

HONOLULU STAR-ADVERTISER

Honolulu (Honolulu County), Hawaii

12 months ended December 31, 2013

AUDIT REPORT Newspaper

| EXECUTIVE SUMMARY | Avg | | | | | | | Sat |
|---|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| | Sun | Mon-Fri | Mon | Tue | Wed | Thu | Fri | |
| Honolulu Star-Advertiser | | | | | | | | |
| Print (See Par. 1A) | 135,608 | 121,357 | 115,451 | 115,668 | 129,851 | 116,556 | 129,368 | 120,320 |
| Digital Replica (See Par. 1B) | 13,672 | 13,709 | 13,690 | 13,843 | 13,623 | 13,696 | 13,688 | 13,678 |
| Digital Nonreplica (See Par. 1C) | 57,003 | 57,330 | 57,513 | 57,465 | 57,208 | 57,218 | 57,239 | 56,974 |
| Total Circulation Excluding Branded Editions | 206,283 | 192,396 | 186,654 | 186,976 | 200,682 | 187,470 | 200,295 | 190,972 |
| Branded Editions | | | | | | | | |
| MidWeek - (See Par. 1D) | | 59,444 | | | 298,364 | | | |
| Street Pulse - (See Par. 1E) | | 9,419 | | | | | 47,273 | |
| USAT - Hawaii Edition - (See Par. 1F) | | 7,839 | 7,718 | 7,702 | 7,788 | 7,734 | 8,259 | |
| TOTAL AVERAGE CIRCULATION | 206,283 | 269,098 | 194,372 | 194,678 | 506,834 | 195,204 | 255,827 | 190,972 |


TOTAL CONSUMER ACCOUNTS

| | |
|------------------------------|---------|
| Sun (Sun, September 1, 2013) | 133,550 |
| Daily (Fri, August 30, 2013) | 130,091 |
| See Par. 5 | |

Audience Snapshot


| PRINT READERSHIP: In Market | | | | ONLINE READERSHIP: In Market | | | NET COMBINED AUDIENCE: In Market (unduplicated) | | | WEBSITE USAGE: Total Activity | |
|---|---------|---------|----------------|---------------------------------|----------------|-----------------|--|----------------|--|--|-------------------|
| | Sun | Weekday | Past 7 Days | | Past 7 Days | Past 30 Days | | Past 7 Days | Past 7 Days Print Past 30 Days Online | | September 2013 |
| DMA | | | | DMA | | | DMA | | | Total Unique Browsers | 1,752,502 |
| Readers | 440,474 | 350,894 | 580,106 | Readers | 137,445 | 193,180 | Audience | 609,913 | 621,605 | Page Impressions/ Views | 17,157,529 |
| Reach | 41.1% | 32.7% | 54.1% | Reach | 12.8% | 18.0% | Reach | 56.9% | 58.0% | | |
| NDM* | | | | NDM* | | | NDM* | | | | |
| Readers | 416,810 | 327,520 | 538,171 | Readers | 119,880 | 169,911 | Audience | 556,253 | 565,946 | | |
| Reach | 55.5% | 43.6% | 71.6% | Reach | 16.0% | 22.6% | Reach | 74.0% | 75.3% | | |
| Source: 2013 Release 1 Scarborough Report. Copyright 2013, Scarborough Research. All rights reserved. | | | | | | | | | | Source: AAM Digital Audit, See Explanatory | |


Publishing Plans

| | |
|---|--|
|  | Frequency: Daily Delivery Vehicle(s): Print, online, mobile Print editions are distributed in broadsheet format. Website(s): www.staradvertiser.com |
| MidWeek | Frequency: Wednesday Delivery Vehicle(s): Print Print editions are distributed in tabloid format. Website(s): www.midweek.com |

Publishing Plans (Continued)

| | |
|------------------------------|---|
| Street Pulse | Frequency: Friday Delivery Vehicle(s): Print Print editions are distributed in tabloid format. Website(s): www.honolulustreetpulse.com |
| USAT - Hawaii Edition | Frequency: Monday, Tuesday, Wednesday, Thursday, Friday Delivery Vehicle(s): Print Print editions are distributed in broadsheet format. |

|  | Sun | Avg Mon-Fri | Mon | Tue | Wed | Thu | Fri | Sat |
|---|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| 1A. HONOLULU STAR-ADVERTISER - PRINT | | | | | | | | |
| Paid Circulation | | | | | | | | |
| Individually Paid Circulation | | | | | | | | |
| Home Delivery and Mail | 100,884 | 90,136 | 85,326 | 84,914 | 97,825 | 85,132 | 97,584 | 97,493 |
| Single Copy Sales | 22,135 | 11,991 | 11,481 | 11,586 | 12,101 | 12,045 | 12,752 | 10,574 |
| Total Average Individually Paid Circulation | 123,019 | 102,127 | 96,807 | 96,500 | 109,926 | 97,177 | 110,336 | 108,067 |
| Business/Traveler Paid Circulation | | | | | | | | |
| Hotel Distribution - Room/Lobby Copies | 8,344 | 9,423 | 9,432 | 9,402 | 9,385 | 9,455 | 9,439 | 9,154 |
| Total Average Business/Traveler Paid Circulation | 8,344 | 9,423 | 9,432 | 9,402 | 9,385 | 9,455 | 9,439 | 9,154 |
| Total Average Paid Circulation - Print | 131,363 | 111,550 | 106,239 | 105,902 | 119,311 | 106,632 | 119,775 | 117,221 |
| Verified Circulation | | | | | | | | |
| Home Delivery | | | | | | | | |
| Requested | 218 | 224 | 216 | 216 | 254 | 215 | 218 | 218 |
| Targeted | 644 | 99 | 83 | 127 | 82 | 121 | 81 | 77 |
| Total Average Home Delivery | 862 | 323 | 299 | 343 | 336 | 336 | 299 | 295 |
| Single Copy | | | | | | | | |
| Educational Copies | 756 | 5,655 | 5,127 | 5,575 | 6,318 | 5,808 | 5,452 | 248 |
| Employee/Independent Contractor | 747 | 825 | 797 | 845 | 847 | 800 | 835 | 715 |
| Retail/Business | 1,880 | 3,004 | 2,989 | 3,003 | 3,039 | 2,980 | 3,007 | 1,841 |
| Total Average Single Copy | 3,383 | 9,484 | 8,913 | 9,423 | 10,204 | 9,588 | 9,294 | 2,804 |
| Total Average Verified Circulation - Print | 4,245 | 9,807 | 9,212 | 9,766 | 10,540 | 9,924 | 9,593 | 3,099 |
| Total Average Paid & Verified Circulation - Print | 135,608 | 121,357 | 115,451 | 115,668 | 129,851 | 116,556 | 129,368 | 120,320 |

|  | Sun | Avg Mon-Fri | Mon | Tue | Wed | Thu | Fri | Sat |
|---|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| 1B. HONOLULU STAR-ADVERTISER - DIGITAL REPLICA | | | | | | | | |
| Paid Circulation | | | | | | | | |
| Subscription | 2,271 | 2,293 | 2,289 | 2,293 | 2,301 | 2,298 | 2,284 | 2,274 |
| Total Average Paid Circulation - Digital Replica | 2,271 | 2,293 | 2,289 | 2,293 | 2,301 | 2,298 | 2,284 | 2,274 |
| Verified Circulation: Opt-in | | | | | | | | |
| Educational Copies | 11,401 | 11,416 | 11,401 | 11,550 | 11,322 | 11,398 | 11,404 | 11,404 |
| Total Average Verified Circulation - Digital Replica | 11,401 | 11,416 | 11,401 | 11,550 | 11,322 | 11,398 | 11,404 | 11,404 |
| Total Average Paid & Verified Circulation - Digital Replica | 13,672 | 13,709 | 13,690 | 13,843 | 13,623 | 13,696 | 13,688 | 13,678 |
| Total Average Circulation - Print & Digital Replica | 149,280 | 135,066 | 129,141 | 129,511 | 143,474 | 130,252 | 143,056 | 133,998 |
| 1C. HONOLULU STAR-ADVERTISER - DIGITAL NONREPLICA | | | | | | | | |
| Paid Circulation | | | | | | | | |
| Restricted Access Website | 22,683 | 22,714 | 22,684 | 22,692 | 22,731 | 22,734 | 22,727 | 22,701 |
| Total Average Paid Circulation - Digital Nonreplica | 22,683 | 22,714 | 22,684 | 22,692 | 22,731 | 22,734 | 22,727 | 22,701 |
| Verified Circulation | | | | | | | | |
| Restricted Access Website | 846 | 842 | 841 | 841 | 838 | 842 | 846 | 845 |
| Mobile/Smartphone | 33,474 | 33,774 | 33,988 | 33,932 | 33,639 | 33,642 | 33,666 | 33,428 |
| Total Average Verified Circulation - Digital Nonreplica | 34,320 | 34,616 | 34,829 | 34,773 | 34,477 | 34,484 | 34,512 | 34,273 |
| Total Average Paid & Verified Circulation - Digital Nonreplica | 57,003 | 57,330 | 57,513 | 57,465 | 57,208 | 57,218 | 57,239 | 56,974 |
| TOTAL AVERAGE CIRCULATION - PRINT & DIGITAL REPLICA AND NONREPLICA | 206,283 | 192,396 | 186,654 | 186,976 | 200,682 | 187,470 | 200,295 | 190,972 |

MidWeek

| | Sun | Avg Mon-Fri | Mon | Tue | Wed | Thu | Fri | Sat |
|--|-----|----------------|-----|-----|----------------|-----|-----|-----|
| 1D. MIDWEEK - PRINT | | | | | | | | |
| Paid Circulation | | | | | | | | |
| Individually Paid Circulation | | | | | | | | |
| Home Delivery and Mail | | 2 | | | 10 | | | |
| Single Copy Sales | | | | | | | | |
| Total Average Individually Paid Circulation | | 2 | | | 10 | | | |
| Total Average Paid Circulation - Print | | 2 | | | 10 | | | |
| Verified Circulation | | | | | | | | |
| Home Delivery | | | | | | | | |
| Targeted | | 52,926 | | | 265,650 | | | |
| Total Average Home Delivery | | 52,926 | | | 265,650 | | | |
| Single Copy | | | | | | | | |
| Employee/Independent Contractor | | 78 | | | 392 | | | |
| Retail/Business | | 6,438 | | | 32,312 | | | |
| Total Average Single Copy | | 6,516 | | | 32,704 | | | |
| Total Average Verified Circulation - Print | | 59,442 | | | 298,354 | | | |
| TOTAL AVERAGE PAID & VERIFIED CIRCULATION - PRINT | | 59,444 | | | 298,364 | | | |

Street Pulse

| | Sun | Avg Mon-Fri | Mon | Tue | Wed | Thu | Fri | Sat |
|---|-----|----------------|-----|-----|-----|-----|---------------|-----|
| 1E. STREET PULSE - PRINT | | | | | | | | |
| Verified Circulation | | | | | | | | |
| Single Copy | | | | | | | | |
| Employee/Independent Contractor | | 85 | | | | | 425 | |
| Retail/Business | | 9,309 | | | | | 46,724 | |
| Total Average Single Copy | | 9,394 | | | | | 47,149 | |
| Total Average Verified Circulation - Print | | 9,394 | | | | | 47,149 | |
| TOTAL AVERAGE PAID & VERIFIED CIRCULATION - PRINT | | 9,394 | | | | | 47,149 | |
| STREET PULSE - DIGITAL NONREPLICA | | | | | | | | |
| Verified Circulation | | | | | | | | |
| Mobile/Smartphone | | 25 | | | | | 124 | |
| Total Average Verified Circulation - Digital Nonreplica | | 25 | | | | | 124 | |
| Total Average Paid & Verified Circulation - Digital Nonreplica | | 25 | | | | | 124 | |
| TOTAL AVERAGE CIRCULATION - PRINT & NONREPLICA | | 9,419 | | | | | 47,273 | |

USAT - Hawaii Edition

| | Sun | Avg Mon-Fri | Mon | Tue | Wed | Thu | Fri | Sat |
|--|-----|----------------|--------------|--------------|--------------|--------------|--------------|-----|
| 1F. USAT - HAWAII EDITION - PRINT | | | | | | | | |
| Paid Circulation | | | | | | | | |
| Individually Paid Circulation | | | | | | | | |
| Home Delivery and Mail | | 2,307 | 2,298 | 2,301 | 2,308 | 2,304 | 2,325 | |
| Single Copy Sales | | 1,029 | 935 | 925 | 933 | 955 | 1,400 | |
| Total Average Individually Paid Circulation | | 3,336 | 3,233 | 3,226 | 3,241 | 3,259 | 3,725 | |
| Business/Traveler Paid Circulation | | | | | | | | |
| Hotel Distribution - Room/Lobby Copies | | 4,353 | 4,357 | 4,350 | 4,345 | 4,352 | 4,362 | |
| Total Average Business/Traveler Paid Circulation | | 4,353 | 4,357 | 4,350 | 4,345 | 4,352 | 4,362 | |
| Total Average Paid Circulation - Print | | 7,689 | 7,590 | 7,576 | 7,586 | 7,611 | 8,087 | |
| Verified Circulation | | | | | | | | |
| Home Delivery | | | | | | | | |
| Requested | | 22 | 22 | 22 | 22 | 22 | 22 | |
| Total Average Home Delivery | | 22 | 22 | 22 | 22 | 22 | 22 | |
| Single Copy | | | | | | | | |
| Employee/Independent Contractor | | 79 | 79 | 79 | 79 | 79 | 79 | |
| Retail/Business | | 49 | 27 | 25 | 101 | 22 | 71 | |
| Total Average Single Copy | | 128 | 106 | 104 | 180 | 101 | 150 | |
| Total Average Verified Circulation - Print | | 150 | 128 | 126 | 202 | 123 | 172 | |
| TOTAL AVERAGE PAID & VERIFIED CIRCULATION - PRINT | | 7,839 | 7,718 | 7,702 | 7,788 | 7,734 | 8,259 | |

2. TOTAL AVERAGE PAID & VERIFIED CIRCULATION By Market (See Par. 5 for description of area):

| | Sun | Avg Mon-Fri | Mon | Tue | Wed | Thu | Fri | Sat |
|---|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| NEWSPAPER DESIGNATED MARKET - PRINT | | | | | | | | |
| Paid Circulation | | | | | | | | |
| Individually Paid Circulation | | | | | | | | |
| Home Delivery and Mail | 98,998 | 87,970 | 83,164 | 82,748 | 95,653 | 82,969 | 95,415 | 95,385 |
| Single Copy Sales | 19,866 | 9,536 | 9,080 | 9,186 | 9,622 | 9,623 | 10,178 | 8,193 |
| Newspaper Designated Market - Total Average Individually Paid Circulation | 118,864 | 97,506 | 92,244 | 91,934 | 105,275 | 92,592 | 105,593 | 103,578 |
| Business/Traveler Paid Circulation | | | | | | | | |
| Hotel Distribution - Room/Lobby Copies | 7,198 | 8,417 | 8,409 | 8,399 | 8,384 | 8,436 | 8,456 | 7,653 |
| Newspaper Designated Market - Total Average Business/Traveler Paid Circulation | 7,198 | 8,417 | 8,409 | 8,399 | 8,384 | 8,436 | 8,456 | 7,653 |
| Newspaper Designated Market - Total Average Paid Circulation | 126,062 | 105,923 | 100,653 | 100,333 | 113,659 | 101,028 | 114,049 | 111,231 |
| Verified Circulation | | | | | | | | |
| Home Delivery | | | | | | | | |
| Requested | 218 | 224 | 216 | 216 | 254 | 215 | 218 | 218 |
| Targeted | 644 | 99 | 83 | 127 | 82 | 121 | 81 | 77 |
| Newspaper Designated Market - Total Average Home Delivery | 862 | 323 | 299 | 343 | 336 | 336 | 299 | 295 |
| Single Copy | | | | | | | | |
| Educational Copies | 756 | 5,228 | 4,740 | 5,143 | 5,855 | 5,365 | 5,040 | 248 |
| Employee/Independent Contractor | 747 | 825 | 797 | 845 | 847 | 800 | 835 | 715 |
| Retail/Business | 1,880 | 3,004 | 2,989 | 3,003 | 3,039 | 2,980 | 3,007 | 1,841 |
| Newspaper Designated Market - Total Average Single Copy | 3,383 | 9,057 | 8,526 | 8,991 | 9,741 | 9,145 | 8,882 | 2,804 |
| Newspaper Designated Market - Total Average Verified Circulation | 4,245 | 9,380 | 8,825 | 9,334 | 10,077 | 9,481 | 9,181 | 3,099 |
| Newspaper Designated Market - Total Average Paid & Verified Circulation | 130,307 | 115,303 | 109,478 | 109,667 | 123,736 | 110,509 | 123,230 | 114,330 |
| OUTSIDE NEWSPAPER DESIGNATED MARKET - PRINT | | | | | | | | |
| Paid Circulation | | | | | | | | |
| Individually Paid Circulation | | | | | | | | |
| Home Delivery and Mail | 1,886 | 2,166 | 2,162 | 2,166 | 2,172 | 2,163 | 2,169 | 2,108 |
| Single Copy Sales | 2,269 | 2,455 | 2,401 | 2,400 | 2,479 | 2,422 | 2,574 | 2,381 |
| Outside Newspaper Designated Market - Total Average Individually Paid Circulation | 4,155 | 4,621 | 4,563 | 4,566 | 4,651 | 4,585 | 4,743 | 4,489 |
| Business/Traveler Paid Circulation | | | | | | | | |
| Hotel Distribution - Room/Lobby Copies | 1,146 | 1,006 | 1,023 | 1,003 | 1,001 | 1,019 | 983 | 1,501 |
| Outside Newspaper Designated Market - Total Average Business/Traveler Paid Circulation | 1,146 | 1,006 | 1,023 | 1,003 | 1,001 | 1,019 | 983 | 1,501 |
| Outside Newspaper Designated Market - Total Average Paid Circulation | 5,301 | 5,627 | 5,586 | 5,569 | 5,652 | 5,604 | 5,726 | 5,990 |
| Verified Circulation | | | | | | | | |
| Single Copy | | | | | | | | |
| Educational Copies | | 427 | 387 | 432 | 463 | 443 | 412 | |
| Outside Newspaper Designated Market - Total Average Single Copy | | 427 | 387 | 432 | 463 | 443 | 412 | |
| Outside Newspaper Designated Market - Total Average Verified Circulation | | 427 | 387 | 432 | 463 | 443 | 412 | |
| Outside Newspaper Designated Market - Total Average Paid & Verified Circulation | 5,301 | 6,054 | 5,973 | 6,001 | 6,115 | 6,047 | 6,138 | 5,990 |
| Total Average Paid & Verified Circulation | 135,608 | 121,357 | 115,451 | 115,668 | 129,851 | 116,556 | 129,368 | 120,320 |
| Total Digital Replica | 13,672 | 13,709 | 13,690 | 13,843 | 13,623 | 13,696 | 13,688 | 13,678 |
| Total Digital Nonreplica | 57,003 | 57,330 | 57,513 | 57,465 | 57,208 | 57,218 | 57,239 | 56,974 |
| Total Branded Editions | | 76,702 | 7,718 | 7,702 | 306,152 | 7,734 | 55,532 | |
| TOTAL AVERAGE PAID & VERIFIED CIRCULATION | 206,283 | 269,098 | 194,372 | 194,678 | 506,834 | 195,204 | 255,827 | 190,972 |

AUDIT STATEMENT

| | Sun | | | Avg Mon-Fri | | | Mon | | | Tue | | |
|---|---------------------|-----------------------------|------------|---------------------|-----------------------------|------------|---------------------|-----------------------------|------------|---------------------|-----------------------------|------------|
| | Audited Circulation | Publisher's Statement Claim | Difference | Audited Circulation | Publisher's Statement Claim | Difference | Audited Circulation | Publisher's Statement Claim | Difference | Audited Circulation | Publisher's Statement Claim | Difference |
| Honolulu Star-Advertiser (Excluding Branded Editions) | 206,283 | 206,283 | | 192,396 | 192,396 | | 186,654 | 186,654 | | 186,976 | 186,976 | |
| MidWeek | | | | 59,444 | 59,444 | | | | | | | |
| Street Pulse | | | | 9,419 | 9,419 | | | | | | | |
| USAT - Hawaii Edition | | | | 7,839 | 7,839 | | 7,718 | 7,718 | | 7,702 | 7,702 | |
| Total Average Circulation | 206,283 | 206,283 | | 269,098 | 269,098 | | 194,372 | 194,372 | | 194,678 | 194,678 | |

| | Wed | | | Thu | | | Fri | | | Sat | | |
|---|---------------------|-----------------------------|------------|---------------------|-----------------------------|------------|---------------------|-----------------------------|------------|---------------------|-----------------------------|------------|
| | Audited Circulation | Publisher's Statement Claim | Difference | Audited Circulation | Publisher's Statement Claim | Difference | Audited Circulation | Publisher's Statement Claim | Difference | Audited Circulation | Publisher's Statement Claim | Difference |
| Honolulu Star-Advertiser (Excluding Branded Editions) | 200,682 | 200,682 | | 187,470 | 187,470 | | 200,295 | 200,295 | | 190,972 | 190,972 | |
| MidWeek | 298,364 | 298,364 | | | | | | | | | | |
| Street Pulse | | | | | | | 47,273 | 47,273 | | | | |
| USAT - Hawaii Edition | 7,788 | 7,788 | | 7,734 | 7,734 | | 8,259 | 8,259 | | | | |
| Total Average Circulation | 506,834 | 506,834 | | 195,204 | 195,204 | | 255,827 | 255,827 | | 190,972 | 190,972 | |

This newspaper also participates in the Alliance for Audited Media's Coupon Distribution Verification and Insert Verification Services. Separate reports of these verifications are available to all AAM members who subscribe to these services. For more information, contact AAM.

AVERAGE CIRCULATION BY QUARTERS for the previous audits and the period covered by this report:

| Calendar Quarter Ended | Sun | Avg Mon-Fri | Mon | Tue | Wed | Thu | Fri | Sat | Avg Mon-Sat |
|------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| | Total Avg. Circ. | Total Avg. Circ. | Total Avg. Circ. | Total Avg. Circ. | Total Avg. Circ. | Total Avg. Circ. | Total Avg. Circ. | Total Avg. Circ. | Total Avg. Circ. |
| December 31, 2010 | 130,757 | 117,885 | 114,094 | 113,306 | 115,052 | 114,638 | 131,300 | 123,414 | |
| March 31, 2011 | 133,804 | 120,523 | 116,954 | 117,095 | 118,498 | 117,505 | 133,568 | 125,675 | 121,393 |
| June 30, 2011 | 135,345 | 179,463 | 116,515 | 116,297 | 416,951 | 116,046 | 131,504 | 123,683 | 170,166 |
| September 30, 2011 | 135,761 | 176,722 | 113,423 | 114,221 | 412,748 | 115,000 | 131,682 | 124,011 | 168,048 |
| December 31, 2011 | 162,351 | 208,340 | 145,187 | 145,780 | 444,443 | 148,094 | 158,194 | 150,340 | 198,061 |
| March 31, 2012 | 166,281 | 211,491 | 146,220 | 148,576 | 448,540 | 149,449 | 164,673 | 155,952 | |
| June 30, 2012 | 167,862 | 223,174 | 150,253 | 149,951 | 454,137 | 150,153 | 211,372 | 156,273 | |
| September 30, 2012 | 172,560 | 226,775 | 151,799 | 151,524 | 465,287 | 152,077 | 213,191 | 158,512 | |
| December 31, 2012 | 204,589 | 259,737 | 183,675 | 185,532 | 501,193 | 186,810 | 247,325 | 191,986 | |
| March 31, 2013 | 209,689 | 276,955 | 198,299 | 200,185 | 516,318 | 200,296 | 263,610 | 198,595 | |
| June 30, 2013 | 207,475 | 273,622 | 198,856 | 197,711 | 516,246 | 195,956 | 259,331 | 194,683 | |
| September 30, 2013 | 197,499 | 256,706 | 184,380 | 182,430 | 493,856 | 184,182 | 244,226 | 181,367 | |
| December 31, 2013 | 210,463 | 269,416 | 197,021 | 198,135 | 500,886 | 200,364 | 256,140 | 189,248 | |

3. ACTUAL ONE-DAY GROSS DISTRIBUTION AND AVERAGE PROJECTED CIRCULATION AVERAGES BY COUNTIES:

Sun, October 20, 2013; Wed, October 23, 2013; Fri, October 25, 2013.

(OH's) Occupied Households - #1-1-13 The Nielsen Company (U.S.), Inc.

The "Average Projected Circulation" (Avg. Proj. Circ.) has been arrived at by projecting the audit period averages to the one day distribution figures in this report.

| State County | OH's #1-1-13 Estimate | Sun Honolulu Star-Advertiser | | | | | | Sun Avg. Proj. Circ.* | Hshld. Cov. | Wed Honolulu Star-Advertiser | | | | | | Wed Avg. Proj. Circ.* | Hshld. Cov. |
|------------------------------------|-----------------------------|---------------------------------|-------------------------|-----------------------|---------------|----------|---------|-----------------------------|----------------|---------------------------------|-------------------------|-----------------------|---------------|----------|---------|-----------------------------|----------------|
| | | Home Delivery & Mail | Single Copy Sales | Business/ Traveler | Total Paid | Verified | Total | | | Home Delivery & Mail | Single Copy Sales | Business/ Traveler | Total Paid | Verified | Total | | |
| HAWAII | | | | | | | | | | | | | | | | | |
| HAWAII | 68,643 | 633 | 1,093 | 544 | 2,270 | | 2,270 | 2,151 | 3.1% | 820 | 1,151 | 412 | 2,383 | 531 | 2,914 | 2,844 | 4.1% |
| HONOLULU | 318,622 | 99,249 | 23,471 | 6,936 | 129,656 | 7,339 | 136,995 | 129,795 | 40.7% | 93,745 | 11,605 | 8,386 | 113,736 | 12,334 | 126,070 | 123,027 | 38.6% |
| KAUAI | 23,747 | 529 | 801 | 248 | 1,578 | | 1,578 | 1,495 | 6.3% | 587 | 970 | 40 | 1,597 | 155 | 1,752 | 1,710 | 7.2% |
| MAUI | 55,624 | 563 | 833 | 590 | 1,986 | | 1,986 | 1,882 | 3.4% | 634 | 848 | 432 | 1,914 | 151 | 2,065 | 2,015 | 3.6% |
| Miscellaneous Counties | | 161 | 140 | | 301 | 1 | 302 | 285 | | 114 | 147 | | 261 | 1 | 262 | 255 | |
| TOTAL IN HAWAII | | 101,135 | 26,338 | 8,318 | 135,791 | 7,340 | 143,131 | 135,608 | | 95,900 | 14,721 | 9,270 | 119,891 | 13,172 | 133,063 | 129,851 | |
| TOTAL PRINT CIRCULATION | | 101,135 | 26,338 | 8,318 | 135,791 | 7,340 | 143,131 | 135,608 | | 95,900 | 14,721 | 9,270 | 119,891 | 13,172 | 133,063 | 129,851 | |
| DIGITAL REPLICIA CIRCULATION | | 2,252 | | | 2,252 | 10,821 | 13,073 | 13,672 | | 2,252 | | | 2,252 | 13,348 | 15,600 | 13,623 | |
| DIGITAL NONREPLICIA CIRCULATION | | 22,040 | | | 22,040 | 33,611 | 55,651 | 57,003 | | 22,027 | | | 22,027 | 33,611 | 55,638 | 57,208 | |
| TOTAL AVERAGE CIRCULATION | | 125,427 | 26,338 | 8,318 | 160,083 | 51,772 | 211,855 | 206,283 | | 120,179 | 14,721 | 9,270 | 144,170 | 60,131 | 204,301 | 200,682 | |

| State County | OH's #1-1-13 Estimate | Wed | | | | | | | | | | Fri | | | | | | | | | | | | | | |
|---------------------------------|-----------------------------|----------------------------|-------------------------|-----------------------|---------------|----------|----------------------------|-------------------------|-----------------------|---------------|----------|-----------------------------|----------------|----------------------------|-------------------------|-----------------------|---------------|----------|-------|-----------------------------|----------------|--------|--------|--------|-------|--|
| | | MidWeek | | | | | USAT - Hawaii Edition | | | | | Street Pulse | | | | | | | | | | | | | | |
| | | Home Delivery & Mail | Single Copy Sales | Business/ Traveler | Total Paid | Verified | Home Delivery & Mail | Single Copy Sales | Business/ Traveler | Total Paid | Verified | Wed Avg. Proj. Circ.* | Hshld. Cov. | Home Delivery & Mail | Single Copy Sales | Business/ Traveler | Total Paid | Verified | Total | Fri Avg. Proj. Circ.* | Hshld. Cov. | | | | | |
| HAWAII | 68,643 | | | | | | | | | | | | | | | | | | | | | | | | | |
| HAWAII | 68,643 | | | | | | | | | | | | | | | | | | | | | | | | | |
| HONOLULU | 318,622 | | | | | 269,344 | 269,344 | 274,795 | 86.2% | 2,074 | 1,004 | 3,314 | 6,392 | 155 | 6,547 | 6,119 | 1.9% | | | | | 46,878 | 46,878 | 47,149 | 14.8% | |
| KAUAI | 23,747 | | | | | 23,073 | 23,073 | 23,540 | 99.1% | 87 | 141 | 46 | 274 | | 274 | 256 | 1.1% | | | | | | | | | |
| MAUI | 55,624 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Miscellaneous Counties | | 8 | | | | 8 | 21 | 29 | | 29 | | | | | 86 | 117 | | | | | | | | | | |
| TOTAL IN HAWAII | | 8 | | | | 8 | 292,438 | 292,446 | 298,364 | | 2,251 | 1,676 | 4,251 | 8,178 | 155 | 8,333 | 7,788 | | | | | 46,878 | 46,878 | 47,149 | | |
| TOTAL PRINT CIRCULATION | | 8 | | | | 8 | 292,438 | 292,446 | 298,364 | | 2,251 | 1,676 | 4,251 | 8,178 | 155 | 8,333 | 7,788 | | | | | 46,878 | 46,878 | 47,149 | | |
| DIGITAL REPLICIA CIRCULATION | | | | | | | | | | | | | | | | | | | | | | | | | | |
| DIGITAL NONREPLICIA CIRCULATION | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TOTAL AVERAGE CIRCULATION | | 8 | | | | 8 | 292,438 | 292,446 | 298,364 | | 2,251 | 1,676 | 4,251 | 8,178 | 155 | 8,333 | 7,788 | | | | | 47,274 | 47,274 | 47,273 | | |

#County population and occupied household estimates appearing in AAM reports are obtained from The Nielsen Company (U.S.), Inc. Estimates for AAM defined newspaper markets and areas below the county level are projections based upon The Nielsen Company (U.S.), Inc. estimates. The Nielsen Company (U.S.), Inc. estimates are intended for your company's use during its normal course of business, and, while the information may be provided to third parties during such course of business, it may not be sold or sub-licensed to third parties or electronically integrated into third party systems without the prior written consent of The Nielsen Company (U.S.), Inc.

*Arrived at by relating actual gross distribution figures to average circulation for the period covered by this report.

3A. DISTRIBUTION IN TOWNS RECEIVING 25 OR MORE COPIES IN DETAIL BY COUNTIES, AS WELL AS THE TOTAL ONLY FOR TOWNS RECEIVING LESS THAN 25 COPIES DAILY:

Analysis optional and not made.

3B. DISTRIBUTION BY ZIP CODES RECEIVING 25 OR MORE COPIES:

SOURCE - U.S. ZIP Code Directory, #1-1-13 The Nielsen Company (U.S.), Inc., See Par. 5.

| STATE ZIP Code | | Sun | | | | | | | Wed | | | | | | | | | | |
|-------------------|--------------|-----------------------------|----------------------------|-------------------------|-----------------------|---------------|----------|-------|----------------------------|----------------|----------------------------|-------------------------|-----------------------|---------------|----------|-------|----------------------------|----------------|-------|
| | | Honolulu Star-Advertiser | | | | | | | Honolulu Star-Advertiser | | | | | | | | | | |
| | | OH's #1-1-13 Estimate | Home Delivery & Mail | Single Copy Sales | Business/ Traveler | Total Paid | Verified | Total | Sun Avg. Proj. Circ. | Hshld. Cov. | Home Delivery & Mail | Single Copy Sales | Business/ Traveler | Total Paid | Verified | Total | Wed Avg. Proj. Circ. | Hshld. Cov. | |
| HAWAII | | | | | | | | | | | | | | | | | | | |
| 96701 | Aiea | 13,877 | 5,540 | 730 | | | 6,270 | 349 | 6,619 | 6,271 | 45.2% | 5,262 | 465 | | 5,727 | 637 | 6,364 | 6,210 | 44.8% |
| 96703 | Anahola | | | | | | | | | | | | | | | | | | |
| 96704 | Captain Cook | 3,256 | 15 | 40 | | | 55 | | 55 | 52 | 1.6% | 10 | 42 | | 52 | | 52 | 51 | 1.6% |
| 96705 | Eleele | 771 | 19 | 35 | | | 54 | | 54 | 51 | 6.6% | 17 | 35 | | 52 | | 52 | 51 | 6.6% |
| 96706 | Ewa Beach | 18,195 | 4,020 | 756 | | | 4,776 | 544 | 5,320 | 5,040 | 27.7% | 3,503 | 270 | | 3,773 | 582 | 4,355 | 4,250 | 23.4% |
| 96707 | Kapolei | 11,967 | 3,250 | 1,473 | 690 | | 5,413 | 364 | 5,777 | 5,473 | 45.7% | 2,855 | 391 | 718 | 3,964 | 279 | 4,243 | 4,141 | 34.6% |
| 96708 | Haiku | 4,096 | 12 | 16 | | | 28 | | 28 | 27 | 0.7% | 8 | 22 | | 30 | | 30 | 29 | 0.7% |
| 96712 | Haleiwa | 2,555 | 489 | 231 | | | 720 | 16 | 736 | 697 | 27.3% | 464 | 163 | | 627 | | 627 | 612 | 24.0% |
| 96714 | Hanalei | | 1 | 25 | | | 26 | | 26 | 25 | | 1 | 26 | | 27 | | 27 | 26 | |
| 96715 | Hanamaulu | | 8 | 18 | | | 26 | | 26 | 25 | | 9 | 22 | | 31 | | 31 | 30 | |
| 96716 | Hanapepe | 937 | 29 | 7 | | | 36 | | 36 | 34 | 3.6% | 30 | 7 | | 37 | | 37 | 36 | 3.8% |
| 96717 | Hauula | 1,353 | 285 | 155 | | | 440 | 14 | 454 | 430 | 31.8% | 225 | 66 | | 291 | 50 | 341 | 333 | 24.6% |
| 96720 | Hilo | 16,031 | 505 | 432 | | | 937 | | 937 | 888 | 5.5% | 670 | 530 | | 1,200 | 177 | 1,377 | 1,344 | 8.4% |
| 96722 | Princeville | 1,787 | 20 | 93 | 48 | | 161 | | 161 | 153 | 8.6% | 19 | 95 | | 114 | | 114 | 111 | 6.2% |
| 96727 | Honokaa | 1,809 | 6 | 42 | | | 48 | | 48 | 45 | 2.5% | 5 | 35 | | 40 | 60 | 100 | 98 | 5.4% |
| 96730 | Kaaawa | 582 | 117 | 55 | | | 172 | 4 | 176 | 167 | 28.7% | 108 | 20 | | 128 | 20 | 148 | 144 | 24.7% |
| 96731 | Kahuku | 876 | 140 | 44 | 105 | | 289 | 15 | 304 | 288 | 32.9% | 110 | 24 | 105 | 239 | 70 | 309 | 302 | 34.5% |
| 96732 | Kahului | 7,008 | 130 | 190 | | | 320 | | 320 | 303 | 4.3% | 157 | 258 | | 415 | | 415 | 405 | 5.8% |
| 96734 | Kailua | 15,746 | 5,929 | 1,072 | 100 | | 7,101 | 192 | 7,293 | 6,910 | 43.9% | 5,642 | 511 | 100 | 6,253 | 423 | 6,676 | 6,515 | 41.4% |
| 96738 | Waikoloa | 2,511 | 3 | 47 | 442 | | 492 | | 492 | 466 | 18.6% | 5 | 31 | 327 | 363 | | 363 | 354 | 14.1% |
| 96740 | Kailua Kona | 12,723 | 65 | 226 | 102 | | 393 | | 393 | 372 | 2.9% | 87 | 232 | 85 | 404 | 49 | 453 | 442 | 3.5% |
| 96741 | Kalaheo | 2,184 | 20 | 15 | | | 35 | | 35 | 33 | 1.5% | 20 | 15 | | 35 | | 35 | 34 | 1.6% |
| 96743 | Kamuela | 4,447 | 35 | 103 | | | 138 | | 138 | 131 | 2.9% | 39 | 90 | | 129 | 140 | 269 | 263 | 5.9% |
| 96744 | Kaneohe | 17,334 | 7,411 | 1,248 | | | 8,659 | 270 | 8,929 | 8,460 | 48.8% | 6,951 | 569 | | 7,520 | 537 | 8,057 | 7,863 | 45.4% |
| 96746 | Kapaa | 7,437 | 159 | 216 | 15 | | 390 | | 390 | 370 | 5.0% | 151 | 222 | 15 | 388 | | 388 | 379 | 5.1% |
| 96747 | Kaunakani | 172 | | | | | | | | | | | | | | | | | |
| 96748 | Kaunakakai | 1,692 | 40 | 4 | | | 44 | | 44 | 42 | 2.5% | 35 | 4 | | 39 | | 39 | 38 | 2.2% |
| 96749 | Keaau | 5,100 | | 69 | | | 69 | | 69 | 65 | 1.3% | | 65 | | 65 | | 65 | 63 | 1.2% |
| 96750 | Kealahou | 727 | 4 | 27 | | | 31 | | 31 | 29 | 4.0% | 4 | 23 | | 27 | 105 | 132 | 129 | 17.7% |
| 96752 | Kekaha | 1,227 | | | | | | | | | | | | | | | | | |
| 96753 | Kihei | 11,606 | 48 | 131 | 335 | | 514 | | 514 | 487 | 4.2% | 48 | 128 | 145 | 321 | | 321 | 313 | 2.7% |
| 96754 | Kilauea | 1,336 | | | | | | | | | | | | | | | | | |
| 96756 | Koloa | 2,218 | 49 | 94 | 185 | | 328 | | 328 | 311 | 14.0% | 55 | 177 | 25 | 257 | | 257 | 251 | 11.3% |
| 96759 | Kunia | 237 | | | | | | | | | | | | | | | | | |
| 96760 | Kurtistown | 2,607 | | 28 | | | 28 | | 28 | 27 | 1.0% | | 30 | | 30 | | 30 | 29 | 1.1% |
| 96761 | Lahaina | 8,181 | 63 | 202 | 215 | | 480 | | 480 | 455 | 5.6% | 67 | 170 | 287 | 524 | 21 | 545 | 532 | 6.5% |

| | | | | | | | | | | | | | | | | | | |
|-------|--------------------------------|--------|---------|--------|-------|---------|--------|---------|---------|-------|---------|--------|-------|---------|--------|---------|---------|-------|
| 96762 | Laie | 1,133 | 128 | 218 | | 346 | 28 | 374 | 354 | 31.2% | 119 | 56 | 175 | 1 | 176 | 172 | 15.2% | |
| 96763 | Lanai City | 1,151 | 42 | 49 | 40 | 131 | | 131 | 124 | 10.8% | 33 | 35 | 68 | 20 | 88 | 86 | 7.5% | |
| 96765 | Lawai | | | | | | | | | | | | | | | | | |
| 96766 | Lihue | 4,889 | 196 | 258 | | 454 | | 454 | 430 | 8.8% | 256 | 331 | 587 | | 587 | 573 | 11.7% | |
| 96768 | Makawao | 6,259 | 44 | 84 | | 128 | | 128 | 121 | 1.9% | 48 | 79 | 127 | 20 | 147 | 143 | 2.3% | |
| 96769 | Makaweli | 124 | | | | | | | | | | | | | | | | |
| 96770 | Maunaloa | 254 | | | | | | | | | 5 | | 5 | 30 | 35 | 34 | 13.4% | |
| 96778 | Pahoa | 4,980 | | 52 | | 52 | | 52 | 49 | 1.0% | 48 | | 48 | | 48 | 47 | 0.9% | |
| 96782 | Pearl City | 11,600 | 5,121 | 1,004 | | 6,125 | 1,222 | 7,347 | 6,961 | 60.0% | 4,861 | 464 | 5,325 | 1,642 | 6,967 | 6,799 | 58.6% | |
| 96785 | Volcano | 2,050 | | 27 | | 27 | | 27 | 26 | 1.3% | 25 | | 25 | | 25 | 24 | 1.2% | |
| 96786 | Wahiawa | 12,879 | 1,943 | 1,087 | | 3,030 | 177 | 3,207 | 3,038 | 23.6% | 1,781 | 352 | 2,133 | 446 | 2,579 | 2,517 | 19.5% | |
| 96789 | Milliani | 18,324 | 6,994 | 1,258 | | 8,252 | 275 | 8,527 | 8,079 | 44.1% | 6,588 | 340 | 6,928 | 385 | 7,313 | 7,136 | 38.9% | |
| 96790 | Kula | 3,173 | 58 | 11 | | 69 | | 69 | 65 | 2.0% | 58 | 11 | 69 | | 69 | 67 | 2.1% | |
| 96791 | Waialua | 2,441 | 536 | 119 | | 655 | 21 | 676 | 640 | 26.2% | 504 | 75 | 579 | 85 | 664 | 648 | 26.5% | |
| 96792 | Waianae | 12,112 | 2,214 | 1,783 | | 3,997 | 190 | 4,187 | 3,967 | 32.8% | 1,879 | 425 | 2,304 | 993 | 3,297 | 3,217 | 26.6% | |
| 96793 | Wailuku | 9,671 | 126 | 146 | | 272 | | 272 | 258 | 2.7% | 175 | 141 | 316 | 60 | 376 | 367 | 3.8% | |
| 96795 | Waimanalo | 2,464 | 748 | 269 | | 1,017 | 48 | 1,065 | 1,009 | 40.9% | 684 | 146 | 830 | 85 | 915 | 893 | 36.2% | |
| 96796 | Waimea | 665 | 28 | 40 | | 68 | | 68 | 64 | 9.6% | 29 | 40 | 69 | 155 | 224 | 219 | 32.9% | |
| 96797 | Waipahu | 19,625 | 5,229 | 1,695 | | 6,924 | 530 | 7,454 | 7,062 | 36.0% | 4,797 | 689 | 5,486 | 883 | 6,369 | 6,215 | 31.7% | |
| 96813 | Honolulu | 10,899 | 4,699 | 661 | 60 | 5,420 | 403 | 5,823 | 5,517 | 50.6% | 4,603 | 861 | 94 | 5,558 | 675 | 6,233 | 6,083 | 55.8% |
| 96814 | Honolulu | 10,031 | 2,490 | 1,972 | 230 | 4,692 | 169 | 4,861 | 4,606 | 45.9% | 2,405 | 944 | 250 | 3,599 | 471 | 4,070 | 3,972 | 39.6% |
| 96815 | Honolulu | 17,846 | 2,824 | 1,539 | 5,601 | 9,964 | 97 | 10,061 | 9,532 | 53.4% | 2,739 | 880 | 6,866 | 10,485 | 162 | 10,647 | 10,390 | 58.2% |
| 96816 | Honolulu | 18,108 | 7,716 | 1,189 | 130 | 9,035 | 304 | 9,339 | 8,848 | 48.9% | 7,458 | 533 | 128 | 8,119 | 253 | 8,372 | 8,170 | 45.1% |
| 96817 | Honolulu | 18,869 | 5,704 | 1,353 | | 7,057 | 78 | 7,135 | 6,760 | 35.8% | 5,489 | 924 | | 6,413 | 540 | 6,953 | 6,785 | 36.0% |
| 96818 | Honolulu | 16,212 | 3,471 | 972 | 20 | 4,463 | 103 | 4,566 | 4,326 | 26.7% | 3,217 | 608 | 50 | 3,875 | 350 | 4,225 | 4,123 | 25.4% |
| 96819 | Honolulu | 11,790 | 3,781 | 996 | | 4,777 | 1,328 | 6,105 | 5,784 | 49.1% | 3,658 | 975 | 75 | 4,708 | 1,870 | 6,578 | 6,419 | 54.4% |
| 96821 | Honolulu | 7,036 | 3,952 | 102 | | 4,054 | 58 | 4,112 | 3,896 | 55.4% | 3,851 | 58 | | 3,909 | 81 | 3,990 | 3,894 | 55.3% |
| 96822 | Honolulu | 18,795 | 6,047 | 341 | | 6,388 | 357 | 6,745 | 6,390 | 34.0% | 5,858 | 173 | | 6,031 | 561 | 6,592 | 6,433 | 34.2% |
| 96825 | Honolulu | 11,150 | 5,261 | 329 | | 5,590 | 72 | 5,662 | 5,364 | 48.1% | 5,054 | 167 | | 5,221 | 49 | 5,270 | 5,143 | 46.1% |
| 96826 | Honolulu | 14,368 | 3,210 | 820 | | 4,030 | 111 | 4,141 | 3,923 | 27.3% | 3,080 | 456 | | 3,536 | 204 | 3,740 | 3,650 | 25.4% |
| | Miscellaneous ZIP Codes | | 161 | 140 | | 301 | 1 | 302 | 288 | | 114 | 147 | | 261 | 1 | 262 | 254 | |
| | TOTAL PRINT CIRCULATION | | 101,135 | 26,338 | 8,318 | 135,791 | 7,340 | 143,131 | 135,608 | | 95,900 | 14,721 | 9,270 | 119,891 | 13,172 | 133,063 | 129,851 | |
| | DIGITAL REPLICA CIRCULATION | | 2,252 | | | 2,252 | 10,821 | 13,073 | 13,672 | | 2,252 | | | 2,252 | 13,348 | 15,600 | 13,623 | |
| | DIGITAL NONREPLICA CIRCULATION | | 22,040 | | | 22,040 | 33,611 | 55,651 | 57,003 | | 22,027 | | | 22,027 | 33,611 | 55,638 | 57,208 | |
| | TOTAL AVERAGE CIRCULATION | | 125,427 | 26,338 | 8,318 | 160,083 | 51,772 | 211,855 | 206,283 | | 120,179 | 14,721 | 9,270 | 144,170 | 60,131 | 204,301 | 200,682 | |

| | | | | | | | | | | | | | | | | | | | |
|--------------------------------|-----------|--------|---|---------|---------|---------|--------|-------|-------|-------|-------|-----|-------|-------|--------|--------|--------|-------|-------|
| 96786 | Wahiawa | 12,879 | | 9,429 | 9,429 | 9,620 | 74.7% | 35 | 26 | 61 | 61 | 57 | 0.4% | 1,910 | 1,910 | 1,921 | 14.9% | | |
| 96789 | Milliani | 18,324 | | 17,057 | 17,057 | 17,402 | 95.0% | 118 | 13 | 131 | 131 | 122 | 0.7% | 1,400 | 1,400 | 1,408 | 7.7% | | |
| 96790 | Kula | 3,173 | | | | | | | | | | | | | | | | | |
| 96791 | Waialua | 2,441 | | 2,269 | 2,269 | 2,315 | 94.8% | | | | | | | 565 | 565 | 568 | 23.3% | | |
| 96792 | Waianae | 12,112 | | 12,805 | 12,805 | 13,064 | 107.9% | 42 | 21 | 63 | 63 | 59 | 0.5% | 3,470 | 3,470 | 3,490 | 28.8% | | |
| 96793 | Wailuku | 9,671 | | | | | | | | | | | | | | | | | |
| 96795 | Waimanalo | 2,464 | | 2,576 | 2,576 | 2,628 | 106.7% | 16 | 14 | 30 | 30 | 28 | 1.1% | 375 | 375 | 377 | 15.3% | | |
| 96796 | Waimea | 665 | | 1,042 | 1,042 | 1,063 | 159.8% | | | | | | | | | | | | |
| 96797 | Waipahu | 19,625 | | 16,528 | 16,528 | 16,862 | 85.9% | 71 | 24 | 95 | 95 | 89 | 0.5% | 3,885 | 3,885 | 3,907 | 19.9% | | |
| 96813 | Honolulu | 10,899 | | 8,299 | 8,299 | 8,467 | 77.7% | 111 | 83 | 194 | 89 | 283 | 264 | 2.4% | 6,260 | 6,260 | 6,296 | 57.8% | |
| 96814 | Honolulu | 10,031 | | 6,912 | 6,912 | 7,052 | 70.3% | 69 | 102 | 171 | 2 | 173 | 162 | 1.6% | 2,635 | 2,635 | 2,650 | 26.4% | |
| 96815 | Honolulu | 17,846 | | 12,465 | 12,465 | 12,717 | 71.3% | 110 | 195 | 3,130 | 3,435 | 2 | 3,437 | 3,212 | 18.0% | 685 | 685 | 689 | 3.9% |
| 96816 | Honolulu | 18,108 | | 15,314 | 15,314 | 15,624 | 86.3% | 178 | 27 | 3 | 208 | 208 | 194 | 1.1% | 1,280 | 1,280 | 1,287 | 7.1% | |
| 96817 | Honolulu | 18,869 | | 16,249 | 16,249 | 16,578 | 87.9% | 109 | 34 | 143 | 3 | 146 | 136 | 0.7% | 3,333 | 3,333 | 3,352 | 17.8% | |
| 96818 | Honolulu | 16,212 | | 14,297 | 14,297 | 14,586 | 90.0% | 65 | 26 | 91 | | 91 | 85 | 0.5% | 1,965 | 1,965 | 1,976 | 12.2% | |
| 96819 | Honolulu | 11,790 | | 8,890 | 8,890 | 9,070 | 76.9% | 64 | 251 | 30 | 345 | 56 | 401 | 375 | 3.2% | 4,745 | 4,745 | 4,772 | 40.5% |
| 96821 | Honolulu | 7,036 | | 6,450 | 6,450 | 6,581 | 93.5% | 117 | 4 | 121 | | 121 | 113 | 1.6% | 70 | 70 | 70 | 1.0% | |
| 96822 | Honolulu | 18,795 | | 13,492 | 13,492 | 13,765 | 73.2% | 121 | 7 | 128 | | 128 | 120 | 0.6% | 1,130 | 1,130 | 1,137 | 6.0% | |
| 96825 | Honolulu | 11,150 | | 9,435 | 9,435 | 9,626 | 86.3% | 149 | 10 | 159 | | 159 | 149 | 1.3% | 530 | 530 | 533 | 4.8% | |
| 96826 | Honolulu | 14,368 | | 8,651 | 8,651 | 8,826 | 61.4% | 51 | 11 | 62 | | 62 | 58 | 0.4% | 1,335 | 1,335 | 1,347 | 9.4% | |
| Miscellaneous ZIP Codes | | | 8 | 8 | 21 | 29 | 30 | 86 | 117 | 203 | | 203 | 191 | | | | | | |
| TOTAL PRINT CIRCULATION | | 8 | 8 | 292,438 | 292,446 | 298,364 | | 2,251 | 1,676 | 4,251 | 8,178 | 155 | 8,333 | 7,788 | 46,878 | 46,878 | 47,149 | | |
| DIGITAL REPLICA CIRCULATION | | | | | | | | | | | | | | | | | | | |
| DIGITAL NONREPLICA CIRCULATION | | | | | | | | | | | | | | 396 | 396 | 124 | | | |
| TOTAL AVERAGE CIRCULATION | | 8 | 8 | 292,438 | 292,446 | 298,364 | | 2,251 | 1,676 | 4,251 | 8,178 | 155 | 8,333 | 7,788 | 47,274 | 47,274 | 47,273 | | |

4. BASIC PRICES:

| | By Home Delivery 52 Wks./1 Yr. | Single Copy | By Mail 52 Wks./1 Yr. |
|--------------------------------------|--------------------------------------|-------------|--------------------------|
| NEWSPAPER DESIGNATED MARKET: | | | |
| DIGITAL (REPLICA): | | | |
| Mon-Sat & Sun. | \$119.40 | | |
| PRINT: | | | |
| Mon-Sat & Sun. | \$239.40 | | |
| Mon-Sat | | | |
| to 06/01/13. | | \$0.75 | |
| since 06/01/13. | | \$1.00 | |
| Fri, Sat & Sun. | \$143.40 | | |
| Sun. | | | |
| to 06/02/13. | | \$2.00 | |
| since 06/02/13. | | \$2.25 | |
| OUTSIDE NEWSPAPER DESIGNATED MARKET: | | | |
| DIGITAL (REPLICA): | | | |
| Mon-Sat & Sun. | \$60.00 | | |
| DIGITAL (NONREPLICA): | | | |
| Mon-Sat & Sun. | \$60.00 | | |
| PRINT: | | | |
| Mon-Sat & Sun. | \$468.00 | | \$1,478.00 |
| Mon-Sat | | | |
| to 06/01/13. | \$312.00 | \$1.00 | \$1,056.26 |
| since 06/01/13. | \$312.00 | \$1.25 | \$1,056.26 |
| Sun. | | | |
| to 06/02/13. | \$156.00 | \$3.00 | \$977.60 |
| since 06/02/13. | \$156.00 | \$3.25 | \$977.60 |

5. EXPLANATORY - OTHER:

TOTAL CONSUMER ACCOUNTS: In accordance with Rule C2.14, Total Consumer Accounts, it is required that the member newspaper analyze its subscriber file in order to calculate and report total unique consumer accounts. This calculation is intended to fairly represent the number of unique/unduplicated subscribers.

NONPUBLISHING DAYS: No paper was issued on the following regular publishing days:

| | |
|----------------------------|-----------------------|
| January 1, 2013 (Monday) | USAT - Hawaii Edition |
| May 27, 2013 (Monday) | USAT - Hawaii Edition |
| July 4, 2013 (Thursday) | USAT - Hawaii Edition |
| September 2, 2013 (Monday) | USAT - Hawaii Edition |
| November 28, 2013 (Monday) | USAT - Hawaii Edition |
| December 25, 2013 (Monday) | USAT - Hawaii Edition |

CREDIT AND ARREARS ALLOWANCE: Included in Individually Paid Home Delivery and Mail is an average of the following:

| | Total |
|-------|-------|
| Sun | 712 |
| Daily | 712 |

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.

5. EXPLANATORY - OTHER: (Continued)

PUBLISHER'S RETURN POLICY: Fully Returnable.

AGE OF SOURCE ANALYSIS OF VERIFIED HOME DELIVERY - REQUESTED CIRCULATION: The following is an analysis of the Verified Home Delivery - Requested Circulation from the October 20, 2013 issue. The analysis represents the age of opt-in request for that day's newspaper recipients.

| | |
|-------------------|-----|
| Less than 1 year | 18 |
| 1 to 2 years | 49 |
| 2 to 3 years | 139 |
| More than 3 years | |
| Total | 206 |

SINGLE COPY RETURNS POLICY: The allowances for returns, undelivered, leftover and unsold copies for the period covered by this report were found to have been:

| | |
|-------------|-------|
| | Total |
| Sun | 2.9% |
| Avg Mon-Fri | 2.7% |
| Sat | 2.4% |

These percentages are based on the gross figures and have been deducted, leaving paid circulation as shown in Par. 1.

VERIFIED RETAIL/BUSINESS: Included in Verified 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:

NEWSPAPER DESIGNATED MARKET comprises the Island of Oahu (Honolulu County), Hawaii.

MARKET PENETRATION: County population and occupied household estimates appearing in AAM reports are obtained from The Nielsen Company (U.S.), Inc. Estimates for AAM defined newspaper markets and areas below the county level are projections based upon The Nielsen Company (U.S.), Inc. estimates. The Nielsen Company (U.S.), Inc. estimates are intended for your company's use during its normal course of business, and, while the information may be provided to third parties during such course of business, it may not be sold or sub-licensed to third parties or electronically integrated into third party systems without the prior written consent of The Nielsen Company (U.S.), Inc.

METROPOLITAN STATISTICAL AREA: (Note - figures shown below are optional compilation of circulation data which are included as part of the totals shown in Par. 2.)

Honolulu, Hawaii Metropolitan Statistical Area. (Coextensive with Newspaper Designated Market.)

| | Population | Occupied Households | Sun | Morning | | | | | | |
|-------------------|------------|---------------------|---------|-------------|---------|---------|---------|---------|---------|---------|
| | | | | Avg Mon-Fri | Mon | Tue | Wed | Thu | Fri | Sat |
| 2010 Census: | 953,207 | 311,047 | | | | | | | | |
| #1-1-13 Estimate: | 975,634 | 318,622 | | | | | | | | |
| MSA | | | 130,307 | 115,303 | 109,478 | 109,667 | 123,736 | 110,509 | 123,230 | 114,330 |

#Source: The Nielsen Company (U.S.), Inc.

AVERAGE UNPAID DISTRIBUTION: Includes Arrears, Advertisers & Agencies and Complimentary, Sample, Service:

| | |
|-----|-------|
| | Total |
| Sun | 1,403 |
| Mon | 1,417 |
| Tue | 1,418 |
| Wed | 1,429 |
| Thu | 1,423 |
| Fri | 1,427 |
| Sat | 1,439 |

5A. AUDIENCE SNAPSHOT - EXPLANATORY:

Print/Online Readership Explanatory:

NDM* Area: See Individual Publisher's Statements

Online Readership and Net Combined Audience reports on the following URL Address(s):

StarAdvertiser.com

Please visit www.audiencesnapshot.com to create customizable reports.

Website Usage Explanatory:

For Publisher's Statement period ended September 30, 2013:

There was an adjustment of -0.3% to Total Unique Browsers.
There was an adjustment of -0.3% to Page Impressions/Views.

For Publisher's Statement period ended March 31, 2013:

There was an adjustment of -0.2% to Total Unique Browsers.
There was an adjustment of -0.2% to Page Impressions/Views.

Scope of Verification:

We have performed sufficient tests of the readership study (print, online and net unduplicated) to be satisfied that the study was conducted in accord with Alliance for Audited Media Reader Profile Standards. These standards can be found at <http://www.auditedmedia.com/pdfs/telephonestandards.pdf>. Verification of the Website Usage data included a review of the domains represented to be associated with the member newspaper's website and, for server based measurements, such other tests as deemed appropriate to confirm compliance to AAM Digital Services definitions and standards. This verification does not include AAM participation in the publisher's choice of data provider for website usage statistics nor should it be construed as an endorsement by AAM of the methodology or technologies used by the data providers.

Website Usage Definitions:

Total Unique Browsers: This site employs a cookie-based method for reporting of a Unique. All traffic regardless of the originating location (U.S. or International) is included in this total. Also included in this count may be content from co-branded third party vendors as disclosed in the audit report for this site.

This method of accounting identifies an unduplicated cookie browser that accessed the Internet content of the site during the measurement period reported and does not measure a person. No adjustment or correction to the numbers presented in the Audience Snapshot Website Usage, Total Activity has been made to adjust this number from cookies to people. (i.e. deletion of the cookies from browsers or for users accessing the site from multiple devices or locations.)

Page Impressions/Views: The combination of one or more files presented to a browser as a single document as a result of a single request received by the server. In effect, one request by a valid browser should result in one Page Impression/ View being reported. The counted page impression may not necessarily be in focus or visible in the user's browser.

Cookie: A small piece of information (i.e., program code) that is stored on a browser for the purpose of identifying that browser during audience activity and between visits or sessions. Cookies are typically set to expire. Some cookies are intended to remain on the browser temporarily (for example, during a session) and some are persistent in that they are intended to be retained for longer periods.

Browser: A software program running on an Internet enabled device that can request, load and display documents available on the World Wide Web. In our definition, it is assumed that a "human being" is operating the browser manually and viewing the page.

5A. AUDIENCE SNAPSHOT - EXPLANATORY: (Continued)

Website Usage reports on the following URL Address(s):

| | |
|-------------------------------------|---|
| blogs.staradvertiser.com | oahupublications.com/autotrader/*star-advertiser* |
| cars.staradvertiser.com | obits.staradvertiser.com |
| circpro.staradvertiser.com | poll.staradvertiser.com |
| circulation.staradvertiser.com | premium.staradvertiser.com |
| comics.staradvertiser.com | statelegals.staradvertiser.com |
| dining.staradvertiser.com | staycation.staradvertiser.com |
| games.staradvertiser.com | store.staradvertiser.com |
| gateway.staradvertiser.com | tgif.staradvertiser.com |
| hawaiijobs.monster.com | vegas.staradvertiser.com |
| hawaiijobs.staradvertiser.com | weather.staradvertiser.com |
| hawaiiinnovation.staradvertiser.com | www.staradvertiser.com |
| longs.staradvertiser.com | www.staradvertiser.com/mobile/ |
| movies.staradvertiser.com | |

J. David Kennedy, Sr. VP, Marketing
Telephone (808) 529-4818 - FAX (808) 545-4918
500 Ala Moana Blvd., Suite 7-500
Honolulu, HI 96813
e-mail: dkennedy@staradvertiser.com

To Members of the Alliance for Audited Media:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with AAM's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average circulation.

Alliance for Audited Media