

Bridal News Network

Clipping Report for Princess Cruises 2005-6

as of 7/28/06

Publication	Date	Circulation	Readership	Est. Reach	Cummulative
The Champion (GA)	20-Jan	18,900	47,250	189,000	189,000
The Daily News (Batavia NY)	22-Jan	15,000	37,500	150,000	339,000
Star-South Holland & Dolton (IL)	23-Jan	7,925	19,813	79,250	418,250
Star-Tinley Park (IL)	23-Jan	4,600	11,500	46,000	464,250
Star-Lansing-Lynwood (IL)	23-Jan	3,200	8,000	32,000	496,250
Star-Harvey Markham (IL)	23-Jan	5,150	12,875	51,500	547,750
Star-Homewood-Flossmoor (IL)	23-Jan	8,220	20,550	82,200	629,950
Star-Hazel Crest & Country Club Hills (IL)	23-Jan	4,560	11,400	45,600	675,550
Star-Worth-Chicago Ridge (IL)	23-Jan	60,819	152,048	608,190	1,283,740
Star-Frankfort-Mokena (IL)	23-Jan	5,300	13,250	53,000	1,336,740
Star-Homer Township (IL)	23-Jan	2,075	5,188	20,750	1,357,490
Star-Crete University Park (IL)	23-Jan	3,840	9,600	38,400	1,395,890
Star-Park Forest (IL)	23-Jan	7,040	17,600	70,400	1,466,290
Star-Orland Park (IL)	23-Jan	4,325	10,813	43,250	1,509,540
Star-Chicago Heights (IL)	23-Jan	48,637	121,593	486,370	1,995,910
Star-Matteson & Richton Park (IL)	23-Jan	5,300	13,250	53,000	2,048,910
Star-Calumet City-Burnham (IL)	23-Jan	2,975	7,438	29,750	2,078,660
Star-Alsip-Blue Island (IL)	23-Jan	2,350	5,875	23,500	2,102,160
Star-Palos (IL)	23-Jan	3,050	7,625	30,500	2,132,660
Star-Oak Forest-Midlothian-Crestwood (IL)	23-Jan	4,950	12,375	49,500	2,182,160
Star-Oak Lawn (IL)	23-Jan	2,535	6,338	25,350	2,207,510
Florida Heritage Jewish News (FL)	28-Jan	20,000	50,000	200,000	2,407,510
The Record (NY)	28-Jan	26,910	67,275	269,100	2,676,610
Cordele Dispatch (GA)	1-Feb	5,500	13,750	55,000	2,731,610
Central Record-Star (NJ)	10-Feb	13,912	34,780	139,120	2,870,730
Central Record-Medford (NJ)	10-Feb	15,000	37,500	150,000	3,020,730
Daily News (TN)	11-Feb	5,200	13,000	52,000	3,072,730
The Sun (MA)	12-Feb	52,957	132,393	529,570	3,602,300
Sun (MA)	13-Feb	52,089	130,223	520,890	4,123,190
Middletown Press (CT)	16-Feb	8,658	21,645	86,580	4,209,770
Review (OH)	17-Feb	12,527	31,318	125,270	4,335,040
West Central Tribune (MN)	23-Feb	16,927	42,318	169,270	4,504,310
National Motorist Magazine (CA)	1-Mar	50,000	125,000	500,000	5,004,310
Shorline Newspapers (CA)	1-Mar	100,000	250,000	1,000,000	6,004,310
Laredo Mornaing Times (TX)	20-Mar	23,370	58,425	233,700	6,238,010
Santa Ynez Valley News (CA)	24-Mar	7,500	18,750	75,000	6,313,010
Lompoc Record (CA)	24-Mar	7,953	19,883	79,530	6,392,540
Times Press Recorder (CA)	24-Mar	7,500	18,750	75,000	6,467,540
Bridalocity.com (WWW)	29-Mar	1,000	2,500	10,000	6,477,540
Home and Towne (NJ)	1-Apr	5,000	12,500	50,000	6,527,540
Ottawa Sun (Canada)	13-Apr	50,759	126,898	507,590	7,035,130
Courier (AR)	17-Apr	13,554	33,885	135,540	7,170,670
Laredo Mornaing Times (TX)	19-Jun	23,370	58,425	233,700	8,045,370
Times And Democrat (SC)	19-Jun	17,676	44,190	176,760	8,222,130
Morgan Hill Times (CA)	28-Jun	4,150	10,375	41,500	8,263,630
Daily Gate City (IA)	30-Jun	5,000	12,500	50,000	8,313,630
Batavia Daily News (NY)	30-Jul	15,000	37,500	150,000	8,463,630
CNC - Herald Media (MA)	1-Sep	119,000	297,500	1,190,000	9,653,630
San Jose Magazine (CA)	1-Sep	32,000	80,000	320,000	9,973,630
Staten Island Advance (NY)	4-Sep	84,450	211,125	844,500	10,818,130
Chester County Press (PA)	14-Sep	15,700	39,250	157,000	10,975,130
Austin Daily Herald (MN)	23-Oct	7,500	18,750	75,000	11,050,130
Jewish Observer (NY)	8-Dec	15,000	37,500	150,000	11,200,130
Lake County Gabbette (OH)	20-Jan	5,020	12,590	50,200	11,250,330

Snohomish County Tribune (WA)	1-Feb	14,000	35,000	140,000	11,620,330
Alva Review Courier (OK)	5-Feb	2,000	5,000	20,000	11,640,330
Bolivar Herald-Free Press (MO)	10-Feb	7,500	18,750	75,000	11,715,330
Times And Democrat (SC)	19-Feb	17,676	44,190	176,760	11,892,090
008 Magazine (LA)	1-Mar	30,000	75,000	300,000	12,192,090
Reporter (NY)	23-Mar	3,000	7,500	30,000	12,222,090
News-Sun (FL)	29-Mar	18,100	45,250	181,000	12,403,090
Daily Post-Athenian (TN)	7-Apr	11,407	28,518	114,070	12,517,160
Tampa Bay Times (FL)	3-May	60,000	150,000	600,000	13,117,160
Advertiser-Tribune (OH)	21-May	11,118	27,795	111,180	13,228,340
AAA Motorist (National)	1-Jun	810,000	2,025,000	8,100,000	21,328,340
Austin Daily Herald (MN)	4-Jun	7,500	18,750	75,000	21,403,340
Crescent-News (OH)	11-Jun	17,671	44,178	176,710	21,580,050
Seminole Producer (OK)	15-Jun	5,000	12,500	50,000	21,453,340
Minuteman Newspapers (CT)	20-Jul	43,000	107,500	430,000	21,883,340
Total Publications	288	as of 7/28/06			
Total Circulation	8,824,020				
Campaign Reach	21,883,340				
\$ Ad Equivalent	\$529,441				

Assumes 25% of clips are found, 2.5 readers per copy and \$60 circulation \$CPM

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