

THE REACH

UNMATCHED!

88%

DELIVERY OF PHILADELPHIA LATINO MARKET

THE HIGHEST OF ANY HISPANIC MEDIA, INCLUDING HISPANIC TV OR HISPANIC RADIO.

Certified Audit		Newspaper Audit Report	
CAC		AL DÍA	
of Circulations		Sunday PHILADELPHIA (PHILADELPHIA COUNTY) PENNSYLVANIA	
<small>TOTAL AVERAGE CIRCULATION PER COPY PER YEAR: 198,708 PER MONTH PERIOD: 11/01/15 TO 11/01/15</small>			
<small>TYPE OF PUBLICATION: Hispanic Community Newspaper</small> <small>FREQUENCY: Weekly</small> <small>LOCATION: Philadelphia, Pennsylvania</small> <small>PRINTED BY: AL DÍA, Inc.</small> <small>ESTABLISHED: 1922</small> <small>Email: audits@aldiainc.com</small> <small>Web: www.porkid.com</small>		<small>CONTACT INFORMATION:</small> <small>1520 John F. Kennedy Blvd.</small> <small>Two Penn Center, Suite 525</small> <small>Philadelphia, Pennsylvania 19107</small> <small>Tel: (215) 569-4666</small> <small>Fax: (215) 569-2721</small> <small>Harriet Quisenberry, Publisher</small> <small>Daniel Makroub-Schultz, Dir. of Operations</small>	
Circulation Data			
I. TOTAL AVERAGE CIRCULATION		Sunday	%
		87,887	92.3
A. Paid (50% of basic price)			
1) Home Delivery	-	-	-
2) Mail Subscriptions	20	-	-
3) Single Copy Sales	-	-	-
4) Employee Copies	-	-	-
5) Newspaper in Education	-	-	-
6) Bulk	-	-	-
Paid Circulation	20	-	-
B. Other Paid (not at less than 50%)			
1) Home Delivery	-	-	-
2) Mail Subscriptions	-	-	-
3) Single Copy Sales	-	-	-
4) Newspaper in Education	-	-	-
5) Event Sales	-	-	-
6) Bulk	-	-	-
Total Other Paid	-	-	-
Total Paid	20	-	-
C. Unpaid Distribution*			
1) Home Delivery	-	-	-
2) Mail	-	-	-
3) Residential Bulk	-	-	-
4) Non-Residential Bulk	47,462	-	57.3
5) Samples	-	-	-
Total Unpaid Distribution	47,462	-	57.3
D. Total Distribution (Sum of A, B, C)	47,482	-	57.3
Returns	1,157	2.4	
All Other Copies (Excesses, Files)	128	0.5	
Net Press Run	48,769	18.8	
<small>*See paragraph 4 for full table explanation</small>			

HONEST CIRCULATION

TRUTHFUL MARKET REACH

AL DÍA remains the only Hispanic Media, from broadcast to print with comprehensive and legitimate metrics to prove actual reach in the market.

Certified Audit
CAC
of Circulations



215 569 4666 adsales@aldiainc.com
1500 JFK Boulevard, Suite 525, Philadelphia, PA 19102



Newspaper Audit Report

AL DIA

Sunday
PHILADELPHIA (PHILADELPHIA COUNTY) PENNSYLVANIA

TOTAL AVERAGE CIRCULATION FOR THE TWELVE MONTH PERIOD ENDED MARCH 31, 2011

TYPE OF PUBLICATION: Hispanic Community Newspaper
 FREQUENCY: Weekly
 LOCATION: Philadelphia, Pennsylvania
 PUBLISHED BY: Al Dia, Inc.
 ESTABLISHED: 1992
 Email: danielm@aldiainc.com
 Web: www.pontealdia.com

CONTACT INFORMATION:
 1500 John F. Kennedy Blvd.
 Two Penn Center, Suite 525
 Philadelphia, Pennsylvania 19107
 Tel: (215) 569-4666
 Fax: (215) 569-2721
 Hernan Guaracao, Publisher
 Daniel Maldonado-Schullo, Dir. of Operations

Circulation Data

	Sunday	%
1. TOTAL AVERAGE DISTRIBUTION	47,482	97.3
A. Paid (>50% of basic price)		
1) Home Delivery	-	-
2) Mail Subscriptions	20	-
3) Single Copy Sales	-	-
4) Employee Copies	-	-
5) Newspaper in Education	-	-
6) Bulk	-	-
Paid Circulation	20	-
B. Other Paid (sold at less than 50%)		
1) Home Delivery	-	-
2) Single Copy Sales	-	-
3) Newspaper in Education	-	-
4) Event Sales	-	-
5) Bulk	-	-
Total Other Paid	-	-
Total Paid	20	-
C. Unpaid Distribution*		
1) Home Delivery	-	-
2) Mail	-	-
3) Residential Bulk	-	-
4) Non-Residential Bulk	47,462	97.3
5) Samples	-	-
Total Unpaid Distribution	47,462	97.3
D. Total Distribution (sum of A,B,C)	47,482	97.3
Returns	1,157	2.4
All Other Copies (Service, Files)	150	0.3
Net Press Run	48,789	100.0

*See paragraph 4 for distribution explanation

2B. Average circulation and distribution for the three year period ending with this report.

<u>Quarter Ended</u>	<u>Paid</u>	<u>Other Paid</u>	<u>Unpaid</u>	<u>Distribution</u>
06-30-2008	37	-	52,731	52,768
09-30-2008	31	-	54,180	54,211
12-31-2008	20	-	55,539	55,559
03-31-2009	22	-	53,375	53,397
06-30-2009	37	-	53,754	53,791
09-30-2009	31	-	51,167	51,198
12-31-2009	20	-	52,828	52,848
03-31-2010	16	-	51,325	51,341
06-30-2010	20	-	49,627	49,647
09-30-2010	24	-	46,550	46,573
12-31-2010	20	-	46,629	46,649
03-31-2011	16	-	47,040	47,056

3. Publisher's policy, subscription rates, other information concerning report

Policy is to publish a community newspaper serving the Hispanic community of the tri-state region (Pennsylvania, New Jersey and Delaware).

Subscription Rates:

By mail - \$35.00 for 6 months; \$70.00 for 1 year.

NOTE: There were no adjustments made in the average circulation as shown in the publisher's statements for the period audited.

4. Explanatory/additional data

Unpaid non-residential bulk (Item 1C4) - Carrier Delivery of five or more copies placed at transient locations, including stores, restaurants, motels, public buildings, shopping centers and copies placed in street boxes and display racks at high traffic locations. Number of copies is subject to weekly adjustment reflecting seasonal and other changes in demand.

5. Field verification of publisher's delivery system

CAC's bylaws do not require verification of carrier delivery by field verification for this paper since unpaid and/or voluntary/optional paid carrier single copies are less than 10% of the total circulation.

NOTE: To test the non-residential bulk delivery, a total of 100 various drop locations were tested to assure that the publication is being delivered.

NOTE: The verification of carrier delivery in section 5 of this report pertains to home delivery.

We have examined the records of the publication(s) for the period stated. Our examination was made in accordance with the Corporation's bylaws, rules and regulations, and auditing standards, and accordingly, include such tests of the accounting and circulation records and such auditing procedures as we considered necessary in the circumstances. In our opinion, this report presents fairly the circulation of the publication(s) for the period indicated.

6. Publisher's breakdown of total circulation and net press run for the single issue of FRIDAY, MARCH 25, 2011.

<u>Area</u>		+ Hispanic Occupied			Total	Proj.	%
<u>New Castle County, DE</u>	Zip Code	Households	Paid	Unpaid	Circ.	Circ.	Coverage
Bear	19701	425	--	220	220	222	52.23
New Castle	19720	1,317	--	340	340	343	26.12
Newark	19711	861	--	290	290	293	34.03
Wilmington	19804	326	--	265	265	267	82.21
Wilmington	19805	2,223	--	2,067	2,067	2,086	93.83
Wilmington	19808	565	--	280	280	283	50.09
Total Castle County, DE		5,717	--	3,462	3,462	3,494	61.11
<u>Atlantic County, NJ</u>							
Atlantic	08401	2,925	--	1,065	1,065	1,075	36.75
Egg Harbor City	08215	1,183	--	72	72	73	6.17
Hammonton	08037	950	--	20	20	20	2.10
Total Atlantic County, NJ		5,058	--	1,157	1,157	1,168	43.66
<u>Camden County, NJ</u>							
Bellmawr	08031	119	--	40	40	40	33.61
Berlin	08009	132	--	115	115	116	87.88
Camden	08102	1,325	--	330	330	333	25.13
Camden	08103	1,061	--	660	660	666	62.77
Camden	08104	1,519	--	620	620	626	41.21
Camden	08105	3,908	--	2,930	2,930	2,956	75.64
Cherry Hill	08002	211	--	70	70	71	33.65
Clementon	08021	655	--	50	50	50	7.63
Merchantville	08109	542	--	20	20	20	3.69
Pennsauken	08110	161	--	100	100	101	62.73
Voorhees	08043	218	--	205	205	207	94.95
Total Camden County, NJ		9,851	--	5,140	5,140	5,186	52.64
<u>Cumberland County, NJ</u>							
Bridgeton	08302	1,701	--	375	375	378	22.22
Vineland	08360	3,713	--	50	50	50	1.14
Total Cumberland County, NJ		5,414	--	425	425	428	7.90
<u>Mercer County, NJ</u>							
Ewing	08618	707	--	160	160	161	22.77
Ewing	08638	721	--	235	235	237	32.87
Hightstown	08520	1,341	--	195	195	197	14.69
Trenton	08608	118	--	260	260	262	>100.00
Trenton	08609	888	--	730	730	737	83.00
Trenton	08610	683	--	390	390	393	14.37
Trenton	08611	2,734	--	2,210	2,210	2,230	81.56
Trenton	08619	242	--	45	45	45	18.59
Trenton	08629	625	--	180	180	182	29.12
Total Mercer County, NJ		8,059	--	4,405	4,405	4,444	55.14
<u>Salem County, NJ</u>							
Penns Grove	08069	333	--	385	385	388	>100.00
Pennsville	08070	60	--	175	175	177	>100.00
Total Salem County, NJ		393	--	560	560	565	7.90
<u>Bucks County, PA</u>							
Bensalem	19020	688	--	180	180	182	26.45
Bristol	19007	512	--	230	230	232	45.31
Morrisville	19067	350	--	160	160	161	46.00
Warminster	18974	410	--	235	235	237	57.80
Total Bucks County, PA		1,960	--	805	805	812	41.14

6. Publisher's breakdown of total circulation and net press run for the single issue of FRIDAY, MARCH 25, 2011.

<u>Area</u>	<u>Zip Code</u>	+ Hispanic Occupied Households	Paid	Unpaid	Total Circ.	Proj. Circ.	% Coverage
Chester County, PA							
Bensalem	19311	489	--	115	115	116	23.72
Bristol	19320	597	--	190	190	192	32.16
Morrisville	19348	879	--	210	210	212	24.12
Warminster	19380	480	--	310	310	313	65.21
Total Chester County, PA		2,445	--	825	825	833	34.07
DE County, PA							
Upper Darby	19082	256	--	640	640	646	>100.00
Woodlyn	19094	29	--	220	220	222	>100.00
Total DE County, PA		285	--	860	860	868	>100.00
Montgomery County, PA							
Abington	19001	96	--	20	20	20	20.83
Jenkintown	19046	54	--	40	40	40	74.07
Norristown	19401	506	--	1,253	1,253	1,264	>100.00
Total Montgomery County, PA		656	--	1,313	1,313	1,324	>100.00
Philadelphia County, PA							
Philadelphia	19102	44	--	325	325	328	>100.00
Philadelphia	19103	218	--	230	230	232	>100.00
Philadelphia	19104	419	--	250	250	252	60.14
Philadelphia	19106	77	--	343	343	346	>100.00
Philadelphia	19107	160	--	320	320	323	>100.00
Philadelphia	19111	1,145	--	702	702	708	61.83
Philadelphia	19114	334	--	40	40	40	11.98
Philadelphia	19115	324	--	60	60	61	18.83
Philadelphia	19116	349	--	220	220	222	63.61
Philadelphia	19120	4,209	--	4,886	4,886	4,930	>100.00
Philadelphia	19121	131	--	50	50	50	38.17
Philadelphia	19122	1,569	--	1,790	1,790	1,806	>100.00
Philadelphia	19123	284	--	180	180	182	64.08
Philadelphia	19124	3,354	--	1,585	1,585	1,600	47.70
Philadelphia	19125	774	--	370	370	373	48.19
Philadelphia	19126	125	--	110	110	111	88.80
Philadelphia	19130	494	--	25	25	25	5.06
Philadelphia	19131	216	--	50	50	50	23.15
Philadelphia	19133	3,580	--	2,675	2,675	2,699	75.22
Philadelphia	19134	5,246	--	4,795	4,795	4,838	92.22
Philadelphia	19135	372	--	95	95	96	25.81
Philadelphia	19139	130	--	30	30	30	23.08
Philadelphia	19140	4,826	--	4,120	4,120	4,157	86.14
Philadelphia	19141	261	--	167	167	168	64.37
Philadelphia	19142	183	--	90	90	91	49.73
Philadelphia	19145	253	--	590	590	595	>100.00
Philadelphia	19146	289	--	650	650	656	>100.00
Philadelphia	19147	477	--	1,305	1,305	1,317	>100.00
Philadelphia	19148	735	--	1,070	1,070	1,080	>100.00
Philadelphia	19149	1,127	--	730	730	737	65.40
Philadelphia	19151	166	--	50	50	50	30.12
Philadelphia	19152	331	--	205	205	207	62.54
Total Philadelphia County, PA		32,202	--	28,108	28,108	28,360	88.07
Total Zip Codes Above		72,040	--	47,060	47,060	47,482	65.91
All Other Copies					940	1,307	
Net Press Run					48,000	48,789	

Circulation analysis by zip code reflects gross figures

+ Household Count Source: Claritas/Market Statistics: Demographics USA Zip Edition 2009