



Audit Bureau
of Circulations
ABCinteractive

Consolidated Media Report

See each paragraph for specific data
measurement period

For two months ended October 31, 2011

Star Advertiser

Honolulu (Honolulu County), Hawaii

www.staradvertiser.com



Star Advertiser

500 Ala Moana Boulevard, Suite 7-500 | Honolulu | Hawaii 96813
staradvertiser.com | midweek.com | oahupublications.com

01-0963-0



ABC Consolidated Media Report



CIRCULATION

NEWSPAPERS

Honolulu Star-Advertiser



	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Mon-Sat Avg
Total Average Circulation (Subject to Audit)	138,964	120,008	120,682	122,004	120,989	134,807	126,529	124,279

MidWeek



Total Average Distribution (Oahu) Distributed via 2nd class mail to every home on Oahu	268,469	44,745
Total Average Distribution (Kauai) Distributed via 2nd class mail to every home on Kauai	29,905	4,984

Military Newspaper



Total Military Distribution Home-delivered and distributed on base at exchanges, commissaries, offices, duty statements and enlisted quarters	43,363	7,227
Hawaii Army Weekly	14,352	2,392
Hawaii Marine	6,983	1,164
Ho'okele (Navy & Air Force)	22,028	3,671

TOTAL NEWSPAPER DISTRIBUTION:	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Mon-Sat Avg
	138,964	120,008	120,682	420,378	120,959	178,170	126,529	181,235

HILUXURY MAGAZINE



Total Bi-Monthly Distribution	20,820
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Honolulu Star-Advertiser is a Morning & Sunday newspaper that is served to the following: Paid individual recipients - Home Delivery and Mail, Single Copy Sales; Business/Traveler Paid Circulation and Verified Circulation.

MidWeek is a non-paid weekly newspaper that is distributed by Mail & Public Access.

Hawaii Army Weekly is a non-paid weekly newspaper that is distributed by Home Delivery & Public Access.

Hawaii Marine is a non-paid weekly newspaper that is distributed by Home Delivery & Public Access.

Ho'okele is a non-paid weekly newspaper that is distributed by Home Delivery & Public Access.

Hi Luxury is a non-paid bi-monthly magazine that is distributed by Mail & Public Access.

ABC Consolidated Media Report



AUDIENCE FAX

PRINT READERSHIP: In Market				ONLINE READERSHIP: In Market			NET COMBINED AUDIENCE: In Market (unduplicated)			WEBSITE USAGE: Total Activity^
										September 2011
	Sun	Weekday	Past 7 Days		Past 7 Days	Past 30 Days		Past 7 Days	Past 7 Days Print Past 30 Days Online	
DMA Readers Reach	400,415 39.6%	344,598 34.1%	534,251 52.9%	DMA Readers Reach	158,336 15.7%	225,183 22.3%	DMA Audience Reach	571,034 56.5%	599,961 59.4%	Total Unique Cookies 1,255,130
NDM* Readers Reach	376,708 53.4%	321,021 45.5%	493,303 69.9%	NDM* Readers Reach	140,790 19.9%	190,992 27.1%	NDM* Audience Reach	518,856 73.5%	534,016 75.6%	Page Impressions/Views 13,689,690
										Source: Google Analytics, See Explanatory
										^(Subject to Audit)

Source: 2011 Release 1 Scarborough Report. Copyright 2011, Scarborough Research. All rights reserved.

REACH OF DEMOGRAPHIC GROUPS

Demographic	Total Oahu Adults	Daily Star-Advertiser Readers		Sunday Star-Advertiser Readers		MidWeek Readers		StarAdvertiser.com Weekly Visitors	
Total Oahu Adults	706,006	321,021	45%	376,708	53%	347,197	49%	140,790	20%
Men	350,779	169,346	48%	192,173	55%	152,484	44%	77,485	22%
Women	355,227	151,675	43%	184,535	52%	194,714	55%	63,305	18%
18-34	209,865	52,751	25%	58,861	28%	70,365	34%	39,021	19%
35-54	247,347	103,485	42%	135,586	55%	125,044	51%	66,369	27%
55 or older	248,794	164,785	66%	182,261	73%	151,789	61%	35,400	14%
Married	383,097	179,353	47%	209,676	55%	201,179	53%	80,793	21%
Have Children <18 in HH	280,454	99,612	36%	120,334	43%	135,992	49%	57,384	21%
College Graduate	202,092	109,041	54%	123,214	61%	99,843	49%	54,750	27%
White collar	272,235	122,890	45%	154,633	57%	136,229	50%	86,641	32%
Blue collar	161,213	60,500	38%	71,731	45%	69,207	43%	20,358	13%
HHI \$75,000 or more	316,963	157,332	50%	190,420	60%	165,186	52%	85,051	27%
HHI \$100,000 or more	167,531	87,766	52%	99,126	59%	79,042	47%	57,746	35%
HHI \$150,000 or more	53,454	28,453	53%	38,027	71%	23,221	43%	24,796	46%
Own Residence	411,520	234,272	57%	261,734	64%	224,326	55%	101,053	25%
Rent/other	294,486	86,749	30%	114,974	39%	122,871	42%	39,737	14%

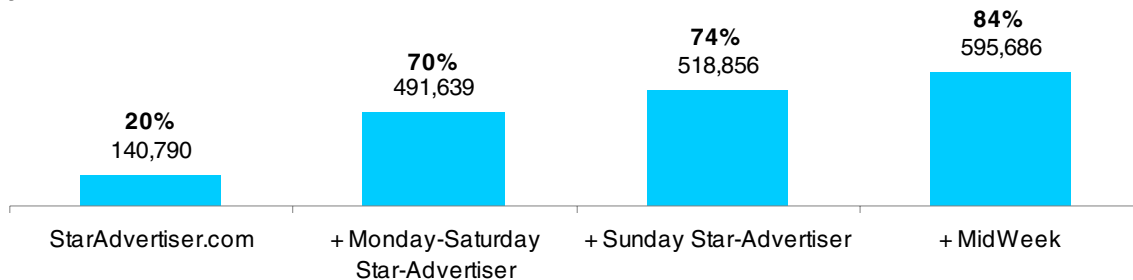
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ABC Consolidated Media Report



AUDIENCE

Weekly Reach Of Oahu Adults



Honolulu Star-Advertiser*



Daily Average-Issue Reach	321,021	(46% of) Oahu Adults
Sunday Average-Issue Reach	376,708	(53% of) Oahu Adults
Weekly Reach	493,303	(70% of) Oahu Adults

MidWeek*



Average - Issue Reach	347,197	(49% of) Oahu Adults
Monthly (4-Week) Reach	430,389	(61% of) Oahu Adults

StarAdvertiser.com

*Weekly Reach	140,790	(20% of) Oahu Adults
*Monthly Reach	190,992	(27% of) Oahu Adults
^Monthly Page Views	13,689,690	Million Worldwide

^Page Views-Google Analytics (September 2011). (Subject to Audit)

Star-Advertiser / MidWeek / Online combined*

Weekly reach of Oahu Adults	595,686	(84% of) Oahu Adults
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OAHU PUBLICATIONS, INC.

The Honolulu Star-Advertiser is the flagship publication of Oahu Publications, Inc., whose portfolio includes MidWeek, the Hawaii Army Weekly, Hawaii Marine, Navigator Ho'okele, HILuxury, and a growing roster of community periodicals and in-room resort magazines.

OPI owns and publishes a diverse group of products which include:

Honolulu Star-Advertiser

Honolulu's premier daily newspaper covering breaking news, sports, and the community for Oahu and the Neighbor Islands

MidWeek

A weekly community newspaper that is mailed to virtually every household on Oahu and Kauai

Hawaii Army Weekly

The official newspaper for the U.S. Army

Ho'okele

The official newspaper for the U.S. Navy and U.S. Air Force

Hawaii Marine

The official newspaper for the U.S. Marine Corps

HILuxury Magazine

A lifestyle magazine targeting the discriminating reader in the luxury market

For more information on OPI go to: oahupublications.com



EXPLANATORY - OTHER

Print/Online Readership Explanatory:

DMA Area: Honolulu

NDM* Area: Reflects 95.6% circulation within the circulation defined market per the December 31, 2010 circulation Audit Report covered by the Readership Newspaper Designated Market and is comprised of: Honolulu County in Hawaii.

The Readership research sample produced the following completed unweighted total interviews:

Market	Print Readership			Online Readership		Combined Audience	
	Sun	Weekday	Past 7 Days	Past 7 Days	Past 30 Days	Past 7 Days	Past 7 Days Print Past 30 Days Online
DMA	986	879	1,256	338	470	1,330	1,369
NDM*	944	837	1,178	311	427	1,235	1,263

The "Past 7 Day Print and Past 30 Day Online" measurement is a combination of respondents who answered affirmatively that they read the Daily or Sunday print edition in the past week or respondents who answered affirmatively that they viewed the newspaper's website(s) any time in the past 30 days. Respondents captured in this measurement are included once with no duplication.

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

Website Usage Explanatory:

ABC did not determine the publisher's choice of data provider for these statistics nor should the inclusion of this data be construed as endorsement by ABC of the methodology or technologies used by the data provider. As appropriate, ABC audits will verify the applications and measurement techniques used by the data provider to establish the statistics and data presented on behalf of the publication.

Website Usage Definitions:

Total Unique Cookies: 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 Fax 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 viewer as a single document as a result of a single request received by the server. In effect, one request by a valid user 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.



To Members of the Audit Bureau of Circulations:

Data annotated as "subject to audit" represent items reported on the most recent ABC member's Publisher's Statement and will be verified at the next scheduled audit period.

Other data have been examined in accordance with the Bureau's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the other data items contained in this report are fairly stated in all respects material to the totals reported.

Audit Bureau of Circulations

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