

**Audit Period: April 1, 2015 – March 31, 2017**

**Mid-Atlantic Community Papers Association**

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**1. Audited Media Platforms**

Print Publication:	Average Net Circulation:	2,206,482 (Print Edition)
Digital / Replica Edition:	Average Monthly Unique Visitors: (22 Participating Publications)	9,967 (Digital Edition)
Website:	Average Website Unique Users: (31 Participating Publications)	210,809
Social Media:	Average Facebook Likes: (26 Participating Publications)	31,895
	Average Twitter Followers: (21 Participating Publications)	12,582
E-Newsletters:	Average E-Newsletter Subscribers: (16 Participating Publications)	171,320



**2. Publication Information**

Number of Editions:	One Hundred Twenty-Eight (128)	
Format / Average Page Count:	Broadsheet -	3
	Tabloid -	120
	Magazine -	5
Circulation Cycle:	Weekly -	86
	Bi-Weekly -	10
	Monthly -	32
Circulation Day / Time:	Monday -	2
	Tuesday -	2
	Wednesday -	60
	Thursday -	8
	Friday -	4
	Saturday -	12
	Sunday -	8
Year Established:	1955	
Publication Type:	80	Community Newspapers
	34	Shoppers
	14	Other (Parenting, Senior, Ethnic or Business)
Content:	Advertising and editorial content varies by publication	
Primary Delivery Methods:	41% Carrier Delivery / 38% Mail	
	21% Controlled Bulk & Single Copy / <1% Waiting Room	
Insert Zoning Available:	Yes – Zip Code / County / Route / Zone (varies by publication)	
CVC Member Number:	13-0000	
DMA/MSA:	Varies by publication in the states of Pennsylvania, New York, Ohio, New Jersey, West Virginia, Maryland, Delaware, Virginia and Washington DC	
Audit Funded By:	Mid-Atlantic Community Paper Advertising Network	

**3. Rate Card and Mechanical Data**

Association rate information is supplied upon request. Classified, display and insert advertising is offered through the Mid-Atlantic Community Paper Advertising Network (MacNet).

**4. Contact Information**

Executive Director:	Alyse Mitten	(800) 450-7227
President:	Ruth Isenberg	
Vice-President:	Claudia Christian	
Secretary/Treasurer:	John Hemperly	



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

CVC Account Number: 13-0000		Mid-Atlantic Community Papers Association Hamburg, PA
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>2,206,482</b>
Average Gross Distribution	(5-F)	2,235,371
Average Net Press Run	(5-A)	2,250,983
<b>Audit Period Detail</b>		
A. Average Net Press Run		2,250,983
B. Office / File		15,612
C. Controlled Distribution		
1. Carrier Delivery		906,578
2. Bulk Delivery / Demand Distribution		443,215
3. Mail		848,163
4. Requestor Mail		5
5. Waiting Rooms		3,850
6. Hotels		5,545
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		25,235
10. Other: Sampled / Rotational Mail Programs		1,050
Total Average Controlled Distribution		2,233,641
Controlled Returns		(28,831)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>2,204,810</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		348
3. Mail		272
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		620
Paid Returns		(58)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>562</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		1,110
3. Mail		0
4. Waiting Rooms		0
Total Average Sponsored Distribution		1,110
Sponsored Returns		(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>1,110</b>
F. Average Gross Distribution		2,235,371
G. Total Unclaimed / Returns		(28,889)*
<b>H. Average Net Circulation</b>		<b>2,206,482</b>



**5A. Audited Circulation By Publication - Print Edition**

Organization	City	State	Circulation
The Washington Informer	Washington	DC	16,930
East County Times	Baltimore	MD	31,325
Lower Bucks Times	Cherry Hill	NJ	50,475
Northeast Times	Cherry Hill	NJ	101,329
Star Newsweekly	Cherry Hill	NJ	27,900
Black River News	Flanders	NJ	8,804
Caldwell News	Flanders	NJ	14,347
Cedar Grove / Verona News	Flanders	NJ	11,437
Chatham News	Flanders	NJ	7,645
East Hanover / Florham Park News	Flanders	NJ	9,560
Hackettstown News	Flanders	NJ	10,948
Hanover Township News	Flanders	NJ	6,033
Livingston News	Flanders	NJ	11,990
Madison News	Flanders	NJ	6,349
Mendham News	Flanders	NJ	3,801
Millburn / Short Hills News	Flanders	NJ	8,032
Morristown News	Flanders	NJ	12,188
Mount Olive News	Flanders	NJ	13,901
Musconetcong News	Flanders	NJ	6,394
Randolph News	Flanders	NJ	10,068
Roxbury News	Flanders	NJ	8,835
West Orange News	Flanders	NJ	6,802
PrimeTime	Garden City	NY	100,347
Rural - Urban Record	Columbia Station	OH	22,474
The Early Bird	Greenville	OH	27,985
The Bargain Hunter - Holmes	Millersburg	OH	25,271
The Bargain Hunter - Tuscarawas	Millersburg	OH	18,268
The Bargain Hunter - Wayne	Millersburg	OH	9,146
The Beacon	Port Clinton	OH	14,244
Ann Arbor Family Press	Toledo	OH	20,575
Current	Toledo	OH	26,655
Findlay Area Parent	Toledo	OH	9,949
Mature Living	Toledo	OH	20,366
Toledo Area Parent News	Toledo	OH	20,350
Toledo City Paper	Toledo	OH	31,491
The Franklin Shopper	Chambersburg	PA	52,603
Delaware County Magazine	Drexel Hill	PA	133,085
The Shopping News of Lancaster County	Ephrata	PA	37,654
East Penn Valley Merchandiser	Hamburg	PA	40,552
Northern Berks Merchandiser	Hamburg	PA	31,254
About Families	Lebanon	PA	37,302
KAPP - Dauphin / Schuylkill Area Merchandiser	Lebanon	PA	18,287
KAPP - Gettysburg Area Merchandiser	Lebanon	PA	23,222
KAPP - Greater Reading Merchandiser Eastern Edition	Lebanon	PA	24,165
KAPP - Greater Reading Merchandiser Northern Edition	Lebanon	PA	29,437
KAPP - Greater Reading Merchandiser Western Edition	Lebanon	PA	36,050
KAPP - Hampstead / Manchester Area Merchandiser	Lebanon	PA	13,970

**5A. Audited Circulation By Publication - Print Edition (continued)**

Organization	City	State	Circulation
KAPP - Hanover Area Merchandiser	Lebanon	PA	38,288
KAPP - Hershey Area Merchandiser	Lebanon	PA	23,372
KAPP - Lebanon Valley Area Merchandiser	Lebanon	PA	37,907
KAPP - Myerstown Area Merchandiser	Lebanon	PA	19,586
KAPP - Northern Adams / York Area Merchandiser	Lebanon	PA	24,364
Engle - Columbia Merchandiser	Mount Joy	PA	4,826
Engle - Community Courier Hallam / Wrightsville	Mount Joy	PA	10,399
Engle - Community Courier South York Edition	Mount Joy	PA	20,033
Engle - Community Courier West York	Mount Joy	PA	17,383
Engle - Communtiy Courier Middletown	Mount Joy	PA	9,787
Engle - Conestoga Valley Penny Saver	Mount Joy	PA	13,461
Engle - Dillsburg / Dover Community Courier	Mount Joy	PA	18,534
Engle - Donegal Merchandiser	Mount Joy	PA	10,111
Engle - Downingtown Community Courier	Mount Joy	PA	51,760
Engle - Elizabethtown Merchandiser	Mount Joy	PA	13,123
Engle - Garden Spot Pennysaver	Mount Joy	PA	11,591
Engle - Hempfield Merchandiser	Mount Joy	PA	19,463
Engle - Hershey / Hummelstown / Palmyra Community Courier	Mount Joy	PA	29,199
Engle - Lampeter-Strasburg Advertiser	Mount Joy	PA	9,630
Engle - Manheim Central Merchandiser	Mount Joy	PA	11,120
Engle - Manheim Township Merchandiser	Mount Joy	PA	14,985
Engle - Morgantown Community Courier	Mount Joy	PA	15,251
Engle - North York Community Courier	Mount Joy	PA	22,476
Engle - Octorara Community Courier	Mount Joy	PA	7,585
Engle - Oxford Community Courier	Mount Joy	PA	15,834
Engle - Penn Manor Advertiser	Mount Joy	PA	16,746
Engle - Pequea Valley Penny Saver	Mount Joy	PA	7,335
Engle - Red Lion / Dallastown Community Courier	Mount Joy	PA	19,193
Engle - Solanco Advertiser	Mount Joy	PA	11,511
Engle - Warwick Merchandiser	Mount Joy	PA	14,007
Engle - York 17402 Community Courier	Mount Joy	PA	16,947
Engle - York 17403 Community Courier	Mount Joy	PA	16,443
Engle - York 17404 Community Courier	Mount Joy	PA	15,664
Weekly Bargain Bulletin	New Castle	PA	19,110
Philly Weekly	Philadelphia	PA	56,129
South Philadelphia Review	Philadelphia	PA	57,325
University City Review Inc	Philadelphia	PA	29,467
Webb Weekly	South Williamsport	PA	57,940
The Bargain Sheet	State College	PA	26,738
Mulligan's PennySaver	Tunkhannock	PA	21,059
Mulligan's Shopping Guide	Tunkhannock	PA	25,913
Main Line Chronicles	Upper Darby	PA	26,970
Washington Family Magazine	Woodbridge	VA	55,248
Buyer's Guide	Martinsburg	WV	32,874
The Annapolis Times	Baltimore	MD	Non-Participant
The Baltimore Times	Baltimore	MD	Non-Participant
The Courier	Berlin	MD	Non-Participant

**5A. Audited Circulation By Publication - Print Edition (continued)**

Organization	City	State	Circulation
Maryland Pennysaver	Hanover	MD	Non-Participant
Today's Shopper	Turnersville	NJ	Non-Participant
Fredonia Pennysaver	Fredonia	NY	Non-Participant
Silver Creek Pennysaver	Fredonia	NY	Non-Participant
Columbus Messenger	Columbus	OH	Non-Participant
Penny Saver	Covington	OH	Non-Participant
Stillwater Valley Advertiser	Covington	OH	Non-Participant
The Post Newspapers	Medina	OH	Non-Participant
North Coast Business Journal	Port Clinton	OH	Non-Participant
Horse Trader	Kittanning	PA	Non-Participant
The Shopper	Middleburg	PA	Non-Participant
South Hills - Mon Valley Messenger	Pittsburgh	PA	Non-Participant
Movin' Out	Slippery Rock	PA	Non-Participant
Courier News Weekly	Souderton	PA	Non-Participant
South Jersey Journal	Swedesboro	PA	Non-Participant
Journal of Penn - Kidder	White Haven	PA	Non-Participant
The Journal of the Pocono Plateau	White Haven	PA	Non-Participant
<b>TOTAL</b>			<b>2,206,482</b>



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## Explanatory – Print

### PARAGRAPH FIVE AUDIT PERIOD SUMMARY

**AVERAGE NET CIRCULATION:** Average net circulation based on quarterly averages for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)). See audit period detail (H).

**AVERAGE GROSS DISTRIBUTION:** Average gross distribution based on quarterly averages for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)). See audit period detail (F).

**NET PRESS RUN:** Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies. See audit period detail (A).

### AUDIT PERIOD DETAIL

**A. 1. NET PRESS RUN:** Average net press run based on quarterly averages 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 5G 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. REQUESTOR MAIL:** Editions delivered on a requestor basis by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes. Qualified requestor circulation and other mail permit qualifications are audited by the United States Postal Service and not determined by CVC.

**5. CONTROLLED WAITING ROOMS:** Editions delivered to the waiting areas of local business and office buildings, including, but not limited to salons, medical and professional offices.

**6. CONTROLLED HOTELS:** Editions distributed to area hotels and available to individual readers. Subject to paragraph 5G returns.

**7. EVENTS, FAIRS, FESTIVALS and TRADE SHOWS:** Editions distributed to attendees and members of conventions, local fairs, festivals, trade shows and available to individual readers. Subject to paragraph 5G returns.

**8. CONTROLLED EDUCATION:** Editions distributed to area schools or educational institutions and available to individual readers. Subject to paragraph 5G returns.

**9. 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 5G returns.

**CONTROLLED RETURNS:** Edition distributed in the controlled distribution category, returned to the publisher unclaimed during the edition cycle \*(See paragraph 11 for CVC return/unclaimed confirmation.) Publications with greater than 25% returnable source distribution must report returns or unclaimed copies to qualify for net circulation reporting.

**D. PAID DISTRIBUTION:** Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.

**1. CARRIER DELIVERY:** See C1 for explanation of carrier home delivery. See paragraph 12 for paid reporting analysis.

**2. SINGLE COPY:** Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns. See paragraph 12 for paid reporting analysis.

**3. MAIL:** See C3 for explanation of mail distribution. See paragraph 12 for paid reporting analysis.

**4. PAID WAITING ROOMS:** See C5 for explanation of waiting room distribution.

**5. PAID HOTELS:** See C6 for explanation of hotel distribution.

**6. PAID EDUCATION:** See C8 for explanation of educational copy distribution.

**7. RESTOCK / OFFICE SERVICE:** See C9 for explanation of restock and office distribution.

**PAID RETURNS:** See section C: controlled returns for explanation of returns reporting. \*(See paragraph 11 for CVC return/unclaimed confirmation.)

**E. SPONSORED / VOLUNTARY PAID DISTRIBUTION:** Editions distributed by the publisher that are sponsored by a third party monetary exchange or voluntary reader payment system.

**1. CARRIER DELIVERY:** See C1 for explanation of carrier home delivery.

**2. SINGLE COPY:** Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a sponsored or voluntary pay basis. Subject to paragraph 5G returns.

**3. MAIL:** See C3 for explanation of mail distribution.

**4. SPONSORED WAITING ROOMS:** See C5 for explanation of waiting room distribution.

**5. SPONSORED EDUCATION:** See C8 for explanation of educational copy distribution.

**6. RESTOCK / OFFICE SERVICE:** See C9 for explanation of restock and office distribution.

**SPONSORED RETURNS:** See section C: controlled returns for explanation of returns reporting \*(See paragraph 11 for CVC return/unclaimed confirmation.)

**F. AVERAGE GROSS DISTRIBUTION:** Average gross distribution based on quarterly averages for the audit period indicated. Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).

**G. TOTAL UNCLAIMED / RETURNS:** Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. \*(See paragraph 11 for CVC return/unclaimed confirmation.)

**H. 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).



**6A. Audited Average Website Reporting - www.macpa.net**

(31 Participating Publications)	Monthly Audit Period Average
Website Unique Users	210,809
Website Sessions	349,485
Website Page Views	945,606
Pages Per Visit	2.71
Average Time Spent on Website	00:02:30

**Explanatory – Website**

**PARAGRAPH SIX (A)**

**UNIQUE USERS:** A unique user 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 users. Please see CVC Rules & Regulations for further information.

**SESSIONS:** The total number of sessions, expressed as a monthly average, to a publication’s website regardless of unique status, as expressed above.

**PAGE VIEWS:** The transmittal of a full page contained within the website to the user’s browser.

**PAGES PER VISIT:** The average number of page views per session, expressed as a monthly average.

**AVG. TIME SPENT:** The average amount of time spent on a website during a single visit, expressed in hours, minutes and seconds.

**6B. Audited Online/Digital Edition Reporting**

(22 Participating Publications)	Monthly Audit Period Average
Digital Edition Single Copy	588
Unique Digital Edition Users (Web)	8949
Digital Edition Page Views (Web)	15811
Unique Digital Edition Users (Mobile)	1018
Digital Edition Page Views (Mobile)	10051

**Explanatory – Digital Edition**

**PARAGRAPH SIX (B)**

**DIGITAL EDITION SINGLE COPY:** Single electronic editions purchased and downloaded by a reader. These are copies distinct from any regular digital subscription

**UNIQUE DIGITAL EDITION USERS (WEB):** Unique users 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 that is attached to the browser with the defined cycle. A unique user counts once within the timescale. A user can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

**DIGITAL EDITION PAGE VIEWS (WEB):** 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.

**UNIQUE DIGITAL EDITION USERS (MOBILE):** Unique users to a digital edition publication, through a mobile device 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 with the defined cycle. A unique user counts once within the timescale. A user can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

**DIGITAL EDITION PAGE VIEWS (MOBILE):** 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.

**6C. Text Media - Not Reported**

**6D. Social Media**

Social Media Source	Average Media Usage
Facebook - www.facebook.com/(26 Participating Publications)	31,895 Likes
Twitter - @(21 Participating Publications)	12,582 Followers

**Explanatory – Social Media**

**PARAGRAPH SIX (D)**

**FACEBOOK LIKES:** The average number of likes as expressed by followers of the Facebook page. Information sourced at regular intervals from the publications page on Facebook.com or third party measurement sources.

**TWITTER FOLLOWERS:** The average number of followers as expressed by members of the Twitter community. Information sourced at regular intervals from the publications page on Twitter.com or third party measurement sources.



**6E. Email Media (16 Participating Publications)**

Media Type	Database Recipients
Subscriber Email Database	1,599
Advertiser Email Database	44,231
Non-Subscriber Email Opt-In Database	12,490

**Explanatory – Email Media, E-Newsletters & E-Blasts**

**PARAGRAPH SIX (E)**

**SUBSCRIBER EMAIL DATABASE:** Subscribers of the publication who have provided email contact information to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time.

**ADVERTISER EMAIL DATABASE:** Subscribers provided by advertisers, who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time, with a specific advertiser.

**NON-SUBSCRIBER EMAIL OPT-IN DATABASE:** Subscribers who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time, and are sourced through third party efforts such as trade shows, opt-in email newsletters or surveys.

**6F. Video & Podcast Media - Not Reported**

**7. Average Print Circulation History**

YEAR	CIRCULATION	AUDIT SOURCE	Q1	Q2	Q3	Q4
04/01/15-03/31/17	2,206,482	CVC	See individual publication report			
04/01/13-03/31/15	2,606,645	CVC	See individual publication report			
04/01/11-03/31/13	2,655,688	CVC	See individual publication report			
04/01/09-03/31/11	2,734,513	CVC	See individual publication report			
04/01/08-03/31/09	4,561,360	CVC	See individual publication report			
04/01/07-03/31/08	4,768,289	CVC	See individual publication report			
01/01/06-03/31/07	5,140,851	CVC	See individual publication report			
01/01/04-12/31/05	4,931,222	CVC	See individual publication report			
01/01/02-12/31/03	4,471,026	CVC	See individual publication report			
07/01/01-12/31/01	3,175,292	CVC	See individual publication report			

**8. Distribution by Zip Code** – (See Printed or CD insert)

**9. Distribution by County** – (See Printed or CD insert)



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### 13. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, technology, 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 Regulations. In our opinion, this report fairly and accurately represents the publication's printing, distribution, circulation, and technology reporting, if applicable, for the period indicated. The publication has sworn that the information presented for this audit reporting is accurate and supplied CVC with general business records substantiating the information under audit review. This report is released subject to the provisions of the CVC Rules & Regulations which are hereby incorporated by reference. CVC Rules & Regulations may be amended from time to time without notice at the sole discretion of CVC. In no event shall CVC be liable for indirect, incidental, consequential, special, or punitive damages, or damages for lost profits, lost income, or lost savings arising by negligence, intended conduct, breach of contract, or otherwise. CVC reports and data are released for the sole use of advertising purchase evaluations and any use for valuations or determination of value is strictly prohibited. CVC reports may not be used for USPS requestor or other permit qualifications. This report is subject to copyright laws and may only be reproduced by the publisher.



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**The current status of this report expires March 31, 2019.**

If this report is presented after March 31, 2019 please call the toll-free number listed below.



Mid-Atlantic Community Papers Association - Hamburg, PA - 13-0000 - Supplemental Readership Study

The Circulation Verification Council surveyed Mid-Atlantic Community Papers Association readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of individuals who indicate they have read at least two of the last four issues of the publication, and gather study information solely for advertising purchase evaluations. Market statistics estimates appearing in CVC reports, when available, are obtained from EASI Software. CVC study sources can include, but are not limited to, residential and cell phone surveys, online surveys, email surveys, and/or social media surveys. Study source data can include, but are not limited to, residential phone listings, cell phone exchanges, publisher delivery lists, opt-in email, online and/or social media databases. Residential and cell phone survey populations consist of adults age 18 and over, living in households within the survey area. Within this area, each individual had a known (or "non-zero") probability of being selected for the random sample. Surveys were conducted solely with pre-designated respondents and no substitutions were permitted. Initial survey attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed surveys, or 2.5% of net circulation for publications under 10,000 circulation is required with no more than one survey per household. Survey Procedures: To ensure the highest degree of comparability and to facilitate the survey process, a standard, consistent, specified list of questions was asked. Surveys were conducted over a minimum period of two weeks to minimize the impact of weather and/or special circumstances. Every effort was made to ensure that surveys were assigned randomly by day and that an approximately equal number of surveys were completed on each survey 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 four attempts were made to contact all pre-designated respondents. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful survey; and to the extent feasible, contact attempts were scheduled on a random basis. During the survey process, no questions were asked prior to the readership question, with the exception of a qualifying question designed to determine the ZIP code of the individual; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to a publication itself or the nature of the study information. The study followed recommended guidelines developed in part from established media usage and evaluation 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 +/-4% at the 95% confidence level. 9,196 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 3,851 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 1,102 Survey respondents responded to a geo-coded outbound email verification. This association did not participate in the CVC online research program.

- **Average estimated readers per edition during the audit period: 2.0\***  
\*Readership estimates compiled from 2017 CVC circulation & readership study data.

1. The (appropriate Mid-Atlantic Community Papers Association publication) is distributed regularly in your area. Do you regularly read or look through the (appropriate Mid-Atlantic Community Papers Association publication)?

YES      14,149    Survey Respondents

2. Do you frequently purchase products or services from ads seen in the (appropriate Mid-Atlantic Community Papers Association publication)?

YES      10,399    73.5%  
NO        3,750      26.5%

3. How long do you keep the (appropriate Mid-Atlantic Community Papers Association publication) before discarding it?

45%      1-2 Days  
25%      3-4 Days  
13%      5-6 Days  
17%      1 Week or More

4. Reader Gender (Voice recognition - Gender Bias Rotation)

Reader	Market	
Demographics	Demographics	
37%	49%	Male Readers
63%	51%	Female Readers



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5. What range best describes your age.

Reader Demographics	Market Demographics
01%	06% 18 - 20
03%	08% 21 - 24
16%	16% 25 - 34
22%	15% 35 - 44
23%	19% 45 - 54
20%	17% 55 - 64
12%	10% 65 - 74
02%	06% 75 - 84
01%	03% 85 years or older

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

Reader Demographics	Market Demographics
01%	10% under \$15,000
03%	10% \$15,000 - \$24,999
10%	10% \$25,000 - \$34,999
14%	13% \$35,000 - \$49,999
23%	19% \$50,000 - \$74,999
18%	13% \$75,000 - \$99,999
12%	09% \$100,000 - \$124,999
07%	05% \$125,000 - \$149,999
07%	07% \$150,000 - \$199,999
05%	04% over \$200,000

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

Reader Demographics	Market Demographics
02%	12% Some High School or Less
30%	33% Graduated High School
28%	26% Some College
28%	17% Graduated College
09%	08% Completed Master Degree
02%	02% Completed Professional Degree
01%	02% Completed Doctorate Degree



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

- (% = Positive respondents)
- 14% New Automobile, Truck or SUV
  - 20% Used Automobile, Truck or SUV
  - 18% Antiques / Auctions
  - 45% Furniture / Home Furnishings
  - 19% Major Home Appliance
  - 20% Computers, Tablets or Laptops
  - 32% Home Improvements or Home Improvement Supplies
  - 32% Television or Electronics
  - 17% Carpet or Flooring
  - 49% Automobile Accessories (tires, brakes or service)
  - 38% Lawn & Garden Supplies
  - 27% Florist / Gift Shops
  - 20% Home Heating & Air Conditioning (service, new equipment)
  - 57% Vacations / Travel
  - 10% Real Estate (Sell or purchase)
  - 63% Men's Apparel
  - 72% Women's Apparel
  - 47% Children's Apparel
  - 02% Boats or Personal Watercraft
  - 22% Art & Crafts Supplies
  - 17% Childcare
  - 28% Education or Classes
  - 07% Attorney
  - 27% Veterinarian
  - 15% Chiropractor
  - 23% Financial Planner (Retirement, Investing)
  - 51% Tax Advisor / Tax Services
  - 34% Health Club / Exercise Class
  - 35% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
  - 15% Weight Loss
  - 27% Lawn Care Service (Maintenance & Landscaping)
  - 29% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
  - 57% Pharmacist / Prescription Service
  - 25% Cell Phone or Smart Phone (New Service or Update Service)
  - 82% Dining & Entertainment
  - 22% Jewelry
  - 07% Wedding Supplies
  - 29% Athletic & Sports Equipment
  - 05% Motorcycles / ATV's
  - 63% Medical Services / Physicians
  - 29% Pet Supplies



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