print & Digital Replica	170,931	103,166	101,280	100,922	101,595	105,552	106,485	106,067	

	Sun	Avg Mon-Fri	Mon	Tue	Wed	Thu	Fri	Sat
THE BOSTON GLOBE, BOSTON SUNDAY GLOBE - DIGITAL NONREPLICA								
Paid Circulation								
Restricted Access Website	126,781	128,154	127,707	128,351	128,171	128,130	128,410	126,881
eReaders without Advertising	1,652	1,608	1,618	1,614	1,615	1,596	1,598	1,615
Total Average Paid Circulation - Digital Nonreplica	128,433	129,762	129,325	129,965	129,786	129,726	130,008	128,496
Qualified Circulation								
Restricted Access Website	6,848	8,450	8,537	8,577	8,416	8,339	8,382	7,526
Total Average Qualified Circulation - Digital Nonreplica	6,848	8,450	8,537	8,577	8,416	8,339	8,382	7,526
Total Average Circulation - Digital Nonreplica	135,281	138,212	137,862	138,542	138,202	138,065	138,390	136,022
TOTAL AVERAGE CIRCULATION - PRINT & DIGITAL REPLICA AND NONREPLICA	306,212	241,378	239,142	239,464	239,797	243,617	244,875	242,089

TOTAL AVERAGE CIRCULATION BY MARKET

CITY ZONE - PRINT								
Paid Circulation								
Individually Paid Circulation								
Home Delivery and Mail	55,457	36,515	35,606	35,758	35,749	37,856	37,606	37,102
Single Copy Sales	8,105	4,850	4,774	4,790	5,135	4,580	4,974	4,083
City Zone - Total Average Individually Paid Circulation	63,562	41,365	40,380	40,548	40,884	42,436	42,580	41,185
Business/Traveler Paid Circulation								
Hotel Distribution - Room/Lobby Copies	316	281	280	283	283	278	281	518
City Zone - Total Average Business/Traveler Paid Circulation	316	281	280	283	283	278	281	518
City Zone - Total Average Paid Circulation - Print	63,878	41,646	40,660	40,831	41,167	42,714	42,861	41,703
Qualified Circulation								
Single Copy								
University Copies		29	28	29	29	29	29	
Employee/Independent Contractor	862	862	862	862	862	862	862	862
Retail/Business	91	280	278	284	275	280	284	107
City Zone - Total Average Single Copy	953	1,171	1,168	1,175	1,166	1,171	1,175	969
City Zone - Total Average Qualified Circulation - Print	953	1,171	1,168	1,175	1,166	1,171	1,175	969
City Zone - Total Average Circulation - Print	64,831	42,817	41,828	42,006	42,333	43,885	44,036	42,672

RETAIL TRADING ZONE - PRINT								
Paid Circulation								
Individually Paid Circulation								
Home Delivery and Mail	51,482	28,840	28,020	28,058	28,032	30,106	29,986	30,798
Single Copy Sales	8,224	3,079	2,969	2,977	3,137	3,036	3,277	3,160
Retail Trading Zone - Total Average Individually Paid Circulation	59,706	31,919	30,989	31,035	31,169	33,142	33,263	33,958
Business/Traveler Paid Circulation								
Hotel Distribution - Room/Lobby Copies	30							25
Retail Trading Zone - Total Average Business/Traveler Paid Circulation	30							25
Retail Trading Zone - Total Average Paid Circulation - Print	59,736	31,919	30,989	31,035	31,169	33,142	33,263	33,983
Qualified Circulation								
Single Copy								
Employee/Independent Contractor	815	815	815	815	815	815	815	815
Retail Trading Zone - Total Average Single Copy	815	815	815	815	815	815	815	815
Retail Trading Zone - Total Average Qualified Circulation - Print	815	815	815	815	815	815	815	815
Retail Trading Zone - Total Average Circulation - Print	60,551	32,734	31,804	31,850	31,984	33,957	34,078	34,798

	Sun	Avg Mon-Fri	Mon	Tue	Wed	Thu	Fri	Sat
ALL OTHER - PRINT								
Paid Circulation								
Individually Paid Circulation								
Home Delivery and Mail	22,570	11,813	11,560	11,544	11,517	12,230	12,213	12,492
Single Copy Sales	14,824	7,174	7,131	6,845	7,133	7,022	7,737	7,952
All Other - Total Average Individually Paid Circulation	37,394	18,987	18,691	18,389	18,650	19,252	19,950	20,444
Business/Traveler Paid Circulation								
Hotel Distribution - Room/Lobby Copies	84	51	51	51	51	51	51	62
All Other - Total Average Business/Traveler Paid Circulation	84	51	51	51	51	51	51	62
All Other - Total Average Paid Circulation - Print	37,478	19,038	18,742	18,440	18,701	19,303	20,001	20,506
Qualified Circulation								
Single Copy								
University Copies		53	53	53	53	53	53	
Employee/Independent Contractor	285	285	285	285	285	285	285	285
Retail/Business	3	5	5	5	5	5	5	5
All Other - Total Average Single Copy	288	343	343	343	343	343	343	290
All Other - Total Average Qualified Circulation - Print	288	343	343	343	343	343	343	290
All Other - Total Average Circulation - Print	37,766	19,381	19,085	18,783	19,044	19,646	20,344	20,796

Total Average Circulation								
Total Average Circulation - Print	163,148	94,932	92,717	92,639	93,361	97,488	98,458	98,266
Total Digital Replica	7,783	8,234	8,563	8,283	8,234	8,064	8,027	7,801
Total Digital Nonreplica	135,281	138,212	137,862	138,542	138,202	138,065	138,390	136,022
TOTAL AVERAGE CIRCULATION	306,212	241,378	239,142	239,464	239,797	243,617	244,875	242,089

NOTES

REPORT ENDING DATE

September 29, 2019

QUALIFIED RETAIL/BUSINESS

Included in Qualified Retail/Business are copies distributed through publisher-maintained venues. Verification is made of distribution to location only, and not of actual pick-up.

MARKET DESCRIPTION

Zone Reporting for this newspaper is defined as: CITY ZONE is the corporate limits of Boston, Chelsea, Revere plus Winthrop Town comprising Suffolk County; in ESSEX COUNTY, Lynn City plus towns of Nahant, Saugus and Swampscott; in Middlesex County, cities of Cambridge, Everett, Malden, Medford, Melrose, Newton, Somerville, Waltham and Woburn plus towns of Arlington, Belmont, Lexington, Reading, Stoneham, Wakefield, Watertown, Weston and Winchester; in NORFOLK COUNTY, Quincy City plus towns of Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Milton, Needham, Wellesley, Westwood and Weymouth; and in PLYMOUTH COUNTY, towns of Hingham and Hull. RETAIL TRADING ZONE includes, with exception of City Zone (Part), the following area: In Massachusetts - Norfolk County; in BRISTOL County, cities of Attleboro and Taunton plus towns of Easton, Mansfield, North Attleboro, Norton and Raynham; ESSEX County except Newburyport City and towns of Amesbury, Merrimac and Salisbury; MIDDLESEX County except towns of Ashby, Pepperell, Shirley and Townsend; and PLYMOUTH County, except towns of Carver, Lakeville, Marion, Mattapoisett, Plymouth, Rochester and Wareham; and in WORCESTER County, towns of Berlin, Bolton, Harvard, Hopedale, Mendon, Milford, Northborough, Southborough, Upton and Westborough. In New Hampshire - In HILLSBOROUGH County, towns of Hudson and Pelham; and in ROCKINGHAM County, Salem Town.

ADVERTISING POLICY

Copy received too late for early edition is not made up in corresponding edition of following day. Retail advertisers may buy Sunday advertising in combination with any day of calendar week. National advertisers may buy Sunday advertising in combination with any day of calendar week. Local classified advertisers may buy advertising in combination with the Sunday issue and either the previous Saturday or any day during the week. All Monday, Tuesday, Wednesday, Friday, and Saturday editions of the daily paper contain the same number of pages and carry all advertising scheduled for the day with the exception of preprinted inserts, which have availability of selected distribution. All Thursday editions of the daily paper contain the same number of pages and carry all advertising scheduled for the day with the exception of geographic zone sections, which are distributed to different geographies, and preprinted inserts, which have availability of selected distribution. All Sunday editions contain the same number of pages and carry all advertising scheduled for the day with the exception of geographic zone sections, which are distributed to different geographies, and preprinted inserts, which have availability of selected distribution. The BOSTON GLOBE digital replica edition contains all ROP advertising content found in the print edition. FSIs are excluded from the digital replica edition. The BOSTON GLOBE digital nonreplica edition contains the following advertising: Free website (boston.com) - advertising targeted to boston.com; Restricted Access Web Site - advertising targeted to BostonGlobe.com; eReaders with Advertising - advertising targeted to the eReaders, ad units only appear when sold; eReaders without Advertising - no advertising, editorial content only.

CREDIT AND ARREARS ALLOWANCE

Included in Individually Paid Home Delivery and Mail is an average of the following:

	Total
Sunday	706
Daily	314

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.

Publishing Plans

The Boston Globe Boston Sunday Globe	Frequency: Daily Delivery Vehicle(s): Print, online, mobile Primary Circulation Classification: Paid Description: Home delivered print editions are distributed in broadsheet format. Digital Nonreplica subscriptions are sold for display of all editorial content on personal computers and eReaders. Website(s): www.bostonglobe.com
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We certify that to the best of our knowledge all data set forth in this Quarterly Data Report are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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