

Audit Period: October 1, 2010 – September 30, 2011

The Monadnock Shopper News

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1. Publication Information

Average Net Circulation:	42,507 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Tabloid / 32 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Wednesday / By 5 PM
Ownership:	Shakour Publishers Inc
Year Established:	1958
Publication Type:	Shopper
Content:	65% Advertising / 35% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	0% Carrier Delivery/ 94% Mail/ 6% Controlled Bulk
Insert Zoning Available:	Yes – Zip Code
CVC Member Number:	17-0022
DMA/MSA:	Boston, MA
Audit Funded By:	Free Community Papers of New England Independent Free Papers of America

2. Rate Card and Mechanical Data

Rate Card Effective Date:	November 1, 2011
Mechanical Data:	Seven (7) columns x 16-inch column depth Full page: 10.25" wide X 16" depth.
Open Rate:	Local: \$17.52 per column inch National: \$17.52 per column inch
Insert Open Rate:	\$69.00 per thousand
Classified Rate:	\$11.75 for up to 15 words; \$0.25 each additional word

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

3. Contact Information

Publisher:	Mitchell G. Shakour	EMAIL: mitchell@shoppernews.com
Advertising:	Mitchell G. Shakour	EMAIL: ads@shoppernews.com
Circulation:	Linda Joyce	EMAIL: linda@shoppernews.com

4. Circulation Pricing

The Monadnock Shopper News is a controlled circulation weekly without circulation pricing.
Annual mail subscription rate: \$30.00

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

CVC Account Number: 17-0022		The Monadnock Shopper News Keene, NH
Audit Period Summary		
Average Net Circulation	(5-H)	42,507
Average Gross Distribution	(5-F)	42,667
Average Net Press Run	(5-A)	42,750
Audit Period Detail		
A. Average Net Press Run		42,750
B. Office / File		83
C. Controlled Distribution		
1. Carrier Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		2,396
3. Mail		40,142
4. Restock & Office Service		120
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		42,658
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		9
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		9
E. Sponsored / Voluntary Paid Distribution		
1. Carrier 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		42,667
G. Unclaimed / Returns		(160)*
H. Average Net Circulation		42,507

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

	Monthly Audit Period Average
Website Unique Visitors	1,359
Website Page Views	6,226
Average Time Spent on Website	Not Applicable

6B. Audited Online Edition Reporting

	Monthly 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. CARRIER 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.
5. OTHER:
- D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.
1. CARRIER 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. CARRIER 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:
- 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.

TIME SPENT: The average amount of time spent on a website during a single visit, expressed in HH:MM:SS

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
01/01/11-12/31/11	CVC	42,562	42,532	42,584	-
01/01/10-12/31/10	CVC	42,471	42,362	42,413	42,353
01/01/09-12/31/09	CVC	41,519	41,512	42,317	42,306
01/01/08-12/31/08	CVC	41,481	41,456	41,614	41,631
01/01/07-12/31/07	CVC	41,287	41,502	41,506	41,503
01/01/06-12/31/06	CVC	41,182	41,436	41,407	41,393
01/01/05-12/31/05	CVC	41,297	41,306	41,084	41,185
01/01/04-12/31/04	CVC	40,509	40,777	41,287	41,103
01/01/03-12/31/03	CVC	39,322	39,331	39,348	40,846
01/01/02-12/31/02	CVC	38,848	38,970	39,343	39,354
10/01/01-12/31/01	CVC	-	-	-	38,935

9. Distribution by Zip Code (09/28/11 Edition) Wednesday

ZIP CODE	CITY / AREA	COUNTY	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
01360	Northfield	Franklin	0	0	1,471	0	1,471
03431	Keene	Cheshire	0	680	10,931	0	11,611
03441	Ashuelot	Cheshire	0	0	200	0	200
03443	Chesterfield	Cheshire	0	0	294	0	294
03444	Dublin	Cheshire	0	0	755	0	755
03445	Sullivan	Cheshire	0	0	346	0	346
03446	East Swanzey	Cheshire	0	50	2,688	0	2,738
03447	Fitzwilliam	Cheshire	0	0	1,184	0	1,184
03448	Gilsum	Cheshire	0	0	385	0	385
03449	Hancock	Hillsborough	0	0	881	0	881
03450	Harrisville	Cheshire	0	0	465	0	465
03451	Hinsdale	Cheshire	0	0	1,952	0	1,952
03452	Jaffrey	Cheshire	0	15	2,457	0	2,472
03455	Marlborough	Cheshire	0	35	1,052	0	1,087
03456	Marlow	Cheshire	0	0	372	0	372
03457	Munsonville	Cheshire	0	0	377	0	377
03458	Peterborough	Hillsborough	0	35	2,999	0	3,034
03461	Rindge	Cheshire	0	0	2,251	0	2,251
03462	Spofford	Cheshire	0	0	785	0	785
03464	Stoddard	Cheshire	0	0	471	0	471
03465	Troy	Cheshire	0	0	991	0	991
03466	West Chesterfield	Cheshire	0	170	610	0	780
03467	Westmoreland	Cheshire	0	0	686	0	686
03468	West Peterborough	Hillsborough	0	0	130	0	130
03469	West Swanzey	Cheshire	0	130	355	0	485
03470	Winchester	Cheshire	0	80	2,344	0	2,424
03602	Alstead	Cheshire	0	0	1,195	0	1,195
03604	Drewsville	Cheshire	0	0	85	0	85
03608	Walpole	Cheshire	0	125	1,400	0	1,525
Misc.	Assorted	Assorted	0	1,060	0	247	1,307
TOTAL			0	2,380	40,112	247	42,739

10. Distribution by County (09/28/11 Edition) Wednesday

COUNTY	CITY / AREA	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Cheshire	Alstead	0	1,285	34,631	0	35,916
	Ashuelot					
	Chesterfield					
	Drewsville					
	Dublin					
	East Swanzey					
	Fitzwilliam					
	Gilsum					
	Harrisville					
	Hinsdale					
	Jaffrey					
	Keene					
	Marlborough					
	Marlow					
	Munsonville					
	Richmond					
	Rindge					
	Spofford					
	Stoddard					
	Sullivan					
Troy						
Walpole						
West Chesterfield						
West Swanzey						
Westmoreland						
Franklin	Northfield	0	0	1,471	0	1,471
Hillsborough	Hancock	0	35	4,010	0	4,045
	Peterborough					
	West Peterborough					
Assorted	Assorted	0	1,060	0	247	1,307
TOTAL		0	2,380	40,112	247	42,739



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11. Verification of Receivership & Readership

Controlled Carrier Delivery and Mail Distribution

The Monadnock Shopper News reported an average mail distribution of 40,151 during the audit period. Mail distribution was verified through the review of USPS mail statements and additional publisher support documents. The Monadnock Shopper News did not report significant carrier delivery distribution during the audit period. Carrier delivery is verified through the review of carrier statements and additional publisher support documents. The Circulation Verification Council interviewed 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. The Monadnock Shopper News is distributed regularly in your area. Do you receive The Monadnock Shopper News on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through The Monadnock Shopper News?

CVC interviews indicate that 425 of 429 households or 99.1% indicated they receive The Monadnock Shopper News on a regular basis.

CVC interviews indicate that 339 of 425 or 79.8% indicate they regularly read or look through The Monadnock Shopper 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

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 The Monadnock Shopper News on a regular basis.

CVC interviews indicate that less than 7% of The Monadnock Shopper News' controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.

13. Paid Reporting Analysis

CARRIER 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: \$30.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	9
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 WHOLESALE 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 December 31, 2012.

If this report is presented after December 31, 2012 please call the toll-free number listed below.



The Monadnock Shopper News - Keene, NH - 17-0022 - Supplemental Readership Study

The Circulation Verification Council interviewed Monadnock Shopper News readers 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. *339 Survey respondents were interviewed during the verification of carrier 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: 1.975***
*Readership estimates compiled from 2011 CVC circulation & readership study data.

1. The Monadnock Shopper News is distributed regularly in your area. Does your household regularly receive The Monadnock Shopper News?

YES	425	99.1%
NO	4	00.9%

2. Do you or someone in your household regularly read or look through The Monadnock Shopper News?

YES	339	79.8%
NO	86	20.2%

3. Do you frequently purchase products or services from ads seen in The Monadnock Shopper News?

YES	278	82.0%
NO	61	18.0%

4. How long do you keep The Monadnock Shopper News before discarding it?

62%	1-2 Days
19%	3-4 Days
06%	5-6 Days
13%	1 Week or More

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

Reader Demographics	Market Demographics
00%	06% 18 - 20
04%	09% 21 - 24
12%	13% 25 - 34
23%	18% 35 - 44
26%	21% 45 - 54
19%	15% 55 - 64
13%	09% 65 - 74
03%	09% 75 years or older

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

Reader Demographics	Market Demographics	
10%	19%	Under \$25,000
29%	28%	\$25,001 - \$49,999
24%	22%	\$50,000 - \$74,999
20%	15%	\$75,000 - \$99,999
12%	11%	\$100,000 - \$149,999
05%	05%	Over \$150,000

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

Reader Demographics	Market Demographics	
02%	11%	Some High School or Less
30%	32%	Graduated High School
27%	27%	Some College
27%	19%	Graduated College
14%	11%	Completed Post Graduate

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




		(% = Positive respondents)
14%	New Automobile	
17%	Used Automobile	
19%	Antiques / Auctions	
45%	Furniture / Home Furnishings	
16%	Major Home Appliance	
13%	Home Computers	
32%	Home Improvements / Supplies	
40%	Television / Electronics	
16%	Carpet / Flooring	
64%	Automobile Accessories (tires, brakes & service)	
41%	Lawn & Garden	
40%	Florist / Gift Shops	
29%	Home Heating / Air Conditioning (service, new equipment)	
56%	Vacations / Travel	
06%	Real Estate	
77%	Men's Apparel	
84%	Women's Apparel	
42%	Children's Apparel	
01%	Boats / Personal Watercraft	
15%	Art & Crafts Supplies	
21%	Childcare	
33%	Education / Classes	
12%	Attorney	
29%	Veterinarian	
15%	Chiropractor	
20%	Financial Planner (Retirement, Investing)	
69%	Tax Advisor / Services	
31%	Health Club / Exercise Class	
34%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)	
04%	Weight Loss	
31%	Lawn Care Service (Maintenance & Landscaping)	
40%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)	
83%	Pharmacist / Prescription Service	
31%	Cellular Phone New/Update Service	
84%	Dining & Entertainment	
23%	Jewelry	
06%	Wedding Supplies	
40%	Athletic & Sports Equipment	



The Monadnock Shopper News
 Keene, New Hampshire

17-0022

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

