

# Audited Readership Means MONEY!

In September of 2011, **The Monadnock Shopper News** completed an audit survey by the Circulation Verification Council, a third-party auditing company. The purpose was to ensure that our advertisers are receiving everything they are paying for.

This survey also shows how much money our readers are going to spend during the next 12 months for many different items. (See answer #8 on Readership study sheet in our audit.)

To find out how much money is going to be spent for items in your business, just follow the sample below and fill in the blanks.

## Sample (rounded numbers)

**40,200** (Monadnock Shopper mailed weekly)  
 x 81%  
**32,500** (# of people who regularly read  
 Monadnock Shopper each week)  
  
**32,500**  
 x 25%  
**8,125** (# of readers who will buy an  
 automobile in the next 12 months)  
  
**8,125**  
 x \$20,000 (Avg. cost of new/used automobile)  
  
**\$162,500,000** (Amount of dollars Monadnock  
 Shopper News readers will spend on  
 automobiles in the next 12 months)

## Your Product/Service

**40,200** (Monadnock Shopper mailed weekly)  
 x 81%  
**32,500** (# of people who regularly read  
 Monadnock Shopper each week)  
  
**32,500**  
 x \_\_\_\_\_% (% of readers who will buy your  
 product or service in the next 12  
 months, Readership Study, #8)  
  
 \_\_\_\_\_  
 x \$ \_\_\_\_\_ (Avg. cost per transaction)  
  
 \$ \_\_\_\_\_ (Amount of dollars Monadnock Shopper  
 News readers will spend on your product  
 or service in the next 12 months)

**The Monadnock Shopper News** readers are going to be spending millions of dollars during the next 12 months.

*Are You Advertising To The Readers Of  
 The Monadnock Shopper News?*



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