

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.



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