

**Audit Period:**

**Publication**

Address

City, St ZIP

()

EMAIL:

() FAX

www.

**1. Publication Information**

Average Net Circulation: (Print Edition)

Number of Editions:

Format / Average Page Count:

Circulation Cycle:

Circulation Day / Time:

Ownership:

Year Established:

Publication Type:

Content: % Advertising / % Editorial

Circulation Paid/Unpaid: % Unpaid / % Paid / % Sponsored

Primary Delivery Methods: % Home Delivery/% Mail/% Controlled Bulk

Insert Zoning Available: Yes - ZIP Code/County/Route/Zone

CVC Member Number:

DMA/MSA:

Audit Funded By:

**2. Rate Card and Mechanical Data**

Rate Card Effective Date:

Mechanical Data: () columns x -inch column depth

Full page: " wide X" depth.

Open Rate: Local: \$ per column inch

National: \$ per column inch

Insert Open Rate: \$ per thousand

Classified Rate: \$

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

**3. Contact Information**

Publisher:

EMAIL:

Advertising:

EMAIL:

Circulation:

EMAIL:

**4. Circulation Pricing**

is a controlled/paid circulation with a cover price of with/without circulation pricing. Annual mail subscription rate: \$



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

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

**6A. Audited Average Website Reporting**

	Audit Period Average
Unique Visitors	
Page Views	
Hits	

**6B. Audited Online Edition Reporting**

	Audit Period Average
Total Online Edition Circulation	
Unique Online Edition Circulation	

## 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.
- 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.

HITS: The successful transmission of a file contained within a web-page. A single web-page can consist of multiple files which are counted as a hit as the page is downloaded.

### PARAGRAPH SIX (B)

TOTAL ONLINE EDITION READERS: Registered and/or non-registered users who open and read one or more pages of the online edition during the edition cycle.

UNIQUE ONLINE EDITION READERS: Registered users who have supplied CVC verification information to validate the online Edition reader is not a duplicated print edition reader.



**8. Average Print Circulation History**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4

**9. Distribution by Zip Code (MM/DD/YYYY Edition)**

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL

**10. Distribution by County (MM/DD/YYYY Edition)**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL

**11. Verification of Receivership & Readership**

**Controlled Home Delivery and Mail Distribution**

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

**CVC interviews indicate that X of X households or X% indicated they receive X on a regular basis.**

**CVC interviews indicate that X of X or X% indicate they regularly read or look through X.**

\*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**

The Circulation Verification Council interviewed and/or visited controlled bulk/demand distribution 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 X% of reported controlled bulk drop locations indicated they received X on a regular basis.**

**CVC interviews indicate that less than X% of X’s controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.**



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**13. Paid Reporting Analysis**

<b>HOME DELIVERY</b>	Basic Rates:	
	AVERAGE NUMBER OF SUBSCRIPTIONS	
Full Basic Rate		
Over 75% of basic rate		
Over 50% of basic rate		
Under 50% of basic rate		
<b>MAIL</b>	Basic Rates:	
	AVERAGE NUMBER OF SUBSCRIPTIONS	
Full Basic Rate		
Over 75% of basic rate		
Over 50% of basic rate		
Under 50% of basic rate		
<b>SINGLE COPY</b>	COVER PRICE:	
	AVERAGE WHOLESALE RATE:	HIGH: LOW:
OTHER:		
OTHER:		
OTHER:		

**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 X, 200X.**  
If this report is presented after X, 200X please call the toll-free number listed below.