



# AUDIT REPORT News Media

## THE NEW YORK TIMES

New York, New York

12 months ended September 30, 2020

	Sun	Avg Mon-Fri	Mon	Tue	Wed	Thu	Fri	Sat
<b>EXECUTIVE SUMMARY</b>	<b>862,826</b>	<b>401,515</b>	<b>384,237</b>	<b>389,159</b>	<b>388,334</b>	<b>387,199</b>	<b>458,644</b>	<b>454,465</b>
<b>The New York Times</b>								
Print	861,610	389,280	371,436	377,066	376,241	375,154	446,502	453,248
Digital Replica	1,216	12,235	12,801	12,093	12,093	12,045	12,142	1,217
<b>TOTAL AVERAGE CIRCULATION</b>	<b>862,826</b>	<b>401,515</b>	<b>384,237</b>	<b>389,159</b>	<b>388,334</b>	<b>387,199</b>	<b>458,644</b>	<b>454,465</b>
<b>THE NEW YORK TIMES - PRINT</b>								
<b>Paid Circulation</b>								
<b>Individually Paid Circulation</b>								
Home Delivery and Mail	750,600	333,709	319,312	320,629	320,517	320,375	387,712	401,572
Single Copy Sales	100,306	41,555	38,189	42,314	41,674	40,736	44,863	40,638
<b>Total Average Individually Paid Circulation</b>	<b>850,906</b>	<b>375,264</b>	<b>357,501</b>	<b>362,943</b>	<b>362,191</b>	<b>361,111</b>	<b>432,575</b>	<b>442,210</b>
<b>Business/Traveler Paid Circulation</b>								
Group Subscriptions (Designated Employees)	21	71	71	71	71	70	70	20
Hotel Distribution - Room/Lobby Copies	4,666	5,453	5,389	5,454	5,493	5,492	5,435	5,281
<b>Total Average Business/Traveler Paid Circulation</b>	<b>4,687</b>	<b>5,524</b>	<b>5,460</b>	<b>5,525</b>	<b>5,564</b>	<b>5,562</b>	<b>5,505</b>	<b>5,301</b>
<b>Total Average Paid Circulation - Print</b>	<b>855,593</b>	<b>380,788</b>	<b>362,961</b>	<b>368,468</b>	<b>367,755</b>	<b>366,673</b>	<b>438,080</b>	<b>447,511</b>
<b>Qualified Circulation</b>								
<b>Single Copy</b>								
Educational Copies	4,844	6,349	6,298	6,476	6,357	6,348	6,267	4,288
Retail/Business	1,173	2,143	2,177	2,122	2,129	2,133	2,155	1,449
<b>Total Average Single Copy</b>	<b>6,017</b>	<b>8,492</b>	<b>8,475</b>	<b>8,598</b>	<b>8,486</b>	<b>8,481</b>	<b>8,422</b>	<b>5,737</b>
<b>Total Average Qualified Circulation - Print</b>	<b>6,017</b>	<b>8,492</b>	<b>8,475</b>	<b>8,598</b>	<b>8,486</b>	<b>8,481</b>	<b>8,422</b>	<b>5,737</b>
<b>Total Average Circulation - Print</b>	<b>861,610</b>	<b>389,280</b>	<b>371,436</b>	<b>377,066</b>	<b>376,241</b>	<b>375,154</b>	<b>446,502</b>	<b>453,248</b>
<b>THE NEW YORK TIMES - DIGITAL REPLICA</b>								
<b>Paid Circulation</b>								
Subscription	1,216	1,190	1,172	1,171	1,171	1,218	1,217	1,217
<b>Total Average Paid Circulation - Digital Replica</b>	<b>1,216</b>	<b>1,190</b>	<b>1,172</b>	<b>1,171</b>	<b>1,171</b>	<b>1,218</b>	<b>1,217</b>	<b>1,217</b>
<b>Qualified Circulation: Opt-in</b>								
Educational Copies		11,045	11,629	10,922	10,922	10,827	10,925	
<b>Total Average Qualified Circulation - Digital Replica</b>		<b>11,045</b>	<b>11,629</b>	<b>10,922</b>	<b>10,922</b>	<b>10,827</b>	<b>10,925</b>	
<b>Total Average Circulation - Digital Replica</b>	<b>1,216</b>	<b>12,235</b>	<b>12,801</b>	<b>12,093</b>	<b>12,093</b>	<b>12,045</b>	<b>12,142</b>	<b>1,217</b>
<b>TOTAL AVERAGE CIRCULATION - PRINT &amp; DIGITAL REPLICA</b>	<b>862,826</b>	<b>401,515</b>	<b>384,237</b>	<b>389,159</b>	<b>388,334</b>	<b>387,199</b>	<b>458,644</b>	<b>454,465</b>

## Publishing Plans

<b>The New York Times</b>	Frequency: Daily Delivery Vehicle(s): Print, online, mobile Primary Circulation Classification: Paid Print editions are distributed in broadsheet format. Website(s): www.nytimes.com
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## AUDIT REPORT News Media

## THE WALL STREET JOURNAL

New York, NY - Chicago, IL - Palo Alto, CA

12 months ended September 30, 2020

	Avg Mon-Fri	Mon	Tue	Wed	Thu	Fri	Wknd
<b>TOTAL AVERAGE CIRCULATION</b>	<b>903,418</b>	<b>904,574</b>	<b>904,804</b>	<b>903,473</b>	<b>901,932</b>	<b>902,371</b>	<b>942,258</b>
<b>Paid Circulation</b>							
<b>Individually Paid Circulation</b>							
Home Delivery and Mail	767,389	767,560	767,521	768,318	767,508	766,087	796,105
Single Copy Sales	21,212	20,866	20,962	20,885	21,074	22,228	39,942
<b>Total Average Individually Paid Circulation</b>	<b>788,601</b>	<b>788,426</b>	<b>788,483</b>	<b>789,203</b>	<b>788,582</b>	<b>788,315</b>	<b>836,047</b>
<b>Business/Traveler Paid Circulation</b>							
Group Subscriptions (Designated Employees)	20,319	20,419	20,372	20,253	20,270	20,287	19,646
Hotel Distribution - Room/Lobby Copies	30,075	30,407	30,770	29,470	29,770	29,957	29,732
<b>Total Average Business/Traveler Paid Circulation</b>	<b>50,394</b>	<b>50,826</b>	<b>51,142</b>	<b>49,723</b>	<b>50,040</b>	<b>50,244</b>	<b>49,378</b>
<b>Total Average Paid Circulation - Print</b>	<b>838,995</b>	<b>839,252</b>	<b>839,625</b>	<b>838,926</b>	<b>838,622</b>	<b>838,559</b>	<b>885,425</b>
<b>Qualified Circulation</b>							
<b>Home Delivery</b>							
Targeted	835	836	834	835	835	835	24,258
<b>Total Average Home Delivery</b>	<b>835</b>	<b>836</b>	<b>834</b>	<b>835</b>	<b>835</b>	<b>835</b>	<b>24,258</b>
<b>Single Copy</b>							
Educational Copies	24,445	24,484	24,905	25,567	23,829	23,479	7,154
Retail/Business	39,143	40,002	39,440	38,145	38,646	39,498	25,421
<b>Total Average Single Copy</b>	<b>63,588</b>	<b>64,486</b>	<b>64,345</b>	<b>63,712</b>	<b>62,475</b>	<b>62,977</b>	<b>32,575</b>
<b>Total Average Qualified Circulation - Print</b>	<b>64,423</b>	<b>65,322</b>	<b>65,179</b>	<b>64,547</b>	<b>63,310</b>	<b>63,812</b>	<b>56,833</b>
<b>Total Average Circulation - Print</b>	<b>903,418</b>	<b>904,574</b>	<b>904,804</b>	<b>903,473</b>	<b>901,932</b>	<b>902,371</b>	<b>942,258</b>
<b>TOTAL AVERAGE CIRCULATION</b>	<b>903,418</b>	<b>904,574</b>	<b>904,804</b>	<b>903,473</b>	<b>901,932</b>	<b>902,371</b>	<b>942,258</b>

## Publishing Plans

<b>THE WALL STREET JOURNAL.</b>	Frequency: Monday through Friday and Weekend Delivery Vehicle(s): Print Primary Circulation Classification: Paid Home delivered print editions are distributed in broadsheet format. Website(s): www.wsj.com
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**TOTAL AVERAGE CIRCULATION:**

	Avg Mon-Fri	Mon	Tue	Wed	Thu	Fri	Wknd
<b>EASTERN - PRINT</b>							
<b>Paid Circulation</b>							
<b>Individually Paid Circulation</b>							
Home Delivery and Mail	332,638	332,073	332,696	333,239	333,096	332,073	345,630
Single Copy Sales	10,116	9,994	9,991	9,945	10,013	10,618	18,898
<b>Eastern - Total Average Individually Paid Circulation</b>	<b>342,754</b>	<b>342,067</b>	<b>342,687</b>	<b>343,184</b>	<b>343,109</b>	<b>342,691</b>	<b>364,528</b>
<b>Business/Traveler Paid Circulation</b>							
Group Subscriptions (Designated Employees)	9,149	9,202	9,174	9,114	9,120	9,138	8,838
Hotel Distribution - Room/Lobby Copies	13,118	13,198	13,419	12,872	13,019	13,076	13,006
<b>Eastern - Total Average Business/Traveler Paid Circulation</b>	<b>22,267</b>	<b>22,400</b>	<b>22,593</b>	<b>21,986</b>	<b>22,139</b>	<b>22,214</b>	<b>21,844</b>
<b>Eastern - Total Average Paid Circulation - Print</b>	<b>365,021</b>	<b>364,467</b>	<b>365,280</b>	<b>365,170</b>	<b>365,248</b>	<b>364,905</b>	<b>386,372</b>
<b>Qualified Circulation</b>							
<b>Home Delivery</b>							
Targeted	503	515	503	499	496	503	13,418
<b>Eastern - Total Average Home Delivery</b>	<b>503</b>	<b>515</b>	<b>503</b>	<b>499</b>	<b>496</b>	<b>503</b>	<b>13,418</b>
<b>Single Copy</b>							
Educational Copies	10,662	10,672	10,862	11,170	10,384	10,238	3,060
Retail/Business	15,156	15,440	15,285	14,758	14,974	15,325	11,982
<b>Eastern - Total Average Single Copy</b>	<b>25,818</b>	<b>26,112</b>	<b>26,147</b>	<b>25,928</b>	<b>25,358</b>	<b>25,563</b>	<b>15,042</b>
<b>Eastern - Total Average Qualified Circulation - Print</b>	<b>26,321</b>	<b>26,627</b>	<b>26,650</b>	<b>26,427</b>	<b>25,854</b>	<b>26,066</b>	<b>28,460</b>
<b>Eastern - Total Average Circulation - Print</b>	<b>391,342</b>	<b>391,094</b>	<b>391,930</b>	<b>391,597</b>	<b>391,102</b>	<b>390,971</b>	<b>414,832</b>
<b>CENTRAL - PRINT</b>							
<b>Paid Circulation</b>							
<b>Individually Paid Circulation</b>							
Home Delivery and Mail	254,905	256,092	254,949	254,827	254,224	254,507	264,422
Single Copy Sales	6,139	6,000	6,062	6,055	6,123	6,439	11,767
<b>Central - Total Average Individually Paid Circulation</b>	<b>261,044</b>	<b>262,092</b>	<b>261,011</b>	<b>260,882</b>	<b>260,347</b>	<b>260,946</b>	<b>276,189</b>
<b>Business/Traveler Paid Circulation</b>							
Group Subscriptions (Designated Employees)	6,634	6,689	6,650	6,607	6,604	6,623	6,426
Hotel Distribution - Room/Lobby Copies	9,340	9,469	9,571	9,160	9,237	9,265	9,036
<b>Central - Total Average Business/Traveler Paid Circulation</b>	<b>15,974</b>	<b>16,158</b>	<b>16,221</b>	<b>15,767</b>	<b>15,841</b>	<b>15,888</b>	<b>15,462</b>
<b>Central - Total Average Paid Circulation - Print</b>	<b>277,018</b>	<b>278,250</b>	<b>277,232</b>	<b>276,649</b>	<b>276,188</b>	<b>276,834</b>	<b>291,651</b>
<b>Qualified Circulation</b>							
<b>Home Delivery</b>							
Targeted	188	182	188	191	192	188	6,156
<b>Central - Total Average Home Delivery</b>	<b>188</b>	<b>182</b>	<b>188</b>	<b>191</b>	<b>192</b>	<b>188</b>	<b>6,156</b>
<b>Single Copy</b>							
Educational Copies	7,689	7,729	7,832	8,039	7,488	7,371	2,358
Retail/Business	10,629	10,966	10,690	10,322	10,478	10,698	7,221
<b>Central - Total Average Single Copy</b>	<b>18,318</b>	<b>18,695</b>	<b>18,522</b>	<b>18,361</b>	<b>17,966</b>	<b>18,069</b>	<b>9,579</b>
<b>Central - Total Average Qualified Circulation - Print</b>	<b>18,506</b>	<b>18,877</b>	<b>18,710</b>	<b>18,552</b>	<b>18,158</b>	<b>18,257</b>	<b>15,735</b>
<b>Central - Total Average Circulation - Print</b>	<b>295,524</b>	<b>297,127</b>	<b>295,942</b>	<b>295,201</b>	<b>294,346</b>	<b>295,091</b>	<b>307,386</b>

**TOTAL AVERAGE CIRCULATION: (Continued)**

	Avg Mon-Fri	Mon	Tue	Wed	Thu	Fri	Wknd
<b>WESTERN - PRINT</b>							
<b>Paid Circulation</b>							
<b>Individually Paid Circulation</b>							
Home Delivery and Mail	179,846	179,395	179,876	180,252	180,188	179,507	186,053
Single Copy Sales	4,957	4,872	4,909	4,885	4,938	5,171	9,277
<b>Western - Total Average Individually Paid Circulation</b>	<b>184,803</b>	<b>184,267</b>	<b>184,785</b>	<b>185,137</b>	<b>185,126</b>	<b>184,678</b>	<b>195,330</b>
<b>Business/Traveler Paid Circulation</b>							
Group Subscriptions (Designated Employees)	4,536	4,528	4,548	4,532	4,546	4,526	4,382
Hotel Distribution - Room/Lobby Copies	7,617	7,740	7,780	7,438	7,514	7,616	7,690
<b>Western - Total Average Business/Traveler Paid Circulation</b>	<b>12,153</b>	<b>12,268</b>	<b>12,328</b>	<b>11,970</b>	<b>12,060</b>	<b>12,142</b>	<b>12,072</b>
<b>Western - Total Average Paid Circulation - Print</b>	<b>196,956</b>	<b>196,535</b>	<b>197,113</b>	<b>197,107</b>	<b>197,186</b>	<b>196,820</b>	<b>207,402</b>
<b>Qualified Circulation</b>							
<b>Home Delivery</b>							
Targeted	144	139	143	145	147	144	4,684
<b>Western - Total Average Home Delivery</b>	<b>144</b>	<b>139</b>	<b>143</b>	<b>145</b>	<b>147</b>	<b>144</b>	<b>4,684</b>
<b>Single Copy</b>							
Educational Copies	6,094	6,083	6,211	6,358	5,957	5,870	1,736
Retail/Business	13,358	13,596	13,465	13,065	13,194	13,475	6,218
<b>Western - Total Average Single Copy</b>	<b>19,452</b>	<b>19,679</b>	<b>19,676</b>	<b>19,423</b>	<b>19,151</b>	<b>19,345</b>	<b>7,954</b>
<b>Western - Total Average Qualified Circulation - Print</b>	<b>19,596</b>	<b>19,818</b>	<b>19,819</b>	<b>19,568</b>	<b>19,298</b>	<b>19,489</b>	<b>12,638</b>
<b>Western - Total Average Circulation - Print</b>	<b>216,552</b>	<b>216,353</b>	<b>216,932</b>	<b>216,675</b>	<b>216,484</b>	<b>216,309</b>	<b>220,040</b>
<b>Total Average Circulation - Print</b>	<b>903,418</b>	<b>904,574</b>	<b>904,804</b>	<b>903,473</b>	<b>901,932</b>	<b>902,371</b>	<b>942,258</b>
<b>TOTAL AVERAGE CIRCULATION</b>	<b>903,418</b>	<b>904,574</b>	<b>904,804</b>	<b>903,473</b>	<b>901,932</b>	<b>902,371</b>	<b>942,258</b>

**AUDIT STATEMENT**

	Avg Mon-Fri			Mon			Tue			Wed		
	Audited Circulation	Publisher's Claim	Difference	Audited Circulation	Publisher's Claim	Difference	Audited Circulation	Publisher's Claim	Difference	Audited Circulation	Publisher's Claim	Difference
The Wall Street Journal Eastern, Central & Western Editions	903,418	903,418		904,574	904,574		904,804	904,804		903,473	903,473	
Total Average Circulation	903,418	903,418		904,574	904,574		904,804	904,804		903,473	903,473	
	Thu			Fri			Wknd					
	Audited Circulation	Publisher's Claim	Difference	Audited Circulation	Publisher's Claim	Difference	Audited Circulation	Publisher's Claim	Difference			
The Wall Street Journal Eastern, Central & Western Editions	901,932	901,932		902,371	902,371		942,258	942,258				
Total Average Circulation	901,932	901,932		902,371	902,371		942,258	942,258				