

Audit Period: July 1, 2008 – June 30, 2010

Community Shoppers Guide

117 N. Farmer Street (PO Box 168)
Otsego, MI 49078
(269) 694-9431
(269) 694-9145 FAX

EMAIL: shoppersguide@sbcglobal.net
www.communityshoppersguide.net

1. Publication Information

Average Net Circulation:	13,290 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Tabloid / 24 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Saturday / By 12 Noon
Ownership:	Community Shoppers Guide / Marty Bennett
Year Established:	1945
Publication Type:	Shopper
Content:	100% Advertising / 0% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	92% Home Delivery / 0% Mail / 8% Controlled Bulk
Insert Zoning Available:	Yes - Route
CVC Member Number:	19-0053
DMA/MSA:	Grand Rapids, MI / Grand Rapids-Muskegon-Holland-Kalamazoo, MI
Audit Funded By:	Community Papers of Michigan Independent Free Papers of America

2. Rate Card and Mechanical Data

Rate Card Effective Date:	April 1, 2009
Mechanical Data:	Four (4) columns x 16-inch column depth Full page: 10.37" wide X 16" depth.
Open Rate:	Local: \$13.50 per column inch National: \$13.50 per column inch
Insert Open Rate:	\$45.00 per thousand
Classified Rate:	\$9.00 for up to 15 words
Volume, frequency, contract, color, and other rates may be available from the publisher.	

3. Contact Information

Publisher:	Marty Bennett	EMAIL: shoppersguide@sbcglobal.net
Advertising:	Marty Bennett	EMAIL: shoppersguide@sbcglobal.net
Circulation:	Marty Bennett	EMAIL: shoppersguide@sbcglobal.net

4. Circulation Pricing

Community Shoppers Guide 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: 19-0053		Community Shoppers Guide Otsego, MI
Audit Period Summary		
Average Net Circulation	(5-H)	13,290
Average Gross Distribution	(5-F)	13,355
Average Net Press Run	(5-A)	13,500
Audit Period Detail		
A. Average Net Press Run		13,500
B. Office / File		145
C. Controlled Distribution		
1. Home Delivery		12,350
2. Controlled Bulk Delivery / Demand Distribution		888
3. Mail		30
4. Restock & Office Service		87
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		13,355
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		0
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		0
F. Average Gross Distribution		13,355
G. Unclaimed / Returns		(65)*
H. Average Net Circulation		13,290

6A. Audited Average Website Reporting - www.communityshoppersguide.net

	Monthly Audit Period Average
Website Unique Visitors	350
Website Page Views	809

6B. Audited Online Edition Reporting

	Audit Period Average
Unique Digital Edition Visitors	Not Applicable
Digital Edition Page Views	Not Applicable

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.
5. OTHER:
- 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)

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
01/01/10-12/31/10	CVC	13,370	13,312	-	-
01/01/09-12/31/09	CVC	13,232	13,244	13,395	13,370
01/01/08-12/31/08	CVC	13,205	13,190	13,050	13,106
01/01/07-12/31/07	CVC	13,026	13,026	13,146	13,209
01/01/06-12/31/06	CVC	12,965	12,950	13,042	13,027
01/01/05-12/31/05	CVC	12,965	12,965	12,965	12,965
01/01/04-12/31/04	CVC	12,965	12,965	12,965	12,965
01/01/03-12/31/03	CVC	12,165	12,165	12,965	12,965
07/01/02-12/31/02	CVC	-	-	-	-

9. Distribution by Zip Code (7/3/2010 Edition) Saturday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
49004	Kalamazoo	Kalamazoo	1,030	0	0	0	1,030
49009	Kalamazoo	Kalamazoo	825	0	0	0	825
49046	Delton	Barry	900	0	0	0	900
49055	Gobles	Van Buren	175	0	0	0	175
49070	Martin	Allegan	1,205	0	0	0	1,205
49078	Otsego	Allegan	3,390	595	0	100	4,085
49080	Plainwell	Allegan	4,380	595	0	0	4,975
Misc.	Assorted	Assorted	0	0	35	0	35
TOTAL			11,905	1,190	35	100	13,230

10. Distribution by County (7/3/2010 Edition) Saturday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Allegan	Martin Otsego Plainwell	8,975	1,190	0	100	10,265
Barry	Delton	900	0	0	0	900
Kalamazoo	Kalamazoo	1,855	0	0	0	1,855
Van Buren	Gobles	175	0	0	0	175
Misc	Assorted	0	0	35	0	35
TOTAL		11,905	1,190	35	100	13,230



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11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 308 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. Community Shoppers Guide is distributed regularly in your area. Do you receive Community Shoppers Guide on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Community Shoppers Guide?

CVC interviews indicate that 304 of 308 households or 98.7% indicated they receive Community Shoppers Guide on a regular basis.

CVC interviews indicate that 255 of 304 or 83.9% indicate they regularly read or look through Community Shoppers Guide.

*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 100% of reported controlled bulk drop locations indicated they received Community Shoppers Guide on a regular basis.

CVC interviews indicate that less than 7% of Community Shoppers Guide's controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.

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: 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
SINGLE COPY	COVER PRICE: N/A
	AVERAGE WHOLESAL RATE: N/A
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 June 30, 2012.

If this report is presented after June 30, 2012 please call the toll-free number listed below.

Community Shoppers Guide - Otsego, MI - 19-0053 - Supplemental Readership Study

The Circulation Verification Council interviewed 308 residents in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, identify the number of residents who read or look through the publication, and gather readership study information useful for advertising purchase decisions. Market statistics estimates appearing in CVC reports are obtained from EASI Software. The population studied consisted of adults age 18 and over, living in households within the survey area. Within this area, each household and each adult within the household had a known (or "non-zero") probability of being selected for the sample. Interviews were conducted solely with pre-designated respondents and no substitutions were permitted. The verification and readership study took place throughout the audit cycle between the hours of 5:30 PM and 8:30 PM and 10:00 AM and 2:00 PM. Initial interview attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed interviews is required with no more than one interview per household. Interview Procedures: To ensure the highest degree of comparability and to facilitate the auditing process, a standard, consistent, specified list of interview questions was asked. Interviews were conducted by CVC with supervision, interview training, and monitoring capabilities. Interviews were conducted over a minimum period of four weeks to minimize the impact of weather and/or special events. Every effort was made to ensure that interviews were assigned randomly by day and that an approximately equal number of interviews were completed on each interviewing day. Where appropriate, data was balanced and/or weighted by ZIP code using up-to-date known demographics: gender, age, number of adults in household and ethnicity in those cases where one minority comprised no less than ten percent of the total population. Non-responses to any single question were eliminated from the survey. In all cases, at least six attempts were made to contact all pre-designated respondents. The telephone rang a minimum of six times each time a number was dialed before the attempt was classified as a "no answer." Each number was dialed at different times and, as necessary, on different days. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful interview; and to the extent feasible, callbacks were scheduled on a random basis. At least one callback attempt per respondent was made on a weekend. During the interview process, no questions were asked prior to the publication readership question, with the exception of a qualifying question designed to determine the ZIP code of recipient residence; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to the publication itself or the nature of the study. This study followed recommended guidelines developed in part from the Advertising Research Foundation (ARF) readership guidelines. Survey totals may not equal 100% due to rounding. The Circulation Verification Council estimates that all the information in this survey has a maximum error margin of +/-2.5 at the 95% confidence level. *255 Survey respondents were interviewed during the verification of home delivery and mail distribution. 0 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution.

• **Average readers per edition during the audit period: 1.825***
*Readership estimates compiled from 2009 CVC circulation & readership study data.

1. Community Shoppers Guide is distributed regularly in your area. Does your household regularly receive Community Shoppers Guide?

YES	304	98.7%
NO	4	01.3%

2. Do you or someone in your household regularly read or look through Community Shoppers Guide?

YES	255	83.9%
NO	49	16.1%

3. Do you frequently purchase products or services from ads seen in Community Shoppers Guide?

YES	217	85.1%
NO	38	14.9%

4. How long do you keep the Community Shoppers Guide before discarding it?

58%	1-2 Days
19%	3-4 Days
05%	5-6 Days
18%	1 Week or More

5. Please select the category that best describes your age.

Reader Demographics	Market Demographics	
01%	06%	18 - 20
06%	08%	21 - 24
19%	16%	25 - 34
24%	19%	35 - 44
25%	21%	45 - 54
17%	15%	55 - 64
04%	08%	65 - 74
04%	08%	75 years or older



6. What category best describes your combined annual household income for last year?

Reader Demographics	Market Demographics	
14%	19%	Under \$25,000
31%	25%	\$25,001 - \$49,999
24%	21%	\$50,000 - \$74,999
16%	14%	\$75,000 - \$99,999
11%	13%	\$100,000 - \$149,999
04%	07%	Over \$150,000

7. What is the highest level of education you have obtained?

Reader Demographics	Market Demographics	
02%	10%	Some High School or Less
29%	29%	Graduated High School
35%	33%	Some College
26%	17%	Graduated College
08%	11%	Completed Post Graduate

8. Which of the following products or services do you plan to purchase during the next twelve months?

		(% = Positive respondents)
15%	New Automobile	
11%	Used Automobile	
18%	Antiques / Auctions	
40%	Furniture / Home Furnishings	
18%	Major Home Appliance	
10%	Home Computers	
36%	Home Improvements / Supplies	
45%	Television / Electronics	
15%	Carpet / Flooring	
63%	Automobile Accessories (tires, brakes & service)	
52%	Lawn & Garden	
28%	Florist / Gift Shops	
36%	Home Heating / Air Conditioning (service, new equipment)	
54%	Vacations / Travel	
03%	Real Estate	
75%	Men's Apparel	
89%	Women's Apparel	
46%	Children's Apparel	
01%	Boats / Personal Watercraft	
21%	Art & Crafts Supplies	
21%	Childcare	
28%	Education / Classes	
10%	Attorney	
24%	Veterinarian	
14%	Chiropractor	
23%	Financial Planner (Retirement, Investing)	
65%	Tax Advisor / Services	
24%	Health Club / Exercise Class	
32%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)	
05%	Weight Loss	
28%	Lawn Care Service (Maintenance & Landscaping)	
42%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)	
69%	Pharmacist / Prescription Service	
21%	Cellular Phone New/Update Service	
78%	Dining & Entertainment	
15%	Jewelry	
06%	Wedding Supplies	
39%	Athletic & Sports Equipment	

Community Shoppers Guide - Otsego, MI - 19-0053 - Supplemental Readership Study
Supplemental Question Purchased By Publisher

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- **Average readers per edition during the audit period: 1.825***
*Readership estimates compiled from 2009 CVC circulation & readership study data.

1. Community Shoppers Guide is distributed regularly in your area. Does your household regularly receive Community Shoppers Guide?

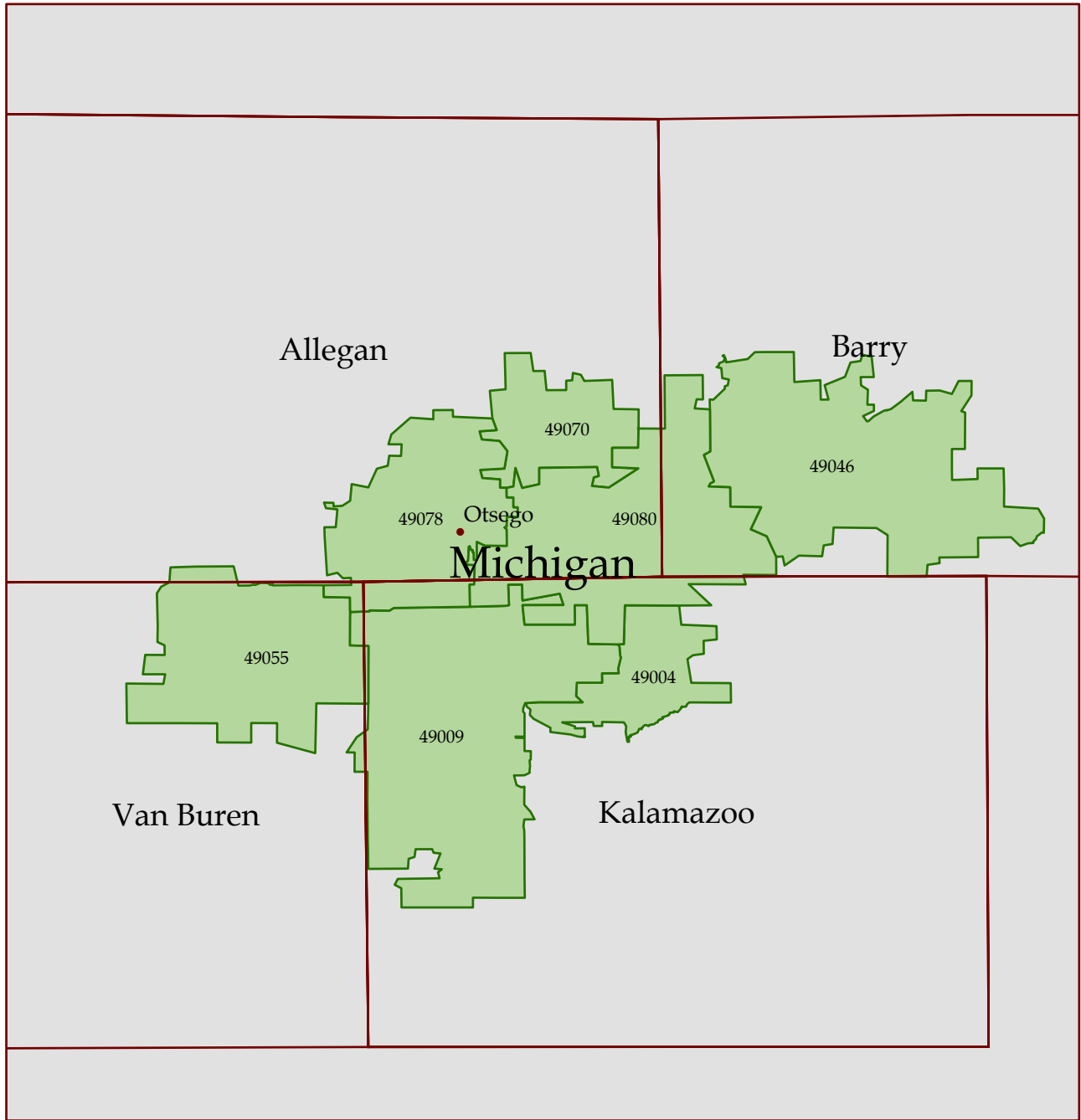
YES	304	98.7%
NO	4	01.3%

2. Do you or someone in your household regularly read or look through Community Shoppers Guide?

YES	255	83.9%
NO	49	16.1%



3. In the past month, how many times have you or a member of your household driven to Kalamazoo to purchase products or services? (255 Regular Reader Respondents)

27%	0
08%	1
24%	2
01%	3
21%	4
08%	5
04%	6
02%	7
05%	8 or more



Community Shoppers Guide
 Otsego, Michigan
 19-0053

Key to Features

-  County Boundary
-  Zip Code Boundary

