

**From:** Bradley Zeve <bradley@mcweekly.com>  
**Subject:** **Re: research?**  
**Date:** January 14, 2009 2:07:08 PM PST  
**To:** Paul Miller <paul@carmelpinecone.com>

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Paul,

Only my Mom gets to call me Brad — please, it's Bradley.

We have a thorough survey of our readership conducted every few years. The most recent data is from 2008. The survey is conducted independently by Verified Audit Research. It consists of some 60 questions about our readers' demographics and psycho-graphics – including their reading habits.

We also have an audit of our circulation conducted year round, every year, which tracks and measures the distribution of the paper.

I'd be happy to ship you over the data pertaining to our circ and our readers' use of the Pine Cone – why don't you send me your audit statement and readership research and we'll do a swap.

bz

On Jan 14, 2009, at 9:15 AM, Paul Miller wrote:

Good morning, Brad. Fascinating times in the newspaper business, eh?

I was certainly interested to see your house ad that says your paper has 100,000 readers, and that 62.1 percent of them do not read The Pine Cone.

Can you supply me with the underlying research to support these claims?

pm