

News Media Statement

6 months ended September 30, 2020

Subject to Audit

San Diego (San Diego County), California
www.sandiegouniontribune.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	433,525	307,495		641,862	322,810	487,811	DMA Audience	814,633	932,555	
Reach	16.5%	11.7%		24.4%	12.3%	18.5%	Reach	31.0%	35.5%	
NDM Readers	433,525	307,495		641,862	322,810	487,811	NDM Audience	814,633	932,555	
Reach	16.5%	11.7%		24.4%	12.3%	18.5%	Reach	31.0%	35.5%	

Source: 2020 Release 1, Nielsen Scarborough Report. Copyright 2020, The Nielsen Company. All rights reserved.

CROSS-MEDIA METRICS			
WEBSITE ACTIVITY			Period
www.sandiegouniontribune.com (Combined)	Unique Browsers	3,671,543	September 2020
	Page Impressions (2)	7,640,266	

Source: (2) Google Analytics

CIRCULATION SUMMARY							
	Sun	Mon	Tue	Wed	Thu	Fri	Sat
TOTAL COMBINED AVERAGE CIRCULATION	161,103	92,633	92,936	94,250	203,090	120,093	99,004
The San Diego Union-Tribune							
Print	127,794	57,669	57,590	59,301	73,004	67,355	65,082
Digital Replica	27,959	28,085	28,085	28,083	28,067	28,076	28,074
Digital Nonreplica	5,350	6,879	7,261	6,866	7,035	6,932	5,848
Total Circulation Excluding Other Affiliated Publications	161,103	92,633	92,936	94,250	108,106	102,363	99,004
AFFILIATED PUBLICATIONS							
Encinitas Advocate						17,730	
La Jolla Light					16,832		
Del Mar Times					6,674		
Solana Beach Sun					4,369		
Carmel Valley News					16,975		
Rancho Santa Fe Review					6,691		
Poway News Chieftain					14,368		
Rancho Bernardo News Journal					16,309		
Ramona Sentinel					12,766		
Total Combined Average Circulation	161,103	92,633	92,936	94,250	203,090	120,093	99,004

CIRCULATION DATA BY PUBLICATION							
	Sun	Mon	Tue	Wed	Thu	Fri	Sat
THE SAN DIEGO UNION-TRIBUNE - PRINT							
Paid Circulation							
Individually Paid Circulation							
Home Delivery and Mail	116,503	53,264	53,241	54,928	68,771	62,974	64,504
Single Copy Sales	8,893	3,277	3,221	3,245	3,106	3,260	
Total Average Individually Paid Circulation	125,396	56,541	56,462	58,173	71,877	66,234	64,504
Business/Traveler Paid Circulation							
Hotel Distribution - Room/Lobby Copies	907	435	435	435	434	428	
Total Average Business/Traveler Paid Circulation	907	435	435	435	434	428	
Total Average Paid Circulation - Print	126,303	56,976	56,897	58,608	72,311	66,662	64,504
Qualified Circulation							
Home Delivery							
Targeted	725	40	40	40	40	40	39
Total Average Home Delivery	725	40	40	40	40	40	39
Single Copy							
Educational Copies	539	539	539	539	539	539	539
Retail/Business	227	114	114	114	114	114	
Total Average Single Copy	766	653	653	653	653	653	539
Total Average Qualified Circulation - Print	1,491	693	693	693	693	693	578
Total Average Circulation - Print	127,794	57,669	57,590	59,301	73,004	67,355	65,082
THE SAN DIEGO UNION-TRIBUNE - DIGITAL REPLICA							
Paid Circulation							
Subscription	27,752	27,878	27,878	27,876	27,860	27,869	27,867
Total Average Paid Circulation - Digital Replica	27,752	27,878	27,878	27,876	27,860	27,869	27,867
Qualified Circulation: Opt-in							
Educational Copies	207	207	207	207	207	207	207
Total Average Qualified Circulation - Digital Replica	207	207	207	207	207	207	207
Total Average Circulation - Digital Replica	27,959	28,085	28,085	28,083	28,067	28,076	28,074
Total Average Circulation - Print & Digital Replica	155,753	85,754	85,675	87,384	101,071	95,431	93,156
THE SAN DIEGO UNION-TRIBUNE - DIGITAL NONREPLICA							
Total Average Paid Circulation - Digital Nonreplica	4,785	6,177	6,528	6,191	6,343	6,252	5,262
Total Average Qualified Circulation - Digital Nonreplica	565	702	733	675	692	680	586
Total Average Circulation - Digital Nonreplica	5,350	6,879	7,261	6,866	7,035	6,932	5,848
TOTAL AVERAGE CIRCULATION - PRINT & DIGITAL REPLICA AND NONREPLICA	161,103	92,633	92,936	94,250	108,106	102,363	99,004
ENCINITAS ADVOCATE - PRINT							
Qualified Circulation							
Home Delivery							
Market Coverage						17,326	
Total Average Home Delivery						17,326	
Single Copy							
Retail/Business						404	
Total Average Single Copy						404	
Total Average Qualified Circulation - Print						17,730	
Total Average Circulation - Print						17,730	
LA JOLLA LIGHT - PRINT							
Qualified Circulation							
Home Delivery							
Market Coverage					15,406		
Total Average Home Delivery					15,406		
Single Copy							
Retail/Business					1,426		
Total Average Single Copy					1,426		
Total Average Qualified Circulation - Print					16,832		
Total Average Circulation - Print					16,832		

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
DEL MAR TIMES - PRINT							
Qualified Circulation							
Home Delivery							
Market Coverage					6,296		
Total Average Home Delivery					6,296		
Single Copy							
Retail/Business					378		
Total Average Single Copy					378		
Total Average Qualified Circulation - Print					6,674		
Total Average Circulation - Print					6,674		

SOLANA BEACH SUN - PRINT							
Qualified Circulation							
Home Delivery							
Market Coverage					3,979		
Total Average Home Delivery					3,979		
Single Copy							
Retail/Business					390		
Total Average Single Copy					390		
Total Average Qualified Circulation - Print					4,369		
Total Average Circulation - Print					4,369		

CARMEL VALLEY NEWS - PRINT							
Qualified Circulation							
Home Delivery							
Market Coverage					16,596		
Total Average Home Delivery					16,596		
Single Copy							
Retail/Business					379		
Total Average Single Copy					379		
Total Average Qualified Circulation - Print					16,975		
Total Average Circulation - Print					16,975		

RANCHO SANTA FE REVIEW - PRINT							
Qualified Circulation							
Home Delivery							
Market Coverage					6,108		
Total Average Home Delivery					6,108		
Single Copy							
Retail/Business					583		
Total Average Single Copy					583		
Total Average Qualified Circulation - Print					6,691		
Total Average Circulation - Print					6,691		

POWAY NEWS CHIEFTAIN - PRINT							
Qualified Circulation							
Home Delivery							
Market Coverage					14,195		
Total Average Home Delivery					14,195		
Single Copy							
Retail/Business					173		
Total Average Single Copy					173		
Total Average Qualified Circulation - Print					14,368		
Total Average Circulation - Print					14,368		

RANCHO BERNARDO NEWS JOURNAL - PRINT							
Qualified Circulation							
Home Delivery							
Market Coverage					15,860		
Total Average Home Delivery					15,860		
Single Copy							
Retail/Business					449		
Total Average Single Copy					449		
Total Average Qualified Circulation - Print					16,309		
Total Average Circulation - Print					16,309		

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
RAMONA SENTINEL - PRINT							
Qualified Circulation							
Home Delivery							
Market Coverage					12,600		
Total Average Home Delivery					12,600		
Single Copy							
Retail/Business					166		
Total Average Single Copy					166		
Total Average Qualified Circulation - Print					12,766		
Total Average Circulation - Print					12,766		

NOTES

REPORT ENDING DATE


September 27, 2020

Visit auditedmedia.com Media Intelligence Center for additional data.

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.

Publishing Plans

	<p>Frequency: Daily</p> <p>Delivery Vehicle(s): Print, online, mobile</p> <p>Primary Circulation Classification: Paid</p> <p>Description: Home Delivery print editions are distributed in broadsheet format.</p> <p>Website(s): www.sandiegouniontribune.com</p>
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Encinitas Advocate	<p>Frequency: Fri</p> <p>Delivery Vehicle(s): Print</p> <p>Primary Circulation Classification: Qualified</p> <p>Description: bi-weekly</p> <p>Website(s): www.delmartimes.net/encinitas-advocate/</p>
La Jolla Light	<p>Frequency: Thu</p> <p>Delivery Vehicle(s): Print</p> <p>Primary Circulation Classification: Qualified</p> <p>Website(s): www.lajollalight.com/</p>
Del Mar Times	<p>Frequency: Thu</p> <p>Delivery Vehicle(s): Print</p> <p>Primary Circulation Classification: Qualified</p> <p>Website(s): Website(s) www.delmartimes.net/</p>
Solana Beach Sun	<p>Frequency: Thu</p> <p>Delivery Vehicle(s): Print</p> <p>Primary Circulation Classification: Qualified</p> <p>Website(s): www.delmartimes.net/solana-beach-sun/</p>
Carmel Valley News	<p>Frequency: Thu</p> <p>Delivery Vehicle(s): Print</p> <p>Primary Circulation Classification: Qualified</p> <p>Website(s): www.delmartimes.net/carmel-valley/</p>
Rancho Santa Fe Review	<p>Frequency: Thu</p> <p>Delivery Vehicle(s): Print</p> <p>Primary Circulation Classification: Qualified</p> <p>Website(s): www.ranchosantafereview.com/</p>
Poway News Chieftain	<p>Frequency: Thu</p> <p>Delivery Vehicle(s): Print</p> <p>Primary Circulation Classification: Qualified</p> <p>Website(s): www.sandiegouniontribune.com/pomerado-news/</p>

Rancho Bernardo News Journal	Frequency: Thu Delivery Vehicle(s): Print Primary Circulation Classification: Qualified Website(s): www.sandiegouniontribune.com/pomeroado-news/
Ramona Sentinel	Frequency: Thu Delivery Vehicle(s): Print Primary Circulation Classification: Qualified Website(s): www.sandiegouniontribune.com/ramona-sentinel/

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We certify that to the best of our knowledge all data set forth in this News media statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

Parent Company: The San Diego Union-Tribune LLC

THE SAN DIEGO UNION-TRIBUNE, published by The San Diego Union-Tribune, LLC, P. O. Box 120191, San Diego, CA 92112

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