



**Audit Bureau
of Circulations**

PRINTED AND RELEASED
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**DEFENDANT'S
EXHIBIT**

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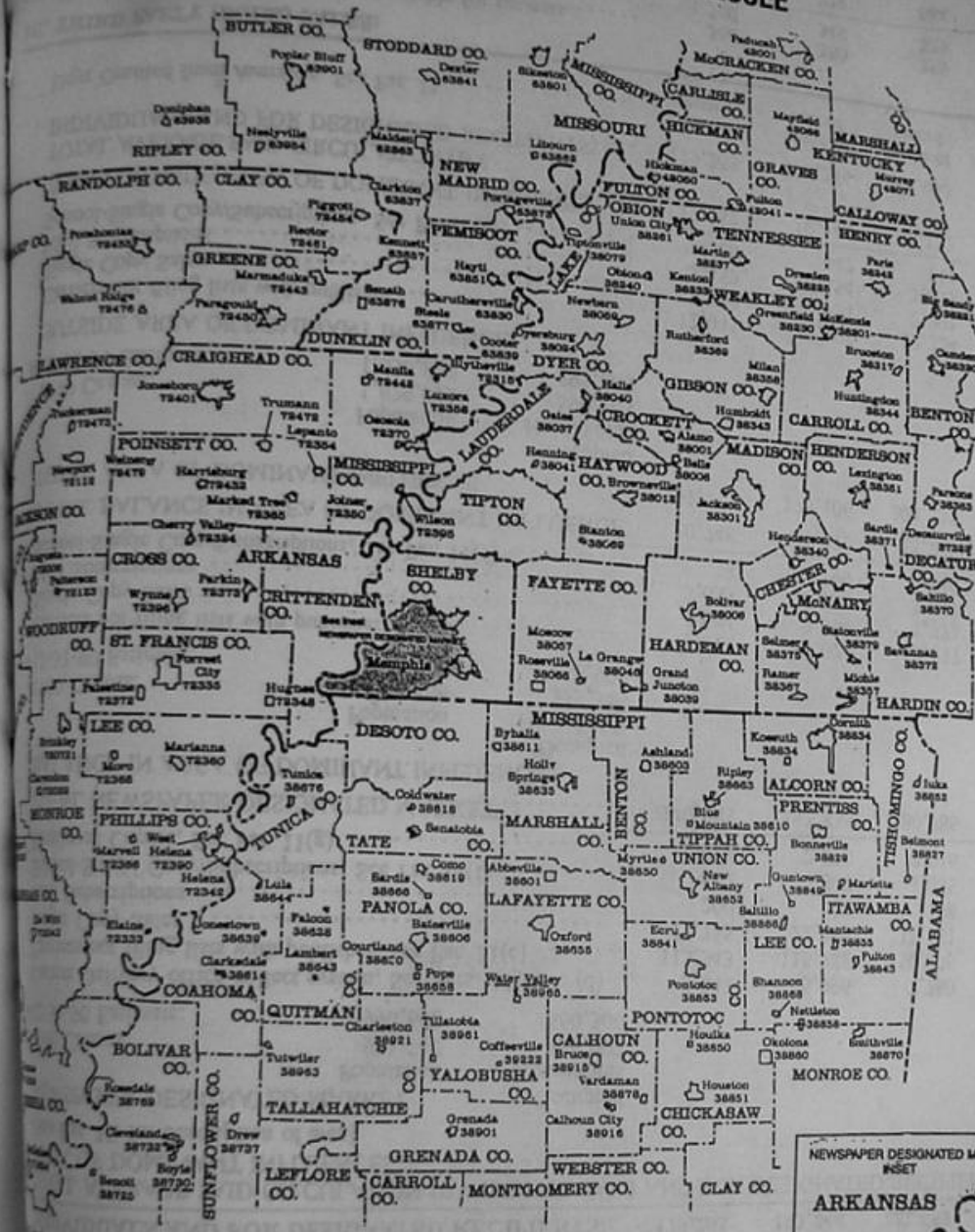
**AUDIT REPORT: Newspaper
THE COMMERCIAL APPEAL
(Morning and Sunday)
Memphis (Shelby County), Tennessee**

TOTAL AVERAGE PAID CIRCULATION FOR 12 MONTHS ENDED MARCH 31, 1992:

	Morning (Mon., Tues. & Thurs.)	Wednesday Morning	Friday Morning	Saturday Morning	Sunday
IA. TOTAL AVERAGE PAID CIRCULATION (BY INDIVIDUALS AND FOR DESIGNATED RECIPIENTS):	179,263	193,246	222,653	220,396	284,151
IB. TOTAL AVERAGE PAID CIRCULATION (BY INDIVIDUALS AND FOR DESIGNATED RECIPIENTS) BY AREA OF DOMINANT INFLUENCE: (See Par. 1E for description of area)					
NEWSPAPER DESIGNATED MARKET					
	Population	Occupied Households			
*1990 Census:	981,747	356,997			
#12-31-90 Estimate:	990,600	360,300			
Carrier Delivery office collect system, See Pars. 11(c) & (d)	5,047	5,096	7,780	7,682	7,580
Carriers not filing lists with publisher, See Par. 11(e)	115,343	115,788	150,976	150,242	147,004
Single Copy Sales	17,755	22,846	18,781	18,909	62,643
Mail Subscriptions	200	202	198	197	40
School-Single Copy/Subscriptions, See Par. 11(f)	602	7,887	1,035	1	4
Employee Copies, See Par. 11(g)	2,016	2,016	2,016	2,015	2,027
TOTAL NEWSPAPER DESIGNATED MARKET	140,963	153,835	180,786	179,046	219,298
BALANCE IN AREA OF DOMINANT INFLUENCE					
	Population	Occupied Households			
1990 Census:	647,866	233,346			
#12-31-90 Estimate:	646,200	232,900			
Carriers not filing lists with publisher	15,013	15,024	18,177	18,118	24,795
Single Copy Sales	2,044	2,394	1,771	1,665	12,112
Mail Subscriptions	3,653	3,654	3,657	3,656	13
School-Single Copy/Subscriptions, See Par. 11(f)	38	199	140		
TOTAL BALANCE IN AREA OF DOMINANT INFLUENCE	20,748	21,271	23,745	23,439	36,920
TOTAL AREA OF DOMINANT INFLUENCE	161,711	175,106	204,531	202,485	256,218
OUTSIDE AREA OF DOMINANT INFLUENCE					
	Population	Occupied Households			
1990 Census:	1,629,613	590,343			
#12-31-90 Estimate:	1,636,800	593,200			
Carriers not filing lists with publisher	12,045	12,105	12,324	12,258	19,152
Single Copy Sales	1,789	1,934	2,001	2,000	7,688
Mail Subscriptions	3,652	3,654	3,653	3,653	1,093
School-Single Copy/Subscriptions, See Par. 11(f)	66	447	144		
TOTAL OUTSIDE AREA OF DOMINANT INFLUENCE	17,552	18,140	18,122	17,911	27,933
TOTAL AVERAGE PAID CIRCULATION (BY INDIVIDUALS AND FOR DESIGNATED RECIPIENTS)	179,263	193,246	222,653	220,396	284,151
Days Omitted from Averages, See Par. 11	None of record	None of record	None of record	None of record	1
IC. THIRD PARTY (BULK) SALES:					
Hospitals and Nursing Homes - Available for patients	360	380	355	290	510
Hotels, Motels - Available for guests	360	349	329	270	83
TOTAL AVERAGE THIRD PARTY (BULK) SALES	720	729	684	560	593

*See Par. 11(a).
#S&MM Estimate. See Par. 11(b).

**NEWSPAPER DESIGNATED MARKET-
AREA OF DOMINANT INFLUENCE / MEMPHIS, TENNESSEE**



LEGEND
 STATE BOUNDARIES
 COUNTY BOUNDARIES
 MEMPHIS CORPORATE LIMITS
 NEWSPAPER DESIGNATED MARKET COEXTENSIVE WITH METROPOLITAN STATISTICAL AREA
 BALANCE OF AREA OF DOMINANT INFLUENCE

Map not intended to show circulation coverage.
 See Paragraph 3 for distribution breakdown.

For detailed description of areas on this map,
 see Paragraph 1E of Audit Report.

ID. METROPOLITAN STATISTICAL AREA - COUNTY OF PUBLICATION:

Answer optional and not made.

IE. NEWSPAPER DESIGNATED MARKET:

NEWSPAPER DESIGNATED MARKET (coextensive with the Memphis, TN, AR, MS Metropolitan Statistical Area) comprises counties of Shelby and Tipton, in Tennessee; Crittenden County, Arkansas; and De Soto County, Mississippi.

BALANCE IN THE MEMPHIS AREA OF DOMINANT INFLUENCE (ADI) includes, with exception of Newspaper Designated Market, the following area:

In Tennessee - counties of Chester, Crockett, Dyer, Fayette, Gibson, Hardeman, Haywood, Lauderdale, McNairy, Shelby and Tipton.

In Arkansas - counties of Crittenden, Cross, Lee, Mississippi, Phillips, Poinsett and St. Francis.

In Mississippi - counties of Alcorn, Benton, Coahoma, De Soto, Lafayette, Marshall, Panola, Quitman, Tate, Tippah, Tunica and Union.

In Missouri - Pemiscot County.

2. See Par. 1B.

AUDIT STATEMENT

There was no adjustment made in the average paid circulation as shown in the Publisher's Statements for the period audited.

This newspaper also participates in the Audit Bureau of Circulations' Coupon Distribution Verification Service. A separate report of that verification is available to all ABC members who subscribe to this service. For more information, contact ABC.

AVERAGE PAID CIRCULATION (BY INDIVIDUALS AND FOR DESIGNATED RECIPIENTS) BY QUARTERS for the previous audits and period covered by this report.

			Morning (Mon., Tues. & Thurs.)	Wednesday Morning	Friday Morning	Saturday Morning	Morning	Sunday
3rd	Quarter	1988					213,321	288,031
4th	"	1988					211,311	287,617
1st	"	1989					214,334	291,826
2nd	"	1989					210,637	290,883
3rd	"	1989					207,579	289,351
4th	"	1989					216,496	292,771
1st	"	1990					216,806	293,083
2nd	"	1990	195,395	210,019	235,713	233,732		289,407
3rd	"	1990	196,155	204,247	234,423	232,948		288,365
4th	"	1990	197,272	213,749	234,572	231,502		291,360
1st	"	1991	187,552	206,240	230,889	227,587		287,676
2nd	"	1991	180,385	194,880	224,884	223,158		283,441
3rd	"	1991	177,073	184,040	220,741	219,418		281,274
4th	"	1991	180,324	197,104	221,978	219,221		284,901
1st	"	1992	179,295	196,961	223,011	219,788		287,050

(The Commercial Appeal (Morning & Sunday), Memphis, TN, Page #3)

3. ACTUAL ONE-DAY GROSS DISTRIBUTION AND ABC-ESTIMATED PAID CIRCULATION AVERAGES BY COUNTIES:

Morning, March 17, 1992; Sunday, March 15, 1992.

Occupied Households - #12-31-90 S&MM Estimate.

The listing below gives gross distribution for one day only and is greater or less than the average paid for the covered by this report by the following percentages:

	Morning	Sunday
Newspaper Designated Market	6.58% greater	7.04% greater
Balance in Area of Dominant Influence	3.94% greater	10.39% greater
Total Area of Dominant Influence	6.24% greater	7.53% greater
Outside Area of Dominant Influence	4.04% greater	8.77% greater
GRAND TOTAL	6.02% greater	7.65% greater

The "Average Estimated Paid Circulation" or "Adjusted" figures have been arrived at by projecting the average Paragraph 1B to the appropriate ABC geographic market one day(s) gross distribution figures in this report.

State County	OCCUPIED HOUSEHOLDS #12-31-90 Estimate	Morning		Sunday	
		Actual Gross Dist.	Average Est. Paid Circ.*	Actual Gross Dist.	Average Est. Paid Circ.*
TENNESSEE					
SHELBY	305,600	135,634	127,264	207,767	194,084
TIPTON	13,200	2,672	2,507	5,236	4,881
BENTON	5,800	160	154	185	170
CARROLL	10,700	726	698	826	759
CHESTER	4,600	188	181	224	203
CROCKETT	5,200	357	343	376	340
DAVIDSON	208,700	158	152	447	411
DECATUR	4,200	163	157	233	214
DYER	13,700	1,556	1,497	3,088	2,777
FAYETTE	8,500	1,671	1,608	3,178	2,878
GIBSON	18,300	1,408	1,355	1,743	1,579
HARDEMAN	8,300	1,020	981	1,762	1,586
HARDIN	8,800	733	705	1,352	1,243
HAYWOOD	7,000	736	708	1,121	1,013
HENDERSON	8,500	377	362	344	316
LAKE	11,400	429	412	662	606
LAUDERDALE	2,400	354	339	582	533
McNAIRY	8,400	1,185	1,140	2,490	2,286
MADISON	8,900	884	850	1,127	1,021
OBION	29,700	1,852	1,780	2,062	1,886
WEAKLEY	12,400	975	937	2,116	1,945
Miscellaneous Counties	12,000	1,207	1,160	1,606	1,477
TOTAL IN TENNESSEE		86	83	81	74
		154,531	145,373	238,608	222,321
MISSISSIPPI					
DE SOTO	24,300	8,560	8,032	15,556	14,532
ALCORN	12,400	691	665	1,762	1,586
ATTALA	6,900	86	83	180	167
BENTON	2,800	201	193	397	360

State County	OCCUPIED HOUSEHOLDS #12-31-90 Estimate	Morning		Sunday	
		Actual Gross Dist.	Average Est. Paid Circ.*	Actual Gross Dist.	Average Est. Paid Circ.*
MISSISSIPPI (Cont'd)					
BOLIVAR	13,200	1,140	1,096	1,606	1,477
CALHOUN	5,700	287	276	853	784
CARROLL	3,300	47	45	49	45
CHICKASAW	6,500	111	107	246	226
CLAY	7,200	188	181	408	375
COAHOMA	10,400	1,113	1,071	1,905	1,726
GRENADA	7,700	559	537	1,256	1,155
HINDS	90,700	400	384	419	385
HOLMES	7,100	121	116	110	101
HUMPHREYS	3,900	154	148	188	173
ITAWAMBA	7,500	21	20	165	152
LAFAYETTE	11,100	1,012	974	2,214	2,006
LEE	24,700	449	432	1,255	1,154
LEFLORE	12,600	662	636	771	709
LOWNDES	21,200	469	451	736	677
MADISON	19,800	30	29	46	42
MARSHALL	10,100	1,189	1,144	3,081	2,791
MONROE	13,400	239	230	471	433
MONTGOMERY	4,500	260	250	380	349
OKTIBBEHA	12,900	229	220	439	404
PANOLA	10,200	1,426	1,372	3,040	2,754
PONTOTOC	8,400	123	118	531	488
PRENTISS	8,600	150	144	465	428
QUITMAN	3,500	423	407	731	662
SHARKEY	2,100	54	52	51	47
SUNFLOWER	9,600	576	554	649	597
TALLAHATCHIE	5,000	679	653	1,198	1,101
TATE	7,100	1,373	1,321	2,587	2,343
TIPPAH	7,200	358	344	1,043	945
TISHOMINGO	7,100	194	186	705	648
TUNICA	2,500	432	416	772	699
UNION	8,400	331	318	760	688
WASHINGTON	22,500	872	838	873	803
WEBSTER	3,800	255	245	328	302
YALOBUSHA	4,600	624	600	1,036	952
Miscellaneous Counties		213	205	131	120
TOTAL IN MISSISSIPPI		26,301	25,093	49,393	45,394
ARKANSAS					
CRITTENDEN	17,200	3,368	3,160	6,188	5,781
CLAY	7,500	13	12	65	60
CRAIGHEAD	26,500	440	423	1,028	945
CROSS	6,700	401	386	682	618
GREENE	12,400	85	82	186	171
LAWRENCE	6,800	5	5	53	49
LEE	4,500	245	236	386	350
MISSISSIPPI	20,300	1,258	1,210	2,274	2,060
PHILLIPS	10,000	632	608	1,120	1,015

(The Commercial Appeal (Morning & Sunday), Memphis, TN, Page #5)

State County	OCCUPIED HOUSEHOLDS #12-31-90 Estimate	Morning		Sunday	
		Actual Gross Dist.	Average Est. Paid Circ.*	Actual Gross Dist.	Average Est. Paid Circ.*
ARKANSAS (Cont'd)					
POINSETT	9,300	326	314	725	61
PULASKI	137,400	59	57	151	13
ST. FRANCIS	9,900	670	644	1,254	1,238
Miscellaneous Counties		63	61	88	8
TOTAL IN ARKANSAS		7,565	7,198	14,200	13,080
KENTUCKY					
CALLAWAY	11,700	57	55	108	8
FULTON	3,300	180	173	301	27
Miscellaneous Counties		37	35	91	8
TOTAL IN KENTUCKY		274	263	500	43
MISSOURI					
BUTLER	15,300	83	80	120	10
DUNKLIN	13,000	333	320	693	67
NEW MADRID	7,700	89	86	298	27
PEMISCOT	8,200	480	462	913	87
SCOTT	14,800	88	85	176	16
Miscellaneous Counties		39	36	96	8
TOTAL IN MISSOURI		1,112	1,069	2,296	2,086
All Other		278	267	887	81
GRAND TOTAL		190,061	179,263	305,884	284,151

#S&MM Estimate. County population and occupied household estimates appearing in ABC reports are obtained from Sales and Marketing Management's 'Survey of Buying Power'. Estimates for ABC defined newspaper markets in areas below the county level are projections based upon 'Survey of Buying Power' estimates.

*Arrived at by relating actual gross distribution figures to average paid 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.

Morning, March 17, 1992; Sunday, March 15, 1992.

Occupied Households - 1990 Census; #12-31-90 S&MM Estimate.
See Par. 11(b).

"BALANCE IN COUNTY" is comprised of the distribution in towns receiving less than 25 copies which is not identified with the towns, townships or minor civil divisions listed.

(MA) designates one of the counties included in the Memphis, Tennessee-Arkansas-Mississippi Metropolitan Statistical Area as defined by the Office of Management and Budget.

State County Town	OCCUPIED HOUSEHOLDS		Morning	Sunday
	1990 Census	#12-31-90 Estimate		

TENNESSEE
MEMPHIS NEWSPAPER DESIGNATED MARKET as described in Par. 1E is the following:

(MA) <u>SHELBY COUNTY</u>	303,571	305,600		
Arlington			1,130	1,635
Bartlett	8,456	9,300	11,383	18,604
Collierville	4,429	4,200	3,250	5,106
Cordova			5,466	9,316
Eads			294	390
Germantown	10,713	11,100	8,489	10,134
Memphis	229,829	242,400	102,334	156,574
Millington	4,168	3,400	3,274	5,990
*BALANCE IN COUNTY			14	18
TOTAL SHELBY COUNTY			135,634	207,767
			(Adjusted Figure 127,264)	194,094)
(MA) <u>TIPTON COUNTY</u>	13,033	13,200		
Atoka			338	497
Brighton			391	677
Burlison			133	374
Covington	2,729	2,600	1,160	2,223
Drummonds			115	147
Mason			162	173
Munford			373	1,145
TOTAL TIPTON COUNTY			2,672	5,236
			(Adjusted Figure 2,507)	4,891)
NDM IN TENNESSEE	316,604	360,300	138,306	213,003
			(Adjusted Figure 129,771)	198,985)
<u>MISSISSIPPI</u>				
(MA) <u>DE SOTO COUNTY</u>	23,273	24,300		
Hernando			1,609	2,484
Horn Lake			910	2,254
Lake Cormorant			152	258

(The Commercial Appeal (Morning & Sunday), Memphis, TN, Page #7)

State County Town	OCCUPIED HOUSEHOLDS		Morning	
	1990 Census	#12-31-90 Estimate		
<u>MISSISSIPPI (Cont'd)</u>				
<u>(MA) DE SOTO COUNTY</u>				
Nesbit			625	
Olive Branch			1,927	
Southaven			2,737	
Walls			600	
TOTAL DE SOTO COUNTY	6,115	6,110	8,560	
			(Adjusted Figure)	8,032
NDM IN MISSISSIPPI	23,273	24,300	8,560	
			(Adjusted Figure)	8,032
<u>ARKANSAS</u>				
<u>(MA) CRITTENDEN COUNTY</u>				
Crawfordsville			75	
Earle			131	
Horseshoe Lake			91	
Marion			571	
Proctor			84	
Turrell			24	
West Memphis	9,879	9,600	2,371	
*BALANCE IN COUNTY			21	
TOTAL CRITTENDEN COUNTY			3,368	
			(Adjusted Figure)	3,160
NDM IN ARKANSAS	17,120	17,200	3,368	
			(Adjusted Figure)	3,160
TOTAL NEWSPAPER DESIGNATED MARKET (METROPOLITAN STATISTICAL AREA)				
	356,997	360,300	150,234	234,717
			(Adjusted Figure)	140,963
BALANCE IN AREA OF DOMINANT INFLUENCE- AVERAGE PAID CIRCULATION				
AREA OF DOMINANT INFLUENCE-AVERAGE PAID CIRCULATION				
			20,748	36,820
OUTSIDE AREA OF DOMINANT INFLUENCE- AVERAGE PAID CIRCULATION				
			161,711	236,220
TOTAL AVERAGE PAID CIRCULATION				
			17,552	27,800
<u>TENNESSEE</u>				
<u>BENTON COUNTY</u>				
Camden			179,263	
*BALANCE IN COUNTY	5,784	5,800		
TOTAL BENTON COUNTY			136	
			24	
			(Adjusted Figure)	160
				154

State County Town	OCCUPIED HOUSEHOLDS		Morning	Sunday
	1990 Census	#12-31-90 Estimate		
<u>TENNESSEE</u>	10,727	10,700		
<u>CARROLL COUNTY</u>				
Huntingdon			275	251
Lavinia			6	55
McKenzie			297	401
Trezevant			98	119
*BALANCE IN COUNTY			50	
TOTAL CARROLL COUNTY			726	826
		(Adjusted Figure	698	759)
<u>CHESTER COUNTY</u>	4,558	4,600		
Henderson			184	224
*BALANCE IN COUNTY			4	
TOTAL CHESTER COUNTY			188	224
		(Adjusted Figure	181	203)
<u>CROCKETT COUNTY</u>	5,183	5,200		
Alamo			103	144
Bells			138	116
Friendship			74	73
Maury City			27	26
*BALANCE IN COUNTY			15	17
TOTAL CROCKETT COUNTY			357	376
		(Adjusted Figure	343	341)
<u>DAVIDSON COUNTY</u>	207,530	208,700		
Nashville			156	443
*BALANCE IN COUNTY			2	4
TOTAL DAVIDSON COUNTY			158	447
		(Adjusted Figure	152	411)
<u>DECATUR COUNTY</u>	4,216	4,200		
Decaturville			27	
Parsons			113	232
*BALANCE IN COUNTY			23	1
TOTAL DECATUR COUNTY			163	233
		(Adjusted Figure	157	214)
<u>DYER COUNTY</u>	13,617	13,700		
Dyersburg	6,696	6,500		
* (City Zone)	6,696	6,500	1,308	2,647
Newbern				
Trimble			236	441
*BALANCE IN COUNTY			9	
TOTAL DYER COUNTY			3	
		(Adjusted Figure	1,556	3,088
			1,497	2,797)
<u>FAYETTE COUNTY</u>	8,453	8,500		
Arlington				
Eads			89	129
Gallaway			191	527
			75	211

(The Commercial Appeal (Morning & Sunday), Memphis, TN, Page #9)

State County Town	OCCUPIED HOUSEHOLDS		Morning
	1990 Census	#12-31-90 Estimate	
<u>TENNESSEE (Cont'd)</u>			
<u>FAYETTE COUNTY</u>			
			230
Moscow			183
Oakland			175
Rossville			683
Sommerville			14
Williston			31
*BALANCE IN COUNTY			
TOTAL FAYETTE COUNTY			1,671
		(Adjusted Figure	1,608
<u>GIBSON COUNTY</u>			
	18,361	18,300	
Dyer			303
Humboldt	3,781	3,600	308
Milan	3,089	3,000	390
Rutherford			16
Trenton			359
*BALANCE IN COUNTY			32
TOTAL GIBSON COUNTY			1,408
		(Adjusted Figure	1,355
<u>HARDEMAN COUNTY</u>			
	8,276	8,300	
Bolivar			424
Grand Junction			102
Middleton			191
Saulsbury			50
Toone			26
Whiteville			176
*BALANCE IN COUNTY			51
TOTAL HARDEMAN COUNTY			1,020
		(Adjusted Figure	981
<u>HARDIN COUNTY</u>			
	8,726	8,800	
Morris Chapel			61
Pickwick			72
Savannah			564
*BALANCE IN COUNTY			36
TOTAL HARDIN COUNTY			733
		(Adjusted Figure	705
<u>HAYWOOD COUNTY</u>			
	7,014	7,000	
Brownsville	3,698	3,700	663
Stanton			73
TOTAL HAYWOOD COUNTY			736
		(Adjusted Figure	708
<u>HENDERSON COUNTY</u>			
	8,527	8,500	
Lexington			292
Scott Hill			27
*BALANCE IN COUNTY			58
TOTAL HENDERSON COUNTY			377
		(Adjusted Figure	362

State County Town	OCCUPIED HOUSEHOLDS		Morning	Sunday
	1990 Census	#12-31-90 Estimate		
TENNESSEE (Cont'd)				
HENRY COUNTY				
Henry	11,362	11,400	9	143
Paris			355	518
*BALANCE IN COUNTY			65	1
TOTAL HENRY COUNTY			429	662
			(Adjusted Figure)	412
LAKE COUNTY				
Ridgely	2,418	2,400	129	235
Tiptonville			218	347
*BALANCE IN COUNTY			7	
TOTAL LAKE COUNTY			354	582
			(Adjusted Figure)	339
LAUDERDALE COUNTY				
Gates	8,423	8,400	86	125
Halls			241	621
Henning			82	182
Ripley			776	1,562
TOTAL LAUDERDALE COUNTY			1,185	2,490
			(Adjusted Figure)	1,140
McNAIRY COUNTY				
Adamsville	8,834	8,900	128	295
Bethel Springs			27	53
Mitchie			153	120
Ramer			51	278
Selmer			449	345
Stantonville			54	36
*BALANCE IN COUNTY			22	
TOTAL McNAIRY COUNTY			884	1,127
			(Adjusted Figure)	850
MADISON COUNTY				
Jackson	29,609	29,700		
*BALANCE IN COUNTY			1,821	2,041
TOTAL MADISON COUNTY			31	21
			(Adjusted Figure)	1,852
			1,780	2,062
				(Adjusted Figure)
OBION COUNTY				
Kenton	12,412	12,400		
Obion			97	120
South Fulton			72	175
Troy			21	68
Union City			125	364
*BALANCE IN COUNTY			641	1,389
TOTAL OBION COUNTY			19	
			(Adjusted Figure)	975
			937	2,116
				(Adjusted Figure)
				1,945

OCCUPIED HOUSEHOLDS

State	1990 Census	#12-31-90 Estimate	Morning
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TENNESSEE (Cont'd)

<u>WEAKLEY COUNTY</u>	11,992	12,000	
Dresden			299
Gleason			34
Greenfield			226
Martin			627
Sharon			
*BALANCE IN COUNTY			21
TOTAL WEAKLEY COUNTY			1,207
(Adjusted Figure)			1,160

MISCELLANEOUS COUNTIES UNDER 25 COPIES

			86
(Adjusted Figure)			83
TOTAL IN TENNESSEE			154,531
(Adjusted Figure)			145,373

MISSISSIPPI

<u>ALCORN COUNTY</u>	12,449	12,400	
Corinth	5,081	5,100	671
*BALANCE IN COUNTY			20
TOTAL ALCORN COUNTY			691
(Adjusted Figure)			665

ATTALA COUNTY

Ethel	6,945	6,900	1
Kosciusko			78
*BALANCE IN COUNTY			7
TOTAL ATTALA COUNTY			86
(Adjusted Figure)			83

BENTON COUNTY

Ashland	2,842	2,800	173
Michigan City			28
TOTAL BENTON COUNTY			201
(Adjusted Figure)			193

BOLIVAR COUNTY

Benoit	13,292	13,200	21
Cleveland			670
Duncan			37
Merigold			57
Pace			16
Rosedale			90
Shaw			97
Shelby			88
*BALANCE IN COUNTY			64
TOTAL BOLIVAR COUNTY			1,140
(Adjusted Figure)			1,096

State County Town	OCCUPIED HOUSEHOLDS		Morning	Sunday
	1990 Census	#12-31-90 Estimate		
<u>MISSISSIPPI (Cont'd)</u>				
<u>CALHOUN COUNTY</u>	5,662	5,700	90	324
Bruce			171	479
Calhoun City				50
Vardaman			26	
*BALANCE IN COUNTY			287	853
TOTAL CALHOUN COUNTY			276	784
			(Adjusted Figure)	
<u>CARROLL COUNTY</u>	3,352	3,300	42	49
Carrollton			5	
*BALANCE IN COUNTY			47	49
TOTAL CARROLL COUNTY			45	45
			(Adjusted Figure)	
<u>CHICKASAW COUNTY</u>	6,480	6,500	76	175
Houston			12	71
Okolona			23	
*BALANCE IN COUNTY				
TOTAL CHICKASAW COUNTY			111	246
			107	226
			(Adjusted Figure)	
<u>CLAY COUNTY</u>	7,251	7,200		
West Point			182	408
*BALANCE IN COUNTY			6	
TOTAL CLAY COUNTY			188	408
			181	375
			(Adjusted Figure)	
<u>COAHOMA COUNTY</u>	10,530	10,400		
Clarksdale	6,759	6,600		
* (City Zone)	6,759	6,600	1,024	1,772
Dublin				
Lula			6	60
Rena Lara			26	24
*BALANCE IN COUNTY			2	33
TOTAL COAHOMA COUNTY			55	16
			1,113	1,905
			1,071	1,726
			(Adjusted Figure)	
<u>GRENADA COUNTY</u>	7,701	7,700		
Grenada				
Holcomb			534	1,256
TOTAL GRENADA COUNTY			25	
			559	1,256
			537	1,155
			(Adjusted Figure)	
<u>HINDS COUNTY</u>	91,023	90,700		
Jackson				
*BALANCE IN COUNTY			395	416
TOTAL HINDS COUNTY			5	3
			400	419
			384	385
			(Adjusted Figure)	

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State County Town	OCCUPIED HOUSEHOLDS		Morning
	1990 Census	#12-31-90 Estimate	
<u>MISSISSIPPI (Cont'd)</u>			
<u>HOLMES COUNTY</u>	7,139	7,100	35
Durant			56
Lexington			9
Tchula			21
*BALANCE IN COUNTY			121
TOTAL HOLMES COUNTY			116
		(Adjusted Figure	
<u>HUMPHREYS COUNTY</u>	3,926	3,900	137
Belzoni			2
Isola			15
*BALANCE IN COUNTY			154
TOTAL HUMPHREYS COUNTY			148
		(Adjusted Figure	
<u>ITAWAMBA COUNTY</u>	7,497	7,500	15
Fulton			6
Mantachie			
TOTAL ITAWAMBA COUNTY			21
		(Adjusted Figure	20
<u>LAFAYETTE COUNTY</u>	11,090	11,100	
Abbeville			24
Oxford	4,394	4,500	950
Paris			1
Waterford			25
*BALANCE IN COUNTY			12
TOTAL LAFAYETTE COUNTY			1,012
		(Adjusted Figure	974
<u>LEE COUNTY</u>	24,450	24,700	
Baldwyn			29
Belden			5
Tupelo			394
Verona			2
*BALANCE IN COUNTY			19
TOTAL LEE COUNTY			449
		(Adjusted Figure	432
<u>LEFLORE COUNTY</u>	12,749	12,600	
Greenwood			572
Itta Bena			53
Minter City			13
*BALANCE IN COUNTY			24
TOTAL LEFLORE COUNTY			662
		(Adjusted Figure	636

State County Town	OCCUPIED HOUSEHOLDS		Morning	Sunday
	1990 Census	#12-31-90 Estimate		
<u>MISSISSIPPI (Cont'd)</u>				
<u>LOWNDES COUNTY</u>	21,402	21,300	459	734
Columbus			10	2
*BALANCE IN COUNTY			469	736
TOTAL LOWNDES COUNTY			(Adjusted Figure 451)	677)
<u>MADISON COUNTY</u>	19,276	19,800	28	42
Canton			2	4
*BALANCE IN COUNTY			30	46
TOTAL MADISON COUNTY			(Adjusted Figure 29)	42)
<u>MARSHALL COUNTY</u>	10,077	10,100		
Byhalia			460	1,197
Holly Springs			524	894
Mount Pleasant				44
Potts Camp			60	350
Red Banks			96	316
Victoria			37	280
*BALANCE IN COUNTY			12	
TOTAL MARSHALL COUNTY			1,189	3,081
			(Adjusted Figure 1,144)	2,791)
<u>MONROE COUNTY</u>	13,348	13,400		
Aberdeen				
Amory			166	227
Hamilton			59	203
*BALANCE IN COUNTY			7	41
TOTAL MONROE COUNTY			7	
			239	471
			(Adjusted Figure 230)	433)
<u>MONTGOMERY COUNTY</u>	4,532	4,500		
Duck Hill				
Stewart			79	116
Winona			6	77
*BALANCE IN COUNTY			164	187
TOTAL MONTGOMERY COUNTY			11	
			260	380
			(Adjusted Figure 250)	349)
<u>OKTIBBEHA COUNTY</u>	12,916	12,900		
Starkville				
*BALANCE IN COUNTY			226	438
TOTAL OKTIBBEHA COUNTY			3	1
			229	439
			(Adjusted Figure 220)	404)
<u>PANOLA COUNTY</u>	10,130	10,200		
Batesville				
Como			810	1,591
Courtland			182	458
			47	71

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State County Town	OCCUPIED HOUSEHOLDS		Morning
	1990 Census	#12-31-90 Estimate	
<u>MISSISSIPPI (Cont'd)</u>			
<u>PANOLA COUNTY</u>			
Crenshaw			74
Pleasant Grove			7
Pope			48
Sardis			258
TOTAL PANOLA COUNTY			1,426
		(Adjusted Figure	1,372
<u>PONTOTOC COUNTY</u>			
Ecru	8,346	8,400	12
Pontotoc			106
*BALANCE IN COUNTY			5
TOTAL PONTOTOC COUNTY			123
		(Adjusted Figure	118
<u>PRENTISS COUNTY</u>			
Booneville	8,647	8,600	143
*BALANCE IN COUNTY			7
TOTAL PRENTISS COUNTY			150
		(Adjusted Figure	144
<u>QUITMAN COUNTY</u>			
Darling	3,521	3,500	17
Lambert			124
Marks			253
*BALANCE IN COUNTY			29
TOTAL QUITMAN COUNTY			423
		(Adjusted Figure	407
<u>SHARKEY COUNTY</u>			
Rolling Fork	2,084	2,100	51
*BALANCE IN COUNTY			3
TOTAL SHARKEY COUNTY			54
		(Adjusted Figure	52
<u>SUNFLOWER COUNTY</u>			
Indianola	9,650	9,600	387
Ruleville			124
*BALANCE IN COUNTY			65
TOTAL SUNFLOWER COUNTY			576
		(Adjusted Figure	554
<u>TALLAHATCHIE COUNTY</u>			
Cascilla	5,034	5,000	28
Charleston			257
Drew			113
Enid			42
Tutwiler			53
Webb			119
*BALANCE IN COUNTY			67
TOTAL TALLAHATCHIE COUNTY			679
		(Adjusted Figure	653

State County Town	OCCUPIED HOUSEHOLDS		Morning	Sunday
	1990 Census	#12-31-90 Estimate		
<u>MISSISSIPPI (Cont'd)</u>				
<u>TATE COUNTY</u>	7,024	7,100	420	886
Coldwater			935	1,688
Senatobia			18	13
*BALANCE IN COUNTY			1,373	2,587
TOTAL TATE COUNTY			(Adjusted Figure 1,321)	2,343
<u>TIPPAH COUNTY</u>	7,158	7,200	26	187
Blue Mountain			185	411
Ripley			115	445
Walnut			32	
*BALANCE IN COUNTY			358	1,043
TOTAL TIPPAH COUNTY			(Adjusted Figure 344)	945
<u>TISHOMINGO COUNTY</u>	7,059	7,100	1	27
Burnsville			171	449
Juka			6	214
Tishomingo			16	15
*BALANCE IN COUNTY			194	705
TOTAL TISHOMINGO COUNTY			(Adjusted Figure 186)	648
<u>TUNICA COUNTY</u>	2,526	2,500		
Dundee			46	121
Sledge			51	78
Tunica			319	554
*BALANCE IN COUNTY			16	19
TOTAL TUNICA COUNTY			(Adjusted Figure 432)	772
			416	699
<u>UNION COUNTY</u>	8,367	8,400		
Myrtle			25	
New Albany	2,702	2,700	296	760
*BALANCE IN COUNTY			10	
TOTAL UNION COUNTY			(Adjusted Figure 331)	760
			318	688
<u>WASHINGTON COUNTY</u>	22,593	22,500		
Greenville	15,322	15,300		
* (City Zone)	15,322	15,300	607	627
Hollandale				
Leland			78	77
*BALANCE IN COUNTY			175	165
TOTAL WASHINGTON COUNTY			(Adjusted Figure 12)	4
			872	873
			838	803
<u>WEBSTER COUNTY</u>	3,826	3,800		
Eupora				
Maben				
Mathiston			169	195
*BALANCE IN COUNTY			44	85
TOTAL WEBSTER COUNTY			(Adjusted Figure 10)	48
			32	
			255	328
			245	302

State County Town	OCCUPIED HOUSEHOLDS		Morning
	1990 Census	#12-31-90 Estimate	
<u>MISSISSIPPI (Cont'd)</u>			
<u>YALOBUSHA COUNTY</u>	4,614	4,600	
Coffeerville			173
Oakland			62
Water Valley			379
*BALANCE IN COUNTY			10
TOTAL YALOBUSHA COUNTY			624
		(Adjusted Figure	600
<u>MISCELLANEOUS COUNTIES</u>			
Yazoo (Yazoo Co)			57
UNDER 25 COPIES			156
TOTAL MISCELLANEOUS COUNTIES			213
		(Adjusted Figure	205
TOTAL IN MISSISSIPPI			26,301
		(Adjusted Figure	25,093
<u>ARKANSAS</u>			
<u>CLAY COUNTY</u>	7,504	7,500	
Piggott			5
*BALANCE IN COUNTY			8
TOTAL CLAY COUNTY			13
		(Adjusted Figure	12
<u>CRAIGHEAD COUNTY</u>	26,285	26,500	
Caraway			
Jonesboro			418
*BALANCE IN COUNTY			22
TOTAL CRAIGHEAD COUNTY			440
		(Adjusted Figure	423
<u>CROSS COUNTY</u>	6,754	6,700	
Parkin			109
Wynne	2,892	2,900	266
*BALANCE IN COUNTY			26
TOTAL CROSS COUNTY			401
		(Adjusted Figure	386
<u>LAWRENCE COUNTY</u>	6,857	6,800	
Walnut Ridge			4
*BALANCE IN COUNTY			1
TOTAL LAWRENCE COUNTY			5
		(Adjusted Figure	5
<u>LEE COUNTY</u>	4,578	4,500	
LaGrange			
Marianna			220
*BALANCE IN COUNTY			25
TOTAL LEE COUNTY			245
		(Adjusted Figure	236

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State County Town	OCCUPIED HOUSEHOLDS		Morning	Sunday
	1990 Census	#12-31-90 Estimate		
<u>ARKANSAS (Cont'd)</u>				
<u>MISSISSIPPI COUNTY</u>	20,420	20,300	654	1,136
Blytheville	8,075	8,200	1	101
Dell			51	60
Joiner			3	135
Keiser			25	35
Leachville			37	35
Luxora			35	139
Manila			372	542
Osceola	3,103	3,000	59	88
Wilson			21	3
*BALANCE IN COUNTY			1,258	2,274
TOTAL MISSISSIPPI COUNTY			(Adjusted Figure 1,210)	2,060
<u>PHILLIPS COUNTY</u>	10,183	10,000		
Elaine			50	133
Helena	2,711	2,900	242	436
Marvell			62	151
West Helena	3,445	3,400	264	400
*BALANCE IN COUNTY			14	
TOTAL PHILLIPS COUNTY			632	1,120
			(Adjusted Figure 608)	1,015
<u>POINSETT COUNTY</u>	9,368	9,300		
Harrisburg			34	120
Lepanto			67	177
Marked Tree			92	192
Trumann			47	103
Tyronza			79	133
*BALANCE IN COUNTY			7	
TOTAL POINSETT COUNTY			326	725
			(Adjusted Figure 314)	657
<u>PULASKI COUNTY</u>	137,207	137,400		
Little Rock				
*BALANCE IN COUNTY			58	150
TOTAL PULASKI COUNTY			1	1
			(Adjusted Figure 59)	151
<u>ST. FRANCIS COUNTY</u>			57	139
Forrest City	9,958	9,900		
Heth	4,756	4,500		
Hughes			474	739
Palestine			39	126
*BALANCE IN COUNTY			102	183
TOTAL ST. FRANCIS COUNTY			19	176
			36	30
			(Adjusted Figure 670)	1,254
			644	1,136

State County Town	OCCUPIED HOUSEHOLDS		Morning
	1990 Census	#12-31-90 Estimate	
<u>ARKANSAS (Cont'd)</u>			
<u>MISCELLANEOUS COUNTIES</u>			
Paragould (Green Co)			85
UNDER 25 COPIES			63
TOTAL MISCELLANEOUS COUNTIES			148
			(Adjusted Figure 143)
TOTAL IN ARKANSAS			7,565
			(Adjusted Figure 7,198)
<u>ALABAMA</u>			
<u>MISCELLANEOUS COUNTIES</u>			
Florence (Lauderdale Co)			3
UNDER 25 COPIES			27
TOTAL IN ALABAMA			30
			(Adjusted Figure 29)
<u>GEORGIA</u>			
<u>MISCELLANEOUS COUNTIES</u>			
Atlanta (Fulton Co)			28
UNDER 25 COPIES			6
TOTAL IN GEORGIA			34
			(Adjusted Figure 32)
<u>KENTUCKY</u>			
<u>FULTON COUNTY</u>			
Fulton	3,378	3,300	
Hickman			159
			21
TOTAL FULTON COUNTY			180
			(Adjusted Figure 173)
<u>MISCELLANEOUS COUNTIES</u>			
Mayfield (Graves Co)			21
Murray (Calloway Co)			57
UNDER 25 COPIES			16
TOTAL MISCELLANEOUS COUNTIES			94
			(Adjusted Figure 90)
TOTAL IN KENTUCKY			274
			(Adjusted Figure 263)
<u>MISSOURI</u>			
<u>DUNKLIN COUNTY</u>			
Cardwell	13,128	13,000	
Hornersville			12
Kenneth			13
Malden			186
Senath			43
*BALANCE IN COUNTY			53
TOTAL DUNKLIN COUNTY			26
			(Adjusted Figure 333)
			320

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State County Town	OCCUPIED HOUSEHOLDS		Morning	Sunday
	1990 Census	#12-31-90 Estimate		
<u>MISSOURI</u>				
<u>NEW MADRID COUNTY</u>	7,795	7,700	1	107
Gideon			12	64
Lilbourn			65	127
Portageville			11	
*BALANCE IN COUNTY			89	298
TOTAL NEW MADRID COUNTY		(Adjusted Figure)	86	274)
<u>PEMISCOT COUNTY</u>	8,210	8,200	240	470
Caruthersville	2,780	2,700	94	140
Hayti			123	273
Steele			7	30
Wardell			16	
*BALANCE IN COUNTY			480	913
TOTAL PEMISCOT COUNTY		(Adjusted Figure)	462	827)
<u>MISCELLANEOUS COUNTIES</u>				
Dexter (Stoddard Co)			16	43
Poplar Bluff (Butler Co)			83	120
St. Louis (Independent City)			10	28
Sikeston (Scott Co)			88	176
UNDER 25 COPIES			13	25
TOTAL MISCELLANEOUS COUNTIES			210	392
		(Adjusted Figure)	201	360)
TOTAL IN MISSOURI			1,112	2,296
		(Adjusted Figure)	1,069	2,098)
<u>ALL OTHER STATES</u>				
<u>MISCELLANEOUS COUNTIES</u>				
UNDER 25 COPIES			213	652
		(Adjusted Figure)	205	599)
<u>MILITARY SERVICE - DESTINATION UNKNOWN</u>			1	14
		(Adjusted Figure)	1	13)
<u>FOREIGN COUNTRIES</u>				
UNDER 25 COPIES				1
		(Adjusted Figure)		1)

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

State County Town	OCCUPIED HOUSEHOLDS		Morning
	1990 Census	#12-31-90 Estimate	
SUMMARY			154,531
TOTAL TENNESSEE			26,301
* MISSISSIPPI			7,565
* ARKANSAS			30
* ALABAMA			34
* GEORGIA			274
* KENTUCKY			1,112
* MISSOURI			213
* ALL OTHER STATES			
* MILITARY SERVICE - DESTINATION UNKNOWN			1
* FOREIGN COUNTRIES			
GRAND TOTAL			190,061
		(Total Adjusted Figure	179,263

4. NET PRESS RUN AND ADJUSTED PAID CIRCULATION BY EDITIONS:

Press Time	Date Printed	Issue Date	Net Press Run	Sales Release See Note	Total Paid	Newspaper Designated Market	Adjusted Paid Circulation*	
							Balance in Area of Dominant Influence	Outside Area of Dominant Influence
Morning Issue for Tuesday, March 3, 1992.								
9:40 PM	3-2	3-3	24,236	A-C	22,215	666	11,774	9,775
11:49 PM	3-2	3-3	19,385	A-C	17,769	2,843	7,818	7,108
12:57 AM	3-3	3-3	151,946	A-C	139,279	136,493	1,393	1,393
Total			195,567		179,263	140,002	20,985	18,276
Saturday Issue for February 29, 1992.								
9:35 PM	2-28	2-29	25,837	A-C	23,804	952	13,330	9,522
11:41 PM	2-28	2-29	20,666	A-C	19,040	3,808	8,378	6,854
12:54 AM	2-29	2-29	192,719	A-C	177,552	174,001	1,775	1,776
Total			239,222		220,396	178,761	23,483	18,152
Sunday Issue for March 1, 1992.								
8:30 PM	2-29	3-1	44,673	A-C	40,498	13,364	9,315	17,819
11:05 PM	2-29	3-1	44,930	A-C	40,731	5,702	25,661	9,368
12:28 AM	3-1	3-1	223,839	A-C	202,922	198,864	2,029	2,029
Total			313,442		284,151	217,930	37,005	29,216

For publisher's policy in respect to advertising carried, See Par. 11(h).

NOTE: A—Immediate sales release in Newspaper Designated Market. C—Sales release on arrival at destination in Balance in Area of Dominant Influence and Outside Area of Dominant Influence.

*The adjusted paid circulation figures have been calculated by projecting the net press run information against the averages in Pars. 1A & 1B.

5. AVERAGE UNPAID DISTRIBUTION:

	Morning (Mon., Tues. & Thurs.)	Wednesday Morning	Friday Morning	Saturday Morning	Sunday
Arrears					
Advertisers, Agencies					
Complimentary, Sample, Service	398	412	385	351	228
Total	1,758	2,178	2,124	1,940	1,201
	2,156	2,590	2,509	2,291	1,429

6. WERE RETURNS ACCEPTED OR ALLOWANCES MADE FOR UNDELIVERED, LEFTOVER AND UNSOLD COPIES?

Fully returnable.

The allowances for returns, undelivered, leftover and unsold copies for period covered by this report were found to have been: in the Newspaper Designated Market, Morning (Mon., Tues. & Thurs.) 5.96%, Wednesday Morning 5.92%, Friday Morning 4.86%, Saturday Morning 5.46%, Sunday 5.04%; Balance in Area of Dominant Influence, Morning (Mon., Tues. & Thurs.) 4.71%, Wednesday Morning 4.36%, Friday Morning 3.59%, Saturday Morning 3.68%, Sunday 8.91%; Outside Area of Dominant Influence, Morning (Mon., Tues. & Thurs.) 6.17%, Wednesday Morning 5.66%, Friday Morning 4.49%, Saturday Morning 4.30%, Sunday 8.60%.

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

ANALYSIS OF CARRIER AND MAIL SUBSCRIPTION SALES (NEW AND RENEWALS)
 For Period Covered by this Report

7. PREMIUM, COMBINATION, SPECIAL OFFERS, CLUBS AND INSURANCE:

		Term Ordered			
		1 Mo.	3 Mos.	6 Mos.	1 Yr.
(c) With premium only, See Par. 11(i)	M	258	9,493		
	S	586	6,403		
(e) Special reduced prices, See Par. 10(b)	M	803	591		
	S	1,017	593		

M (Mon., Tues.
& Thurs.)
M (Wed.)
M (Fri.)

**This figure does not represent the total number of subscriptions received, but represents the average number of copies served during this report period on School-Single Copy/Subscriptions sold at the price(s) shown in Par.

8. (a) CONTESTS INVOLVING SUBSCRIPTION CONTRACT: None of record.

(b) CONTESTS NOT INVOLVING SUBSCRIPTION CONTRACT: None of record.

9. ARREARS AS AT DECEMBER 8, 1991 FOR MAIL; FEBRUARY 29, 1992 FOR BALANCE:

M & S	NEWSPAPER DESIGNATED MARKET			BALANCE IN AREA OF DOMINANT INFLUENCE			OUTSIDE AREA OF DOMINANT INFLUENCE		
	Carriers	Single Copy Accounts	Mail	Carriers	Single Copy Accounts	Mail	Carriers	Single Copy Accounts	Mail
Arrears under 3 months	None	None	None	None	None	None	None	None	None

10. PRICES:

(a) Basic Prices:

	By Mail				By Carrier			
	1 Yr.	6 Mos.	3 Mos.	1 Mo.	1 Yr.	6 Mos.	3 Mos.	1 Mo.
NEWSPAPER DESIGNATED MARKET:								
M & S	\$229.07	\$114.54	\$57.27	\$19.09	\$167.40	\$83.70	\$41.85	\$13.95
M only	132.79	66.40	33.20	11.07	102.00	51.00	25.50	8.50
Weekend*					102.00	51.00	25.50	8.50
S only	96.28	48.14	24.07	8.02				

OUTSIDE NEWSPAPER DESIGNATED MARKET:

M & S	\$229.07	\$114.54	\$57.27	\$19.09	\$167.40	\$83.70	\$41.85	\$13.95
M only	132.79	66.40	33.20	11.07	102.00	51.00	25.50	8.50
S only	96.28	48.14	24.07	8.02	76.80	38.40	19.20	6.40

10. PRICES: (Continued)

Single Copy

By Motor Route
NEWSPAPER DESIGNATED MARKET AND OUTSIDE NEWSPAPER
DESIGNATED MARKET:

	1 Yr.	6 Mos.	3 Mos.	1 Mo.	1 Wk.	(a-b)	(a-b)	(a-b)
M & S*	\$204.00	\$102.00	\$51.00	\$17.00				50¢
M only*	133.20	66.60	33.30	11.10				\$1.50
S only*	76.80	38.40	19.20	6.40				

*Morning by Mail; Sunday by Motor Route.

(a) Newspaper Designated Market; (b) Outside Newspaper Designated Market.

(b) Special reduced prices: To schools, Morning only, 50% of basic prices. To employees, Morning and Sunday, 50% of basic prices; 1 month and 3 month suscriptions, 50% of basic prices. Morning and Sunday home delivery and Monday through Friday office delivery, 1 month \$18.50. To Morning and Sunday subscribers, 3 months for the price of Weekend only; 4 weeks for the price of 2 weeks. Daily and Sunday, 1 month, \$1.00 off basic prices.

(c) Higher than basic prices: In some outlying areas, customers receive the paper by Mail, Daily only, \$11.30 per month; Sunday only, \$8.12 per month; Daily and Sunday \$19.42 per month.

II. EXPLANATORY:

Regular publishing days on which no paper was issued:

- Morning (Mon., Tues. & Thurs.): None.
- Wednesday Morning: None.
- Friday Morning: None.
- Saturday Morning: None.
- Sunday: None.

In accordance with Bureau Rule C 1.7, the following issue(s) has been eliminated from the averages reported in Pars. 1 and 5. The net paid circulation for the issue(s) is as follows:

	Sunday
December 22, 1991 Holiday	267,786

(a) At the publisher's request, the following 1990 census demographics exhibit household composition for market appraisal. Listed are those counties in which the newspaper's ABC market extends, as well as other counties where the current household coverage is 5% or more.

State County	1990 CENSUS HOUSING UNITS				TOTAL Housing Units
	OCCUPIED Households	VACANT UNITS		Seasonal, Recreational & Occasional Use	
		Homeowner	Rental		
AR					
Crittenden	17,120	367			
Cross	6,754	2.5	7.7		18,875
Lee	4,578	2.0	6.5		7,254
Mississippi	20,420	1.9	5.4		5,085
Phillips	10,183	2.0	7.4		22,232
Poinsett	9,368	1.4	8.4		11,094
St. Francis	9,958	85	5.6		10,271
KY		36	1.5	7.6	
Fulton	3,684	6	2.1	10.8	10,958
					3,378

(The Commercial Appeal (Morning & Sunday), Memphis, TN, Page #25)

II. EXPLANATORY: (Continued)

1990 CENSUS HOUSING UNITS

State County	Households	VACANT UNITS			TOTAL Housing Units
		Seasonal, Recreational & Occasional Use	Homeowner	Vacancy Rates Rental	
MS	12,449	38	1.9	11.3	13,704
Alcorn	2,842	229	2.0	12.1	3,379
Benton	13,292	276	1.0	6.4	14,514
Bolivar	5,662	61	1.7	6.7	6,260
Calhoun	10,530	119	2.2	5.5	11,495
Coahoma	23,273	128	1.8	7.8	24,472
De Soto	7,701	249	1.7	10.4	8,712
Grenada	11,090	569	1.5	7.5	12,478
Lafayette	12,749	96	1.3	7.1	13,799
Leflore	10,077	112	1.3	5.5	10,984
Montgomery	4,532	32	1.5	8.9	4,987
Panola	10,130	662	1.1	4.4	11,482
Quitman	3,521	33	1.8	5.2	3,880
Sunflower	9,650	12	0.7	5.1	10,167
Tallahatchie	5,034	42	0.8	3.9	5,492
Tate	7,024	74	1.5	5.3	7,474
Tippah	7,158	112	1.5	8.6	7,846
Tunica	2,526	291	2.5	3.8	2,990
Union	8,367	141	1.2	7.2	9,104
Webster	3,826	47	2.1	10.5	4,326
Yalobusha	4,614	295	2.0	10.9	5,414
MO					
Pemiscot	8,210	21	1.4	6.4	8,806
TN					
Carroll	10,727	117	1.5	6.9	11,783
Crockett	5,183	24	1.1	6.5	5,521
Dyer	13,617	44	1.3	4.8	14,384
Fayette	8,453	104	1.2	4.6	9,115
Gibson	18,361	44	1.3	7.1	19,635
Hardeman	8,276	319	1.0	6.2	9,174
Hardin	8,726	769	2.1	8.1	10,275
Haywood	7,014	67	1.2	4.1	7,475
Henderson	8,527	93	1.4	9.5	9,278
Lake	2,418	43	0.7	4.1	2,610
Lauderdale	8,423	205	1.4	10.6	9,343
McNairy	8,834	136	1.7	7.7	9,734
Madison	29,609	36	1.8	9.5	31,809
Obion	12,412	142	1.6	6.9	13,359
Shelby	303,571	386	2.5	9.9	327,796
Tipton	13,033	70	2.1	7.3	14,071
Weakley	11,922	62	1.5	6.7	12,857

These demographics were taken from the 1990 U.S. Census volume; Summary Population and Housing Characteristics. "Seasonal" units are those intended for occupancy during only certain seasons of the year.

II. EXPLANATORY: (Continued)

(b) County population and occupied household estimates appearing in ABC reports are obtained from Sales & Marketing Management's 'Survey of Buying Power'. Estimates for ABC defined newspaper markets and areas below the county level are projections based upon 'Survey of Buying Power' estimates.

Par. 1B:

(c) Included in Carrier Delivery office collect system and Office Prepays in the Newspaper Designated Market is an average of 101 copies per issue Morning and 132 copies per issue Sunday, representing copies served to subscribers that ordered delivery directly and were billed by the newspaper and for which payment was not received.

(d) Included in Carrier Delivery office collect system and Office Prepays in the Newspaper Designated Market is an average of 589 copies per issue Morning and 765 copies per issue Sunday, representing copies served in arrears for one to three months on short term subscriptions.

(e) Included in Carriers not filing lists in the Newspaper Designated Market is an average of 639 copies per issue Morning and 639 copies per issue Sunday, representing copies delivered to homes of employees at the price(s) shown in Par. 10(b).

(f) School-Single Copy/Subscriptions, averaging 602 copies per issue Morning (Mon., Tues. & Thurs.), 7,887 copies per issue Wednesday Morning, 1,035 copies per issue Friday Morning, 1 copy per issue Saturday Morning, 4 copies per issue Sunday in the Newspaper Designated Market; 38 copies per issue Morning (Mon., Tues. & Thurs.), 199 copies per issue Wednesday Morning, 140 copies per issue Friday Morning in the Balance in Area of Dominant Influence and 66 copies per issue Morning (Mon., Tues. & Thurs.), 447 copies per issue Wednesday Morning, 144 copies per issue Friday Morning Outside Area of Dominant Influence, represent copies sold to schools for classroom use at the price(s) shown in Par. 10(b), payment being made from school funds and in some cases by students.

(g) Employee Copies, averaging 2,016 copies per issue Morning (Mon., Tues. & Thurs.), 2,016 copies per issue Wednesday Morning, 2,016 copies per issue Friday Morning, 2,015 copies per issue Saturday Morning and 2,027 copies Sunday in the Newspaper Designated Market, represent copies served to employees of the newspaper.

(h) Par. 4:

Publisher's declared policy is that all editions carry all advertising scheduled for the day, except where copy is received too late for insertion in the early editions, it is inserted in the corresponding editions for the day.

(i) Par. 7(c):

Records show the following premiums were offered during this report period:

A telephone, an umbrella, and a thermometer, with no advertised or stated values, were offered with 90 day subscriptions at basic prices.

A spill proof mug and a rain gauge, with no advertised or stated values, were offered with 30 day subscriptions at basic prices.

To Members of the Audit Bureau of Circulations:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examinations were made 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 total average paid 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 paid circulation.

Audit Bureau of Circulations

MEMPHIS Count



MEMPHIS MSA/5 COUNTIES

Households	368,800
Daily Circulation	
Mon., Tues. & Thurs	142,571
Penetration	39%
% of Total Circulation	80%
Wednesday	155,484
Penetration	42%
% of Total Circulation	81%
Friday	182,626
Penetration	50%
% of Total Circulation	82%
Saturday Circulation	180,863
Penetration	49%
% of Total Circulation	82%
Sunday Circulation	222,177
Penetration	60%
% of Total Circulation	78%

MEMPHIS ADI/31 COUNTIES

Households	597,800
Daily Circulation	
Mon., Tues. & Thurs	161,711
Penetration	27%
% of Total Circulation	90%
Wednesday	175,106
Penetration	29%
% of Total Circulation	91%
Friday	204,531
Penetration	34%
% of Total Circulation	92%
Saturday Circulation	202,485
Penetration	34%
% of Total Circulation	92%
Sunday Circulation	256,218
Penetration	43%
% of Total Circulation	90%

TOTAL AVERAGE PAID CIRCULATION

Mon., Tues. & Thurs.	179,263
Wednesday	193,246
Friday	222,653
Saturday	220,396
Sunday	284,151

Note: The "Fun, Food & Faces" Wednesday editions allow advertisers to extend their reach to 80,000 non-subscribers in selected areas of Memphis with pick-up of ads from the full circulation editions.

Source: Average Net Paid Circulation and Households from Audit Bureau of Circulations Audit Report, March 31, 1992.

By County Fact Book

MEMPHIS MARKET FACTS/COUNTY-BY-COUNTY

	Average Paid Circulation Sunday	Households	People	Effective Buying Income (\$000)	Total Retail Sales (\$000)	Food Store Sales (\$000)	Eating & Drinking Places (\$000)	General Mktg (\$000)	Apparel & Accessory Store Sales (\$000)	Furniture Home Furn'g Appliance Sales (\$000)	Automotive Sales (\$000)	Gasoline Service Station Sales (\$000)	Building Materials/Hardware Sales (\$000)	Drug Store Sales (\$000)	Number Passenger Cars 4/92 (000)
MEMPHIS MSA/5 COUNTIES															
Memphis, TN	194,094	305,600	839,100	11,686,510	6,175,216	951,323	521,973	917,779	376,849	335,839	1,674,792	405,230	210,038	284,949	459.38
Shelby, TN	4,891	13,200	39,100	421,346	131,834	32,800	8,444	19,272	2,002	3,667	27,523	13,220	10,511	4,889	23.19
Madison, TN	2,879	8,500	25,900	266,196	53,575	18,077	2,530	5,723	283	3,276	7,846	4,535	6,110	2,402	14.62
DeKalb, MS	14,532	24,300	74,500	998,295	284,455	98,616	21,674	56,092	3,704	8,111	36,047	15,993	8,298	16,051	49.09
Windsor, AR	5,781	17,200	50,600	529,021	399,895	73,111	26,246	33,691	8,220	6,534	77,060	124,758	24,226	16,512	26.50
ALL 5-COUNTY MEMPHIS MSA	222,177	368,800	1,029,200	13,901,368	7,044,975	1,173,927	580,867	1,032,557	391,058	357,427	1,823,268	563,736	259,183	324,803	572.78
REMAINING MEMPHIS ADI/26 COUNTIES															
Ark., AR	618	6,700	19,000	176,029	84,744	24,090	4,126	18,312	1,353	3,426	16,734	4,486	3,386	3,498	11.69
Ark., AR	350	4,500	12,700	88,624	33,552	11,571	703	2,146	270	149	10,589	2,666	1,415	997	6.23
Asheville, NC	2,060	20,300	57,100	567,634	293,557	65,714	21,890	42,410	9,666	6,567	70,499	31,997	12,257	9,732	30.99
Blount, AR	1,015	10,000	27,800	198,296	145,585	38,035	12,318	17,903	5,995	3,267	30,028	16,464	3,650	7,441	14.01
Boone, AR	657	9,300	24,600	238,676	98,930	25,178	4,793	10,001	802	2,313	22,648	13,350	3,756	3,946	15.54
Calhoun, AR	1,138	9,900	28,100	228,164	144,003	38,204	9,407	24,051	6,665	5,738	18,394	22,506	2,067	5,216	14.74
Chicot, MS	1,596	12,400	31,500	313,396	211,729	44,350	17,430	27,323	18,504	7,379	38,990	9,633	18,095	8,516	21.17
Clay, MS	360	2,800	8,000	56,097	9,154	4,931	313	119	122	183	800	2,540	82	—	4.86
Clayton, MS	1,726	10,400	31,000	243,014	163,216	42,997	10,392	18,899	10,215	7,789	26,890	13,499	6,730	8,338	13.48
Crittenden, MS	2,006	11,100	31,600	304,502	159,105	36,816	18,099	18,422	18,640	4,869	17,352	10,264	10,161	6,295	19.04
Crittenden, MS	2,791	10,100	30,800	259,794	69,526	24,174	3,026	13,971	1,062	1,015	7,194	7,799	2,664	3,045	16.87
DeKalb, MS	2,754	10,200	30,700	238,336	149,149	48,411	7,293	10,882	3,973	6,244	30,605	13,872	5,654	8,709	16.52
Franklin, MS	662	3,500	10,100	76,066	26,821	7,486	356	2,713	369	257	2,886	1,610	384	2,678	5.04
Greene, MS	2,343	7,100	22,000	201,410	120,889	35,620	5,002	15,872	2,383	1,193	38,086	10,558	3,341	3,516	12.35
Greene, MS	945	7,200	19,800	173,231	90,063	20,798	4,003	13,627	1,681	7,369	21,061	6,825	7,169	4,805	12.46
Itasca, MS	699	2,500	8,000	53,256	26,375	8,085	1,623	1,089	919	750	9,414	712	708	1,029	3.02
Itasca, MS	688	8,400	22,200	236,276	95,682	26,621	5,838	15,406	4,679	4,141	15,279	3,389	11,386	5,505	14.82
Jackson, MO	827	8,200	21,600	185,754	90,761	20,708	10,180	10,947	1,256	1,164	19,894	12,278	2,062	4,038	11.21
Madison, TN	203	4,600	12,900	116,386	43,231	8,802	2,897	1,426	1,853	3,123	16,526	4,055	854	1,486	7.74
Madison, TN	341	5,200	13,200	157,162	56,130	14,351	1,710	541	676	1,968	19,752	8,311	2,054	3,180	8.93
Madison, TN	2,797	13,700	35,500	406,830	295,249	49,645	20,907	48,880	11,957	13,251	85,744	19,441	18,923	8,714	22.54
Madison, TN	1,579	18,300	46,100	498,325	252,998	33,772	20,818	33,327	10,459	8,260	80,515	25,090	6,633	17,615	28.88
Madison, TN	1,596	8,300	23,600	218,333	114,775	24,366	5,565	18,474	1,011	1,885	17,488	13,864	8,506	2,892	13.69
Madison, TN	1,015	7,000	19,500	185,532	87,474	20,300	4,629	8,168	3,931	3,690	27,307	8,758	4,925	3,571	10.55
Madison, TN	2,256	8,400	24,100	204,794	80,188	22,486	4,444	12,887	1,274	3,788	11,689	8,361	2,651	7,350	13.42
Madison, TN	1,021	8,900	22,700	217,372	88,532	29,525	4,632	11,200	2,231	4,147	15,687	7,616	4,294	4,089	15.92
Table 21 - County Memphis ADI - 256,218 (EXCLUDES MSA)	597,800	1,863,400	19,744,657	10,076,193	1,900,963	783,271	1,431,553	513,004	461,352	2,495,319	843,880	402,990	461,007	938.49	
JACKSON, TENNESSEE MSA															
Madison County	1,896	29,700	78,600	979,743	665,758	119,524	45,414	116,437	33,907	31,393	130,952	58,185	56,158	22,192	47.47
JONESBORO, ARKANSAS MSA															
Crawford County	945	26,500	70,400	860,020	571,918	96,380	30,097	106,282	39,290	32,073	118,280	41,295	55,186	9,778	44.79
OTHER CIRCULATION OUTSIDE MEMPHIS MSA & ADI															
ALL CIRCULATION	284,151	—	—	—	—	—	—	—	—	—	—	—	—	—	—

Sources: Average Net Paid Circulation and Households from Audit Bureau of Circulations Audit Report, March 31, 1992.
 1991 Retail Sales and Population from "Survey of Buying Power Demographics USA 1992".
 Passenger Cars from "Standard Rate and Data Service", November, 1992.