



Newspaper Audit Report

ENLACE

Saturday
SAN DIEGO (SAN DIEGO COUNTY) CALIFORNIA

TOTAL AVERAGE CIRCULATION FOR THE TWELVE MONTH PERIOD ENDED MARCH 31, 2005

TYPE OF PUBLICATION: Ethnic Community Newspaper
FREQUENCY: Weekly
LOCATION: San Diego, California
PUBLISHED BY: Copley Newspapers
ESTABLISHED: 1998
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Publisher
Bill Nagel, Circulation Executive

Circulation Data

		Saturday	%
1. TOTAL AVERAGE DISTRIBUTION		83,592	95.3
A.	Paid		
	1) Home Delivery	379	0.4
	2) Mail Subscriptions	-	-
	3) Single Copy Sales	-	-
	4) Employee Copies	253	0.3
	5) Newspaper in Education	-	-
	6) Bulk	-	-
	Paid Circulation	632	0.7
B.	Other Paid*		
	1) Home Delivery	-	-
	2) Single Copy Sales	-	-
	3) Newspaper in Education	2,425	2.8
	4) Event Sales	-	-
	5) Bulk	-	-
	Total Other Paid	2,425	2.8
	Total Paid	3,057	3.5
C.	Unpaid Distribution*		
	1) Home Delivery	59,843	68.2
	2) Mail	70	0.1
	3) Residential Bulk	-	-
	4) Non-Residential Bulk	20,035	22.8
	5) Samples	587	0.7
	Total Unpaid Distribution	80,535	91.8
D.	Total Distribution (sum of A,B,C)	83,592	95.3
E.	All Other Copies	4,148	4.7
F.	Net Press Run (sum of D and E)	87,740	100.0

2B. Average circulation and distribution for the three year period ending with this report.

<u>Quarter Ended</u>	<u>Paid</u>	<u>Other Paid</u>	<u>Unpaid</u>	<u>Other</u>	<u>Net Press Run</u>
03-31-2004	492	4,182	87,415	5,552	97,641
06-30-2004	253	2,930	79,188	3,460	85,831
09-30-2004	253	732	80,178	4,232	85,395
12-31-2004	921	2,708	81,301	4,292	89,222
03-31-2005	1,102	3,330	81,471	4,606	90,509

3. Publisher's policy, subscription rates, other information concerning report

Policy is to publish a free Hispanic community newspaper, along with synopses of the main stories in English as well, to serve the Latino residents in the San Diego border region. Enlace is printed in photo offset and broadsheet size.

4. Explanatory/additional data

Unpaid home delivery (Item 1C1) - A single copy which is normally rubber-banded or plastic wrapped and delivered at the entrance door, yard, or driveway of a single family dwelling; or a single copy placed at the entrance door of an individual unit in apartment and condominium buildings and row houses.

Unpaid non-residential bulk (Item 1C4) - Carrier Delivery of five or more copies placed at transient locations, including stores, restaurants, motels, public buildings, shopping centers and copies placed in street boxes and display racks at high traffic locations. Number of copies is subject to weekly adjustment reflecting seasonal and other changes in demand.

5. Field verification of publisher's delivery system

As part of its auditing procedures, CAC conducted an independent field verification between the dates of April 6 and May 4, 2005, to determine the degree of household coverage of the publisher's delivery system. The field verification was conducted through telephone interviews with adult members of a random selection of households within the publisher's defined circulation area.

Respondents were asked if they regularly receive Enlace. If "No", they were also asked if the household ever requested that delivery be stopped.

Findings indicate that the publisher's delivery system reaches 98.1% of its defined market.

The field verification has a margin of error of plus/minus 1.6% at a 95% confidence level.

We have examined the records of the publication(s) for the period stated. Our examination was made in accordance with the Corporation's bylaws, rules and regulations, and auditing standards, and accordingly, include such tests of the accounting and circulation records and such auditing procedures as we considered necessary in the circumstances. In our opinion, this report presents fairly the circulation of the publication(s) for the period indicated.

6. One day distribution in county, town and zip code, including occupied households, for the single issue of SATURDAY, MARCH 26, 2005

		Unpaid								
Imperial County, CA	Zip Code	Total Paid	Home Delivery	Mail	Residential Bulk	Non Residential	Samples	Total Circ.	Occupied Households	% Coverage
El Centro	92243	115	-	-	-	-	-	115	13,182	0.87
Holtville	92250	25	-	-	-	-	-	25	2,232	1.12
Total Imperial County, CA		140.00	-	-	-	-	-	140		

		Unpaid								
San Diego County, CA	Zip Code	Total Paid	Home Delivery	Mail	Residential Bulk	Non Residential	Samples	Total Circ.	Occupied Households	% Coverage
Alpine	91901	40	-	-	-	-	-	40	5,880	0.68
Bonita	91902	-	-	1	-	270	-	271	6,068	4.47
Bonsall	92003	24	-	-	-	-	-	24	1,482	1.62
Carlsbad	92008	36	1,600	5	-	50	-	1,691	16,348	10.34
Carlsbad	92009	65	-	-	-	-	-	65	21,013	0.31
Chula Vista	91910	-	9,143	-	-	2,045	-	11,188	29,613	37.78
Chula Vista	91911	238	5,950	1	-	3,100	-	9,289	26,357	35.24
El Cajon	92019	322	-	-	-	-	-	322	15,104	2.13
El Cajon	92020	50	1,600	-	-	275	-	1,925	20,220	9.52
El Cajon	92021	55	-	-	-	-	-	55	22,084	0.25
Escondido	92025	20	3,435	-	-	1,565	-	5,020	14,267	35.19
Escondido	92026	70	539	-	-	160	-	769	16,603	4.63
Escondido	92027	40	1,326	-	-	375	-	1,741	15,657	11.12
Escondido	92029	-	-	-	-	55	-	55	6,553	0.84
Imperial Beach	91932	72	-	-	-	785	-	857	9,416	9.10
La Mesa	91941	34	-	-	-	-	-	34	18,341	0.19
La Mesa	91942	20	-	-	-	-	-	20	10,811	0.18
Lakeside	92040	20	-	-	-	-	-	20	14,846	0.13
National City	91950	33	7,800	-	-	2,737	-	10,570	15,506	68.17
Oceanside	92054	43	2,700	9	-	840	-	3,592	26,481	13.56
Oceanside	92056	-	-	-	-	40	-	40	19,371	0.21
Oceanside	92057	-	-	-	-	120	-	120	16,739	0.72
Poway	92064	40	-	-	-	-	-	40	16,137	0.25
Ramona	92065	61	-	-	-	-	-	61	10,773	0.57
San Diego	92101	142	-	3	-	195	-	340	13,064	2.60
San Diego	92102	20	4,600	-	-	1,145	-	5,765	14,553	39.61
San Diego	92105	110	4,700	1	-	-	-	4,811	21,258	22.63
San Diego	92107	20	-	1	-	-	-	21	14,159	0.15
San Diego	92108	253	-	6	-	395	-	654	8,433	7.76
San Diego	92109	30	-	5	-	-	-	35	25,381	0.14
San Diego	92110	25	-	1	-	-	-	26	10,338	0.25
San Diego	92111	115	-	-	-	-	-	115	17,724	0.65
San Diego	92113	97	7,700	-	-	1,030	-	8,827	12,638	69.84
San Diego	92114	240	1,500	-	-	-	-	1,740	17,228	10.10
San Diego	92115	60	-	-	-	-	-	60	22,575	0.27

		Unpaid								
San Diego County, CA	Zip Code	Total Paid	Home Delivery	Mail	Residential Bulk	Non Residential	Samples	Total Circ.	Occupied Households	% Coverage
San Diego	92116	91	-	-	-	-	-	91	16,543	0.55
San Diego	92117	88	-	3	-	-	-	91	20,653	0.44
San Diego	92120	36	-	1	-	-	-	37	10,490	0.35
San Diego	92127	56	-	-	-	-	-	56	6,652	0.84
San Diego	92129	40	-	1	-	-	-	41	16,932	0.24
San Diego	92154	265	-	-	-	3,670	-	3,935	17,742	22.18
San Diego	92173	124	-	-	-	4,435	-	4,559	7,630	59.75
San Marcos	92069	40	3,500	-	-	-	-	3,540	22,380	15.82
Vista	92083	41	2,292	-	-	95	-	2,428	10,648	22.80
Vista	92084	-	1,708	-	-	765	-	2,473	14,288	17.31
Total San Diego County, CA		3,176.00	60,093	38	-	24,147	-	87,454		
Total Circulation		3,316	60,093	38	-	24,147	-	87,594		
						Miscellaneous		532		
						All Other Copies		1,430		
						Net Press Run		89,556		

NOTE: Miscellaneous includes 447 copies distributed in Tijuana, Mexico.

Source: Claritas/Market Statistics: Demographics USA Zip Edition 2004

NOTE: Since Enlace is primarily bulk delivered and targets a select audience, household count information is not representative of delivery penetration.