



A Peek at Brand View

YOUR STORY. YOUR WAY.

Tom Drouillard, AAM President and CEO

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DATA DISTRIBUTION

THE OLD DAYS


**Alliance for
Audited Media**
The First Audit Bureau of Circulation

ANYTOWN DAILY NEWS

Anytown (Blue County), Illinois

12 months ended March 31, 2013

AUDIT REPORT Newspaper

	Morning										
	Sun	Circul Avg (Mon-Fri.)	Optional Morning (Mon. & Tue.)	Optional Morning (Wed. & Fri.)	Mon	Tue	Wed	Thu	Fri	Sat	
EXECUTIVE SUMMARY	509,096	620,070	631,227	544,644	533,135	729,319	539,650	748,600	549,438	469,749	
Anytown Daily News											
Print (See Par. 1A)	507,048	438,950	430,500	442,244	430,725	429,869	437,450	443,658	447,038	467,890	
Digital Replicas (See Par. 1B)	1,400	1,900	1,900	1,900	1,900	1,900	1,900	1,900	1,900	1,400	
Digital Non-Replicas (See Par. 1C)	650	500	500	500	500	500	500	500	500	650	
Total Circulation Excluding Branded Editions	509,098	441,350	432,900	444,644	433,125	432,269	439,850	445,058	449,438	469,749	
Branded Editions											
Young Urban Commuters (YUC) - (See Par. 1D)		100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000		
Nearby Town Daily News - (See Par. 1E)		76,720	98,525				187,092	196,550			
TOTAL AVERAGE CIRCULATION	509,098	620,070	631,227	544,644	533,125	729,319	539,850	748,600	549,438	469,749	
TOTAL CONSUMER ACCOUNTS											
Sun (Sat., February 3, 2013)	400,000										
Daily (Tue., February 5, 2013)	344,005										
See Par. 6											

Audience Snapshot

PRINT READERSHIP: In Market				ONLINE READERSHIP: In Market				NET COMBINED AUDIENCE: In Market (unuplicated)				WEBSITE USAGE: Total Activity	
	Sun	Weekly	Past 7 Days		Sun	Past 7 Days	Past 30 Days		Past 7 Days	Past 30 Days	Past 30 Days		January 2013
DNA Readers	1,281,428	1,181,236	1,387,500	DNA Readers	35,800	45,158	27,500	DNA Audience Reach	1,305,114	1,432,114	1,432,114	Total Unique Visitors	1,275,754
Reach	51.9%	37.3%	65.1%	Reach	20.4%	27.5%	27.5%	Reach	68.4%	70.2%	70.2%	Source(s): XXX Source, See Explanatory	6,000, Feb. 2013
NDU* Readers	1,180,455	1,075,201	1,184,651	NDU* Readers	32,782	42,587	23,075	NDU* Audience Reach	1,328,840	1,417,800	1,417,800	Page Impressions/Views	3347,300
Reach	61.4%	46.7%	75.0%	Reach	24.9%	33.0%	33.0%	Reach	76.7%	81.4%	81.4%	Source(s): XYZ Source, See Explanatory	
Source: 2012 Release 2 Scarborough Report, Copyright 2013, Scarborough Research. All rights reserved.													

Publishing Plans

		Frequency: Daily Delivery/Vehicle(s): Print, online, mobile Home delivered print editions are distributed in broadcast format. Digital/Non-Replica subscriptions are sold for display of select newspaper content on personal computers, tablets, mobile smartphones and e-readers. Website(s): www.anytowndailynews.com, www.localnews.com
		Frequency: Monday through Friday Delivery/Vehicle(s): Print Copies are distributed free at retail business locations. Format targets young urban professionals. Website(s): www.yuc.com
		Frequency: Tuesday, Thursday Delivery/Vehicle(s): Print, online Home delivered print editions to targeted households. Free notification distribution in surrounding suburbs. Website(s): www.nearby.com

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DATA DISTRIBUTION

AAM NETWORK TODAY



5M

Times AAM's
data accessed
each year



13X

Increase in
CMR use,
Apr-Oct 2015



2X

Newspaper
Analyzer use up,
Q2-Q3 2015



6,000+

Total registered
users

DATA DISTRIBUTION

AAM NETWORK TODAY

Introducing Brand View

[Overview](#) [Circulation](#) [Affiliated Publications](#) [Readership](#) [Web](#) [App](#) [Social Media](#) [Newsletter](#) [Consolidated Media](#) [Reports Library](#) [My Output](#)

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☒ English ☐ canadienne-française ☐ Español





Maximize your reach with Anytown News

Deliver your advertising campaign in one market or across the entire network. Add lift and extension to your campaigns through a consultative and customized approach. We'll provide blended online and print recommendations that produce maximum results and stretch the value of your marketing budgets.

- Integrated sales and strategy programs
- Best practices with clients and agencies, providing opportunities to improve sales, store and website traffic and return on investment (ROI)
- Coordination with teams at individual newspapers to create and implement national and regional sales efforts at the highest level

Websites. Tablet. Mobile. Every platform. Every market. Brand safe.

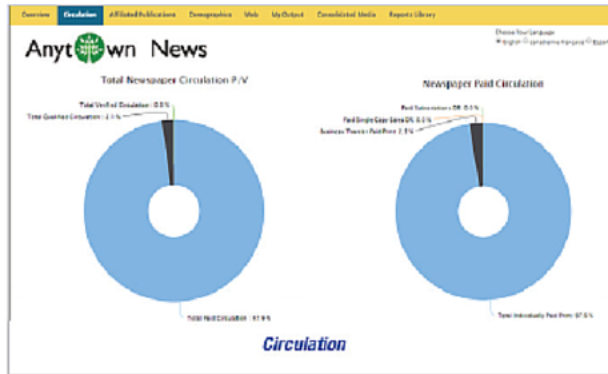
[Media Kit](#)



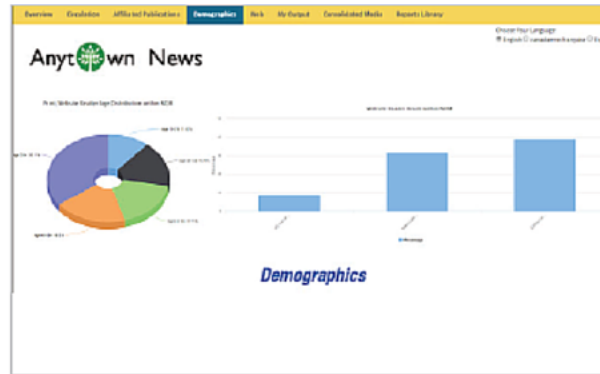
DATA DISTRIBUTION

AAM NETWORK TODAY

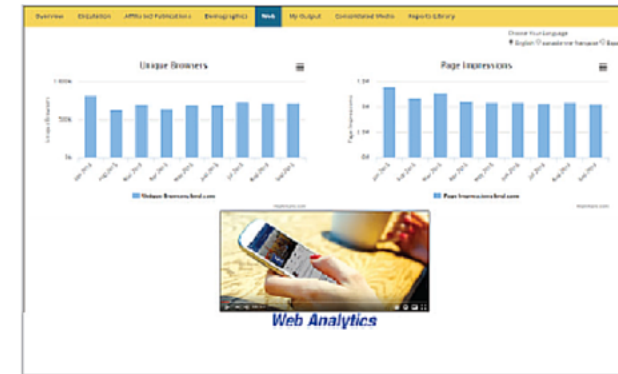
Brand View is for you



Voice



Visibility



Value



Thank you

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