

**Audit Period: October 1, 2008 – September 30, 2009**

**Smart Shopper**

75 B Main Street (PO Box 237)  
Webster, MA 01570  
(508) 943-5300  
(508) 943-5320 FAX

EMAIL: [cmackinney@smartshopperad.com](mailto:cmackinney@smartshopperad.com)  
[www.smartshopperad.com](http://www.smartshopperad.com)

**1. Publication Information**

Average Net Circulation:	24,477 (Print Edition) / 259 (Digital Edition)
Number of Editions:	One
Format / Average Page Count:	Magazine / 60 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Wednesday / by 5 PM
Ownership:	Cheryl R MacKinny / James W Winslow
Year Established:	2006
Publication Type:	Shopper
Content:	98% Advertising / 2% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	0% Home Delivery / 98% Mail / 2% Controlled Bulk
Insert Zoning Available:	Yes – ZIP Code / Route
CVC Member Number:	17-0307
DMA/MSA:	Boston, MA / Boston--Worcester--Lawrence, MA--NH--ME--CT
Audit Funded By:	Community Papers of New England

**2. Rate Card and Mechanical Data**

Rate Card Effective Date:	March 1, 2008
Mechanical Data:	Four (4) columns x 10-inch column depth Full page: 7.5" wide X 10" depth.
Open Rate:	Local: \$6.60 per column inch National: \$6.60 per column inch
Insert Open Rate:	\$35.00 per thousand
Classified Rate:	\$7.00 for up to 20 words

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

**3. Contact Information**

Publisher:	Cheri MacKinney	EMAIL: <a href="mailto:cmackinney@smartshopperad.com">cmackinney@smartshopperad.com</a>
Advertising:	Cheri MacKinney	EMAIL: <a href="mailto:cmackinney@smartshopperad.com">cmackinney@smartshopperad.com</a>
Circulation:	Cheri MacKinney	EMAIL: <a href="mailto:cmackinney@smartshopperad.com">cmackinney@smartshopperad.com</a>

**4. Circulation Pricing**

Smart Shopper is a controlled circulation weekly without circulation pricing. Annual mail subscription rate: Contact Publisher

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

CVC Account Number: 17-0307		Smart Shopper Webster, MA
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>24,477</b>
Average Gross Distribution	(5-F)	24,477
Average Net Press Run	(5-A)	24,527
<b>Audit Period Detail</b>		
A. Average Net Press Run		24,527
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		427
3. Mail		24,050
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>24,477</b>
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE SPONSORED DISTRIBUTION</b>		<b>0</b>
F. Average Gross Distribution		24,477
G. Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>24,477</b>

**6A. Audited Average Website Reporting - www.smartshopperad.com**

	Monthly Audit Period Average
Website Unique Visitors	381
Website Page Views	1,875

**6B. Audited Online Edition Reporting**

	Weekly Audit Period Average
Unique Digital Edition Visitors	**259
Digital Edition Page Views	Not Reported

## 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.
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.
5. OTHER:
- 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.
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.
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.
- 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)

**\*\* The Smart Shopper emailed an average of 259 digital edition copies of the publication. No unique visitor or pageview data was available for review.**

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.



**8. Average Print Circulation History**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/09-12/31/09	CVC	24,408	24,519	24,443	-
01/01/08-12/31/08	CVC	22,195	22,198	23,703	24,685
04/01/07-12/31/07	CVC	-	18,315	21,732	22,088

**9. Distribution by Zip Code (6/24/2009 Edition) Wednesday**

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
01507	Charlton	Worcester	0	0	4,680	0	4,680
01508	Charlton City	Worcester	0	0	475	0	475
01509	Charlton Depot	Worcester	0	0	41	0	41
01537	North Oxford	Worcester	0	0	361	0	361
01540	Oxford	Worcester	0	0	4,150	0	4,150
01566	Sturbridge	Worcester	0	0	3,011	0	3,011
01570	Webster	Worcester	0	0	7,051	0	7,051
01571	Dudley	Worcester	0	0	4,170	0	4,170
Misc.	Assorted	Assorted	0	460	0	30	490
<b>TOTAL</b>			<b>0</b>	<b>460</b>	<b>23,939</b>	<b>30</b>	<b>24,429</b>

**10. Distribution by County (6/24/2009 Edition) Wednesday**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Worcester	Charlton	0	0	23,939	0	23,939
	Charlton City					
	Charlton Depot					
	Dudley					
	North Oxford					
	Oxford					
	Sturbridge					
Webster						
Misc.	Assorted	0	460	0	30	490
<b>TOTAL</b>		<b>0</b>	<b>460</b>	<b>23,939</b>	<b>30</b>	<b>24,429</b>

**11. Verification of Receivership & Readership**

**Controlled Home Delivery and Mail Distribution**

The Circulation Verification Council interviewed 348 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 took place throughout the audit period between the hours of 5:30 PM-8:30 PM and 10:00 AM-2:00 PM. All respondents identified themselves as 18 or older.

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

**CVC interviews indicate that 344 of 348 households or 98.9% indicated they receive Smart Shopper on a regular basis.**

**CVC interviews indicate that 272 of 344 or 79.1% indicate they regularly read or look through Smart Shopper.**

\*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**

**Controlled Bulk / Demand Distribution**

Smart Shopper did not report significant controlled bulk / demand distribution, or single copy distribution during the audit cycle. Distribution locations received an average 427 copies per edition during the audit cycle.

**13. Paid Reporting Analysis**

<b>HOME DELIVERY</b>	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
<b>MAIL</b>	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
<b>SINGLE COPY</b>	COVER PRICE: N/A
	AVERAGE WHOLESALER RATE: N/A
<b>OTHER:</b>	

**14. Council Audit Statement**

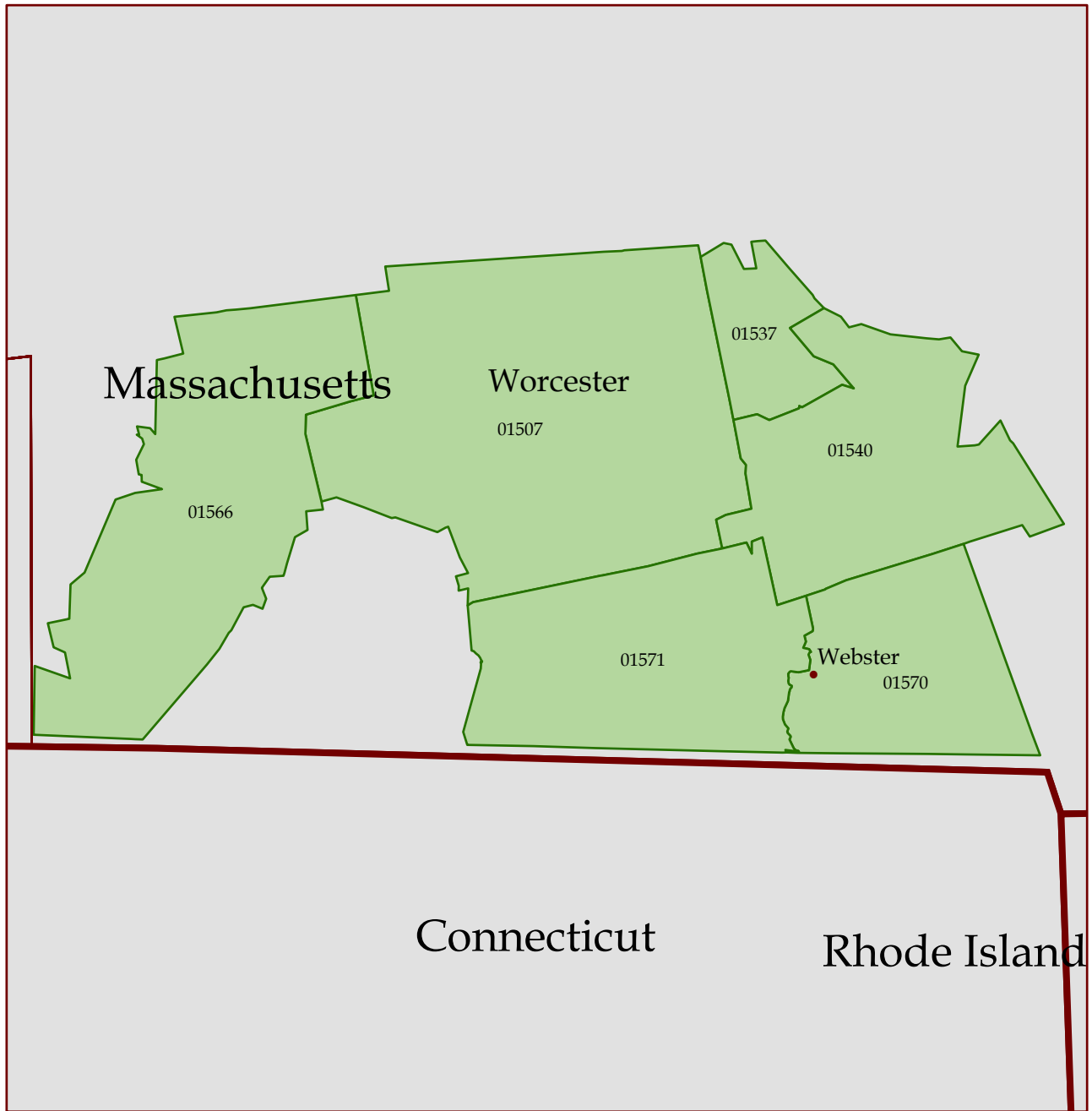
Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of the audit in 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.



www.cvcaudit.com




**The current status of this report expires December 31, 2010.**

If this report is presented after December 31, 2010 please call the toll-free number listed below.



Smart Shopper  
 Webster, Massachusetts  
 17-0307

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

