

Audit Period: January 1, 2009 – December 31, 2009

The Gazette – Sample CVC Audit

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1. Publication Information

Average Net Circulation:	11,812 (Print Edition) / 1,234 (Digital Edition)
Number of Editions:	One
Format / Average Page Count:	Broadsheet / 28 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Wednesday / 3pm - 11pm
Ownership:	Media Verification, Inc.
Year Established:	1992
Publication Type:	Community Newspaper
Content:	40% Advertising / 60% Editorial
Circulation Paid/Unpaid:	81% Unpaid / 17% Paid / 2% Sponsored
Primary Delivery Methods:	34% Home Delivery / 60% Mail / 6% Single Copy & Other
Insert Zoning Available:	Yes
CVC Member Number:	01-0000
DMA/MSA:	Saint Louis, MO / St. Louis, MO--IL
Audit Funded By:	Publisher

2. Rate Card and Mechanical Data

Rate Card Effective Date:	September 1, 2009
Mechanical Data:	Six (6) columns x 21-inch column depth Full page: 10.4" wide X 21" depth.
Open Rate:	Local: \$0.00 per column inch National: \$0.00 per column inch
Insert Open Rate:	\$00.00 per thousand (8 ½ x 11 Single Sheet)
Classified Rate:	\$0.00 for 3 lines / 24 words

Volume, frequency, contract, color, and other rates may be available from the publisher.

3. Contact Information

Publisher:	Tim Bingaman	EMAIL: tbingaman@cvcaudit.com
Advertising:	Jim Kennedy	EMAIL: jkennedy@cvcaudit.com
Circulation:	Darlene Lucy	EMAIL: dlucy@cvcaudit.com

4. Circulation Pricing

The Gazette is a controlled circulation weekly without circulation pricing. Single copy cover price: \$1.00. Annual mail subscription rate: \$42.00.



5. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 01-0000		The Gazette St. Louis, MO
Audit Period Summary		
Average Net Circulation	(5-H)	11,812
Average Gross Distribution	(5-F)	12,051
Average Net Press Run	(5-A)	12,399
Audit Period Detail		
A. Average Net Press Run		12,399
B. Office / File		348
C. Controlled Distribution		
1. Home Delivery		4,114
2. Controlled Bulk Delivery / Demand Distribution		0
3. Mail		5,663
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		9,777
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		446
3. Mail		1,605
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		2,051
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other: Newspaper in Education Programs		223
TOTAL AVERAGE SPONSORED DISTRIBUTION		223
F. Average Gross Distribution		12,051
G. Unclaimed / Returns		(239)*
H. Average Net Circulation		11,812

6A. Audited Average Website Reporting - www.cvcaudit.com

	Monthly Audit Period Average
Website Unique Visitors	12,345
Website Page Views	345,678

6B. Audited Online Edition Reporting

	Audit Period Average
Unique Digital Edition Visitors	1,234
Digital Edition Page Views	12,345

7. Explanatory

PARAGRAPH FIVE AUDIT PERIOD SUMMARY

AVERAGE NET CIRCULATION: See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: See audit period detail (F).

NET PRESS RUN: See audit period detail (A).

AUDIT PERIOD DETAIL

- A. 1. NET PRESS RUN: Average net press run during the audit period indicated. The net press run average does not include press waste, or start-up copies.
- B. 1. OFFICE / FILE: Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.
- C. CONTROLLED DISTRIBUTION (NON-PAID): Editions distributed by the publisher free of charge.
1. HOME DELIVERY: Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.
2. CONTROLLED BULK / DEMAND DISTRIBUTION: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
- D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.
1. HOME DELIVERY: Editions distributed by private carrier to paid subscribers in single family residences, and/or multi family residences, and/or businesses.
2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to paid subscribers in single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
- E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange.
1. HOME DELIVERY: Editions delivered by private carrier to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a voluntary pay basis. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of voluntary or sponsored newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
5. OTHER: Newspaper in Education editions delivered to 14 area schools. Sponsored by Mason Hardware.
- F. 1. AVERAGE GROSS DISTRIBUTION: Average gross distribution for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)).
- G. 1. UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle *(See paragraph 12 for CVC return/unclaimed confirmation.)
- H. 1. AVERAGE NET CIRCULATION: Average net circulation for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)).

PARAGRAPH SIX (A)

UNIQUE VISITORS: A unique visitor to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

PAGE VIEWS: The transmittal of a full page contained within the website to the user's browser.

PARAGRAPH SIX (B)

UNIQUE DIGITAL EDITION VISITORS: Unique visitors to a digital edition publication where the user registers or where the user is identified or marked by a cookie, IP address, or other ID, within a defined time period (i.e. day, week or month).

A unique visitor counts once within the timescale. A visitor can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

DIGITAL EDITION PAGE VIEWS: Requests for files whose types are defined as pages; transmittals of full pages contained within the digital edition publication to the user's browser. Several page views are expected to be logged per Visit/Session.

11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

The Gazette reported an average 7,268 mail distribution during the audit period. Mail distribution was verified through the review of USPS mail statements and additional publisher support documents. The Gazette reported an average 4,114 home delivery distribution during the audit period. Home Delivery was verified through the review of carrier statements and additional publisher support documents. In addition to the publisher's support document review the Circulation Verification Council interviewed 459 residents in the primary market areas indicated in paragraph nine. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, and further identify the number of residents who read or look through the publication. The interviews included telephone, email and/or website survey respondents and took place throughout the audit period.

1. The Gazette is distributed regularly in your area. Do you receive The Gazette on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through The Gazette?

CVC interviews indicate that 329 of 335 households or 98.2% indicated they receive The Weekly News on a regular basis.

CVC interviews indicate that 252 of 329 or 76.6% indicate they regularly read or look through The Weekly News.

*Households reporting stop delivery requests were excluded from the survey.

The Circulation Verification Council estimates that all the information in this text box has a minimum accuracy level of +/-2.5%.

12. Verification of Distribution

Paid Single Copy Distribution

The Gazette reported an average 446 controlled bulk/demand distribution, or single copy distribution during the audit cycle. Eighteen (18) distribution locations received an average 446 copies per edition during the audit cycle. The Circulation Verification Council interviewed and/or visited single copy sales locations chosen randomly from the publication's delivery list. The purpose was to identify the number of locations who indicate they receive the publication on a regular basis, and further verify the number of publications distributed at the beginning of the edition cycle, and the number of editions left unclaimed by readers at the end of the edition cycle.

CVC interviews indicate that 100% of reported single copy sales locations indicated they received The Gazette on a regular basis.

CVC interviews indicate that less than 54% of The Gazette's single copy distributed editions are returned to the publisher unclaimed after the edition cycle.



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13. Paid Reporting Analysis

HOME DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
MAIL	Basic Rates: \$42.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	1,119
Over 75% of basic rate	356
Over 50% of basic rate	130
Under 50% of basic rate	0
SINGLE COPY	COVER PRICE: \$1.00
	AVERAGE WHOLESALE RATE: \$0.90
OTHER: NIE	.50 cents per edition

14. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of the audit in compliance with CVC Rules and Requirements. In our opinion, this report fairly and accurately represents the publication's printing, distribution, and circulation for the period indicated.



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The current status of this report expires March 31, 2011.
If this report is presented after March 31, 2011 please call the toll-free number listed below.