



SANTA BARBARA INDEPENDENT, INC.
122 West Figueroa Street
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www.independent.com

PUBLICATION DESCRIPTION:

Santa Barbara Independent is a free weekly publication, distributed on Thursdays. The paper is available throughout the week for reader pick-up at racks and other convenient locations in and around the Santa Barbara area.

VERIFICATION OF DISTRIBUTION, PRINTING AND INTERNAL RECORDS:

Verification of distribution is conducted by appropriate survey methodology(s). Free home delivery is verified by telephone interviews with households within the publication's delivery areas. Target (free rack) distribution is confirmed by field verification of the number of copies distributed and the number of copies remaining at the close of the distribution period. An audit of internal records is conducted by a professional circulation auditor in conformity with accepted circulation auditing procedures, prior to Verified's issuance of an initial audit report and annually thereafter. This audit of internal records includes a review of source printing, distribution and subscription records as well as supporting financial documents. Please see the following pages for additional details.

WEEKLY CIRCULATION: SIX MONTH AVERAGE

FREE CIRCULATION	THURSDAY
TARGET	39,076
TOTAL FREE	39,076
TOTAL QUALIFIED CIRCULATION	39,076
AVERAGE PRESS RUN	40,000
PRESS RUN AS OF 09/30/2010	40,000

QUALIFIED CIRCULATION HISTORY

3 MONTHS ENDING SEPTEMBER, 2010	39,109
3 MONTHS ENDING JUNE, 2010	39,041
6 MONTHS ENDING MARCH, 2010	39,060
12 MONTHS ENDING SEPTEMBER, 2009	39,055
12 MONTHS ENDING SEPTEMBER, 2008	39,125

PUBLISHER'S STATEMENT

SANTA BARBARA INDEPENDENT

BASED ON ISSUE DATE: 02/25/2010

TOTAL QUALIFIED CIRCULATION: 39,284

GROSS DISTRIBUTION

<u>COMMUNITY</u>	<u>ZIP CODE</u>	<u>DISTRIBUTION</u>
Santa Barbara	93101	14,493
Goleta	93117	8,540
Santa Barbara	93105	3,788
Santa Barbara	93108	3,204
Santa Barbara	93109	1,688
Solvang	93464	1,670
Santa Barbara	93103	1,655
Carpinteria	93013	1,543
Santa Barbara	93110	1,022
Summerland	93067	550
Santa Barbara	93111	500
Ojai	93023	402
Lompoc	93436	255
Buellton	93427	244
Ventura	93003	123
Santa Ynez	93460	96
Los Olivos	93441	40
MISCELLANEOUS		87

GROSS DISTRIBUTION 39,900

NON-QUALIFIED RETURNS FROM RACK DISTRIBUTION (616)

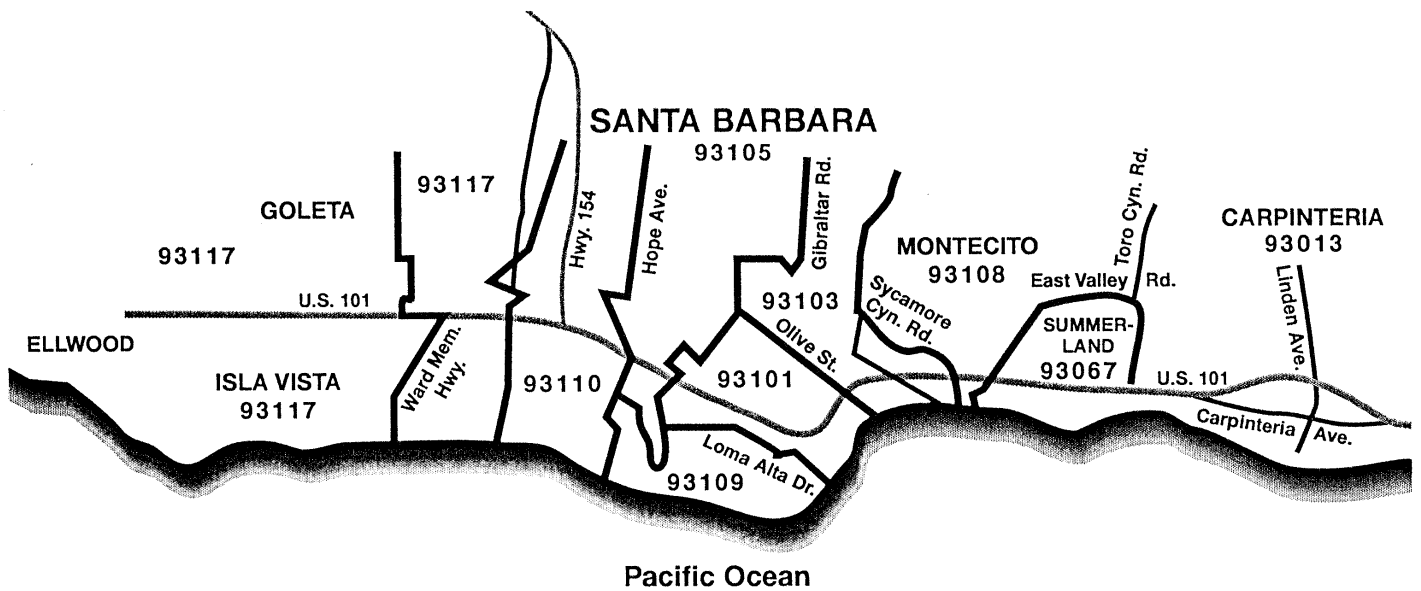
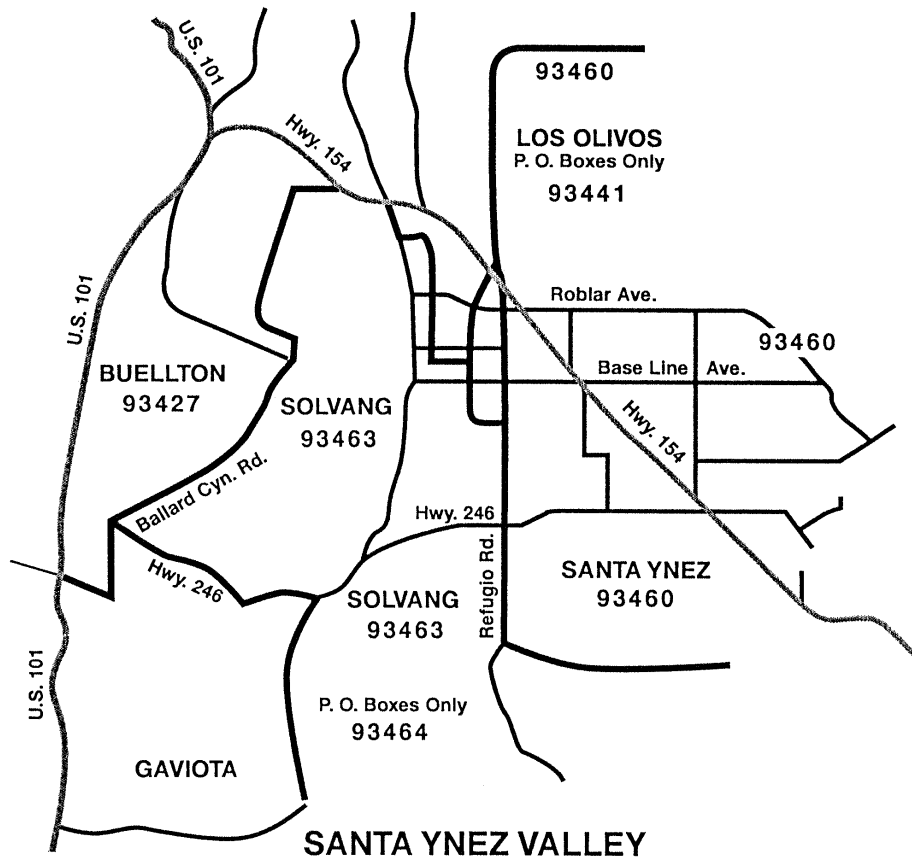
TOTAL QUALIFIED CIRCULATION 39,284

MISCELLANEOUS NON-QUALIFIED DISTRIBUTION 100

(Includes non-qualified mail, office use, advertising, sales, and extra copies)

TOTAL PRINTED 40,000

CIRCULATION AREA MAP



PUBLISHER'S STATEMENT

Verification of Distribution

Santa Barbara Independent is regularly made available at designated locations for reader pickup. Publishers are required to maintain detailed distribution records for every issue documenting the number of papers delivered and returns for every distribution point. Quarterly updates of the route lists are maintained by VERIFIED as a reference. "Accuracy of Claimed Distribution" is determined by a comparison of these records with the results of VERIFIED's field verification of distribution. The field verification consists of monitoring of the number of papers delivered and number of papers remaining from the prior issue (returns), for a randomly selected sample of distribution locations.

Santa Barbara Independent has met or exceeded VERIFIED's standard of 90% "Accuracy of Claimed Circulation," as documented below:

SURVEY DATE(S):

07/16/10

01/08/10

06/19/09

02/06/09

VERIFIED AUDIT CIRCULATION'S Field Verification Summary Reports contain detailed information concerning verification procedures and results.

Audit of Records & Affidavit

Verified conducts audits of printing, distribution, and financial records, as well other data to substantiate circulation data submitted to Verified. These audits follow guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of these audits warrant the issuance of audit reports as true and accurate statements of the qualified circulation of the client publication.

This publisher's statement is based on unaudited information submitted by the client publication and certified by the client publication to be true, accurate, and in accordance with Verified Audit Circulation's Regulations For Newspaper Audits.
October 29, 2010