

Circulation Audit Report

Audit Period: January 1, 2005 – June 30, 2006

Community Shoppers Guide

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

EMAIL: shoppersguide@sbcglobal.net

1. Publication Information

Average Gross Distribution:	12,963** (See paragraph six explanatory)
Number of Editions:	One
Format & Average Page Count:	Tabloid / 28 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Saturday / All Day
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:	90% Home Delivery/ 1% Mail/ 9% Controlled Bulk
Insert Zoning Available:	Yes - Route
CVC Member Number:	19-0053
Audit Funded By:	Community Papers of Michigan Independent Free Papers of America

2. Rate Card and Mechanical Data

Rate Card Date:	April 1, 2006
Mechanical Data:	Four (4) columns x 16-inch column depth Full page: 10.25" wide X 16" depth.
Open Rate:	Local \$12.60 per column inch National \$14.49 per column inch
Insert Open Rate:	\$45.00 per thousand
Classified Rate:	\$7.00 for up to 15 words
Volume, contract, color, and other rates available from publisher.	

3. Contact Information

Publisher:	Marty Bennett	EMAIL: shoppersguide@sbcglobal.net
Advertising:	Marty Bennett	EMAIL: shoppersguide@sbcglobal.net
Circulation:	Bob Loftus	EMAIL: bob.loftus@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

Acct # 19-0053	Community Shoppers Guide Otsego, MI
A. Controlled Distribution	
1. Home Delivery	11,640
2. Controlled Bulk Delivery	1,200
3. Mail	25
4. Restock & Office Service Delivery	98
5. Other:	0
TOTAL AVERAGE CONTROLLED DISTRIBUTION	12,963
B. Paid Distribution	
1. Home Delivery	0
2. Single Copy	0
3. Mail	0
4. Restock & Office Service Delivery	0
5. Other:	0
TOTAL AVERAGE PAID DISTRIBUTION	0
C. Sponsored / Voluntary Paid Distribution	0
D. Average Gross Distribution	12,963
E. Unclaimed / Returns	(0)*
F. Average Net Circulation	12,963**
G. Office / File	37
H. Average Net Press Run	13,000

6. Explanatory

- A.
 - 1. Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.
 - 2. Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
 - 3. Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses.
 - 4. Copies 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.
- B.
 - 1. Editions delivered by private carrier to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.
 - 2. Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
 - 3. Editions delivered by United States Postal Service mail to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.
 - 4. Copies 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.
- C.
 - No sponsored distribution.
- D.
 - 1. Average gross distribution for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).)
- E.
 - 1. Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. *(See paragraph 12 for CVC return/unclaimed confirmation.)
- F.
 - 1. Average net circulation for the audit period indicated. **(This is a gross distribution audit. See paragraph 12 for CVC return / unclaimed confirmation.)
- G.
 - 1. Undistributed editions maintained by the publisher for office purposes.
- H.
 - 1. Average net press run during the audit period indicated.

7. Average Circulation History

PERIOD	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/06-12/31/06	CVC	12,965	12,950		
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	-	-		

8. Defined Market Area

Circulation areas include, but are not limited to the cities of Delton, Kalamazoo, Martin, Otsego and Plainwell, in Allegan, Barry and Kalamazoo counties, all in the state of Michigan.

9. Distribution by Zip Code (06/26/2006 Edition)

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
49004	Kalamazoo	Kalamazoo	580	0	0	0	580
49009	Kalamazoo	Kalamazoo	440	40	0	0	480
49046	Delton	Barry	100	40	0	0	140
49070	Martin	Allegan	900	60	0	0	960
49078	Otsego	Allegan	3,415	425	45	200	4,085
49080	Plainwell	Allegan	6,205	490	0	0	6,695
TOTAL			11,640	1,055	45	200	12,940

10. Distribution by County (06/26/2006 Edition)

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Allegan	Martin Otsego Plainwell	10,520	975	45	200	11,740
Barry	Delton	100	40	0	0	140
Kalamazoo	Kalamazoo	1,020	40	0	0	1,060
TOTAL		11,640	1,055	45	200	12,940



www.cvcaudit.com

11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 443 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. The following questions were asked:

1. Community Shoppers Guide is distributed weekly 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 437 of 443 households or 98.6% indicated they receive Community Shoppers Guide on a regular basis.
 - CVC interviews indicate that 338 of 437 or 77.3% 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 Distribution

The Circulation Verification Council interviewed and visited controlled bulk locations chosen randomly from the publication route lists. 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. The interviews took place throughout the audit cycle between the hours of 9:00 AM and 5:00 PM.

- 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 10% of Community Shoppers Guide's controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.

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

13. Council Audit Statement

We have reviewed the printing, distribution, circulation, and general ledger records of this publication for the purpose of compiling this information. Our review was completed using Council auditing procedures and surveys considered necessary under the circumstances of the audit. In our opinion, this report fairly and accurately represents the publication's printing, distribution and/or circulation for the period (s) indicated.

Circulation Verification Council

September 28, 2006

The current status of this report expires June 30, 2008.

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

The Circulation Verification Council interviewed 443 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 2005. 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 news stories. 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 newspaper readership question, with the exception of a qualifying question designed to determine the ZIP code of recipient residence; and general warm-up questions 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) newspaper 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).

• **Average readers per edition during the audit period: 1.825***

*Readership estimates compiled from 2006 CVC circulation & readership study data.

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

YES	437	98.6%
NO	6	01.4%

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

YES	338	77.3%
NO	99	22.7%

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

YES	263	77.8%
NO	75	22.2%

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

Reader Demographics	Market Demographics
19%	25% Under \$25,000
36%	29% \$25,001 - \$49,999
21%	18% \$50,000 - \$74,999
12%	12% \$75,000 - \$99,999
12%	16% Over \$100,000

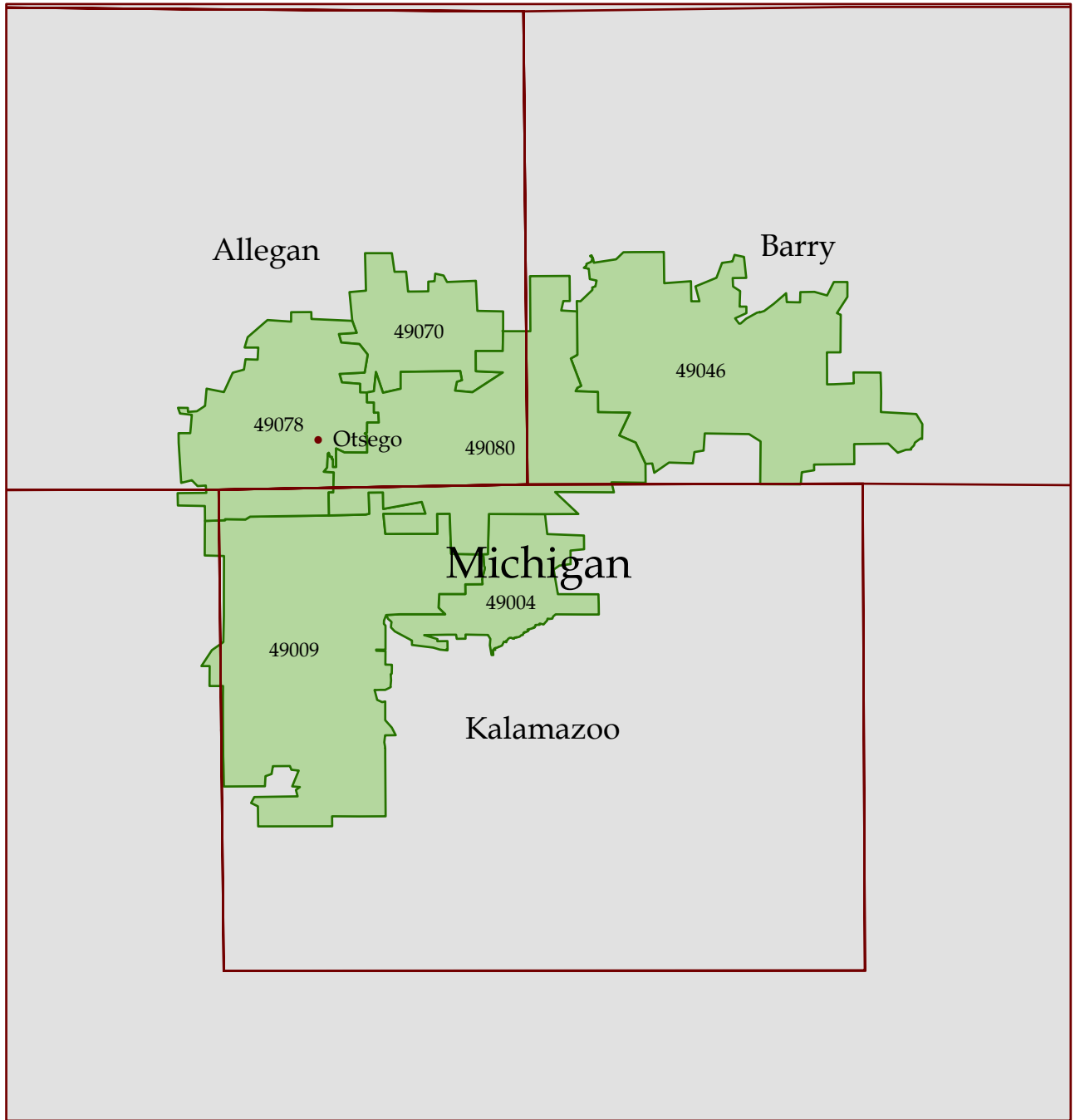
8. Some stores use separate flyers or inserts to advertise specials and sales. How often would you read or look at inserts in Community Shoppers Guide?

- 71% Always
- 17% Sometimes
- 06% Seldom
- 06% Never

9. Are you male or female? (Voice recognition – Gender Bias Rotation)

- 39% Male Readers
- 41% Female Readers







Community Shoppers Guide - Otsego, Michigan

19-0053

Key to Features

-  County Boundary
-  Zip Code Boundary

