

## News Media Statement

6 months ended March 31, 2021

Subject to Audit

St. Petersburg (Pinellas County), Florida

www.tampabay.com

CIRCULATION SUMMARY							
	Sun	Mon	Tue	Wed	Thu	Fri	Sat
<b>TOTAL COMBINED AVERAGE CIRCULATION</b>	<b>236,528</b>	<b>112,044</b>	<b>116,188</b>	<b>572,296</b>	<b>124,937</b>	<b>123,739</b>	<b>80,713</b>
<b>Tampa Bay Times</b>							
Print	168,772			137,803			
Digital Replica	67,756	112,044	116,188	64,571	124,937	123,739	80,713
<b>Total Circulation Excluding Other Affiliated Publications</b>	<b>236,528</b>	<b>112,044</b>	<b>116,188</b>	<b>202,374</b>	<b>124,937</b>	<b>123,739</b>	<b>80,713</b>
<b>AFFILIATED PUBLICATIONS</b>							
tbt*				72,301			
Centro				49,117			
YES!				248,504			
<b>Total Combined Average Circulation</b>	<b>236,528</b>	<b>112,044</b>	<b>116,188</b>	<b>572,296</b>	<b>124,937</b>	<b>123,739</b>	<b>80,713</b>
CIRCULATION DATA BY PUBLICATION							
<b>TAMPA BAY TIMES - PRINT</b>							
<b>Paid Circulation</b>							
<b>Individually Paid Circulation</b>							
Home Delivery	125,839			118,533			
Single Copy	29,557			10,053			
<b>Total Average Individually Paid Circulation</b>	<b>155,396</b>			<b>128,586</b>			
<b>Business/Traveler Paid Circulation</b>							
Hotel Distribution - Guest Refund	99			70			
Hotel Distribution - Room/Lobby Copies	363			261			
<b>Total Average Business/Traveler Paid Circulation</b>	<b>462</b>			<b>331</b>			
<b>Total Average Paid Circulation - Print</b>	<b>155,858</b>			<b>128,917</b>			
<b>Qualified Circulation</b>							
Home Delivery - Address Specific	6,943			2,170			
Public Access (Retail/Business, Dist. to Apts., Racks & Other Distribution)	604			679			
Other Qualified (Employee/Independent Contractor, Education & University Copies)	5,367			6,037			
<b>Total Average Qualified Circulation - Print</b>	<b>12,914</b>			<b>8,886</b>			
<b>Total Average Circulation - Print</b>	<b>168,772</b>			<b>137,803</b>			
<b>TAMPA BAY TIMES - DIGITAL REPLICA</b>							
<b>Paid Circulation</b>							
Subscription	21,771	72,961	72,929	21,716	80,865	80,807	80,713
<b>Total Average Paid Circulation - Digital Replica</b>	<b>21,771</b>	<b>72,961</b>	<b>72,929</b>	<b>21,716</b>	<b>80,865</b>	<b>80,807</b>	<b>80,713</b>
<b>Qualified Circulation: Opt-in</b>							
Other Qualified (Employee/Independent Contractor, Education & University Copies)	45,985	39,083	43,259	42,855	44,072	42,932	
<b>Total Average Qualified (Opt-in) Circulation - Digital Replica</b>	<b>45,985</b>	<b>39,083</b>	<b>43,259</b>	<b>42,855</b>	<b>44,072</b>	<b>42,932</b>	
<b>Total Average Circulation - Digital Replica</b>	<b>67,756</b>	<b>112,044</b>	<b>116,188</b>	<b>64,571</b>	<b>124,937</b>	<b>123,739</b>	<b>80,713</b>
<b>Total Average Circulation - Print &amp; Digital Replica</b>	<b>236,528</b>	<b>112,044</b>	<b>116,188</b>	<b>202,374</b>	<b>124,937</b>	<b>123,739</b>	<b>80,713</b>
<b>TBT* - PRINT</b>							
<b>Qualified Circulation</b>							
Public Access (Retail/Business, Dist. to Apts., Racks & Other Distribution)				72,301			
<b>Total Average Qualified Circulation - Print</b>				<b>72,301</b>			
<b>Total Average Circulation - Print</b>				<b>72,301</b>			

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
<b>CENTRO - PRINT</b>							
<b>Qualified Circulation</b>							
Home Delivery - Address Specific				39,481			
Public Access (Retail/Business, Dist. to Apts., Racks & Other Distribution)				9,636			
<b>Total Average Qualified Circulation - Print</b>				<b>49,117</b>			
<b>Total Average Circulation - Print</b>				<b>49,117</b>			

<b>YES! - PRINT</b>							
<b>Qualified Circulation</b>							
Home Delivery - Market Coverage				248,504			
<b>Total Average Qualified Circulation - Print</b>				<b>248,504</b>			
<b>Total Average Circulation - Print</b>				<b>248,504</b>			

**NOTES**

REPORT ENDING DATE

March 28, 2021

Visit [auditedmedia.com](http://auditedmedia.com) Media Intelligence Center for additional data.

QUALIFIED PUBLIC ACCESS

Included in Qualified Public Access are copies distributed through publisher-maintained venues. Verification is made of distribution to location only, and not of actual pick-up.

ADVERTISING POLICY

Publisher's declared policy is that all editions of the Daily and Sunday issues carry all national advertising scheduled for the publication for that day. Both display and classified advertising are sold on a sectional basis and papers distributed within the area of Citrus, Hernando, Pasco, and Upper Pinellas Counties are inserted with a 6 to 32 page section of news and advertising pertaining to the area (printed in advance of the main section).

DAYS OMITTED FROM AVERAGES

The following issue(s) has/have been eliminated from the averages reported. The net circulation for the issue(s) is as follows:

December 23, 2020 (Wednesday) YES! 54,643

SINGLE COPY PRICES

Sun/Weekend \$2.00

Daily/Other \$1.00

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We certify that to the best of our knowledge all data set forth in this news media statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

Parent Company: Times Publishing Company

TAMPA BAY TIMES, published by Times Publishing Company, 490 First Avenue South, St. Petersburg, FL 33701

JOE DeLUCA

Publisher

BRUCE FAULMANN

VP of Sales and Marketing