

Audit Period: April 1, 2013 – March 31, 2014

CVC Sample Audit

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1. Media Platforms



Print Publication



Digital Edition



Website



Social Media

Average Net Circulation: 7,752 (Print Edition)
Average Digital Edition Subscribers: 1,019
Average Website Uniques: 23,651
Average Facebook Likes: 999
Average Twitter Followers: 2,804

2. Publication Information

Number of Editions: One
Format / Average Page Count: Magazine / 96 Pages
Circulation Cycle: Weekly
Ownership: Media Verification, Inc.
Year Established: 1992
Publication Type: Magazine
Content: 50% Advertising / 50% Editorial
Circulation Paid/Unpaid: 76% Unpaid / 12% Paid / 12% Sponsored
Primary Delivery Methods: 0% Carrier Delivery/ 97% Mail / 3% Controlled Bulk & Single Copy
Annual Mail Subscription Rate: \$79.00
Cover Price: \$1.25
Insert Zoning Available: Yes - Route
CVC Member Number: 01-0000
DMA/MSA/CBSA: Saint Louis, MO / Saint Louis, MO--IL
Audit Funded By: Publisher

3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2014
Mechanical Data:	Four (4) columns x 13-inch column depth Full page: 9.875" wide X 13" depth.
Open Rate:	Local: \$0.00 per column inch National: \$0.00 per column inch
Insert Open Rate:	\$00.00 per thousand
Classified Rate:	\$0.00 for 3 lines
Deadline Day & Time:	Wednesday by 5 PM
Website Rates:	Contact Publisher
E-Newsletter Rates:	Contact Publisher

Additional rates may be available from the publisher.

4. Contact Information

Publisher:	Tim Bingaman	EMAIL: tbingaman@cvcaudit.com
Advertising:	Jim Kennedy	EMAIL: jkennedy@cvcaudit.com
Circulation:	Darlene Lucy	EMAIL: dlucy@cvcaudit.com
Contact #4:	(Optional additional listings)	
Contact #5:		



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

CVC Account Number: 01-0000	Wednesday	Publication Name / City, State
Audit Period Summary		
Average Net Circulation	(5-H)	7,752
Average Gross Distribution	(5-F)	7,754
Average Net Press Run	(5-A)	7,895
Audit Period Detail		
A. Average Net Press Run		7,895
B. Office / File		141
C. Controlled Distribution		
1. Carrier Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		0
3. Mail		4,683
4. Requestor Mail		593
5. Controlled Waiting Rooms		0
6. Controlled Hotels		0
7. Events, Fairs, Festivals and Trade Shows		4
8. Controlled Newspapers in Education		0
9. Restock & Office Service		208
10. Other: Chamber of Commerce Mailing		390
Total Average Controlled Distribution		5,878
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		5,878
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		11
3. Mail		903
4. Paid Waiting Room		0
5. Paid Hotels		0
Total Average Paid Distribution		914
Paid Returns		(2)
TOTAL AVERAGE PAID CIRCULATION		912
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		962
4. Sponsored Waiting Rooms		0
5. Sponsored Newspapers In Education		0
Total Average Sponsored Distribution		962
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED CIRCULATION		962
F. Average Gross Distribution		7,754
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		7,752



Explanatory – Print

PARAGRAPH FIVE AUDIT PERIOD SUMMARY

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)). See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: Average gross distribution 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 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 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. 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.
 - 5. CONTROLLED WAITING ROOMS: Editions delivered to the waiting areas of local business and office buildings, including, but not limited to salons, medical offices and professional firms.
 - 6. CONTROLLED HOTELS: Editions distributed to area hotels and available to individual readers. Subject to paragraph 5E 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 5E returns.
 - 8. CONTROLLED NEWSPAPERS IN EDUCATION: Editions distributed to area schools or educational institutions and available to individual readers. Subject to paragraph 5E 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 5E returns.
 - 10. OTHER: Chamber of Commerce mailing, delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or Post Office Boxes.

CONTROLLED RETURNS: Distributed editions, in the controlled distribution categories, returned to the publisher unsold and/or unclaimed during the edition cycle *(See paragraph 12 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.
 - 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: See C3 for explanation of mail distribution.

PAID RETURNS: See section C: Controlled Returns for explanation of returns reporting *(See paragraph 12 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 voluntary pay basis. Subject to paragraph 5E returns.
 - 3. MAIL: See C3 for explanation of mail distribution.

SPONSORED RETURNS: See section C: Controlled Returns for explanation of returns reporting *(See paragraph 12 for CVC return/unclaimed confirmation.)
- 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)).

Audit Period Edition Reporting

EDITION	CIRCULATION	EDITION	CIRCULATION	EDITION	CIRCULATION	EDITION	CIRCULATION
1/5/2013	8,846	4/04/2013	9,197	7/05/13	8,846	10/04/2013	9,197
1/12/2013	6,887	4/11/2013	7,442	7/12/13	6,887	10/11/2013	7,442
1/19/2013	7,257	4/18/2013	7,538	7/19/13	7,257	10/18/2013	7,538
1/26/2013	7,234	4/25/2013	7,432	7/26/13	7,234	10/25/2013	7,432
2/02/2013	8,667	5/01/2013	9,185	8/02/13	8,667	11/01/2013	9,185
2/09/2013	7,297	5/08/2013	7,390	8/09/13	7,297	11/08/2013	7,390
2/16/2013	7,069	5/15/2013	7,515	8/16/13	7,069	11/15/2013	7,515
2/23/2013	7,209	5/22/2013	7,557	8/23/13	7,209	11/22/2013	7,557
2/30/2013	7,011	5/29/2013	7,621	8/30/13	7,011	11/29/2013	7,621
3/06/2013	8,804	6/06/2013	9,571	9/06/13	8,804	12/06/2013	9,571
3/13/2013	7,209	6/13/2013	7,611	9/13/13	7,209	12/13/2013	7,611
3/20/2013	7,417	6/20/2013	7,556	9/20/13	7,417	12/20/2013	7,556
3/27/2013	7,614	6/27/2013	7,527	9/27/13	7,614	12/27/2013	7,527

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

	Monthly Audit Period Average
Website Unique Visitors	23,651
Website Visitors	41,109
Percent of New Visitors	53.62
Website Page Views	72,146
Pages Per Visit	1.75
Average Time Spent on Website	00:01:19
Total Time Spent on Website	Not Reported
Bounce Rate	72.17%

Explanatory – Website

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.

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

PERCENT NEW VISITORS: The percentage of visitors that have visited the publication’s website for the first time through the course of the month and are considered unique and are differentiated from multiple returning visits.

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 HH:MM:SS

TOTAL TIME SPENT: The cumulative total amount of time spent on a website for all visits over the course of a month, expressed in HH:MM:SS.

BOUNCE RATE: Bounce rate reports the percentage of visits that view only one page before exiting a site. This number is presented as a monthly average.



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6B. Audited Online/Digital Edition Reporting

	Monthly Audit Period Average
Digital Edition Single Copy - non-paid	220
Digital Edition Subscribers - Paid	1,019
Unique Digital Edition Visitors (Web)	Not Reported
Digital Edition Page Views (Web)	Not Reported
Unique Digital Edition Visitors (Mobile)	Not Reported
Digital Edition Page Views (Mobile)	Not Reported

Explanatory – Digital Edition

PARAGRAPH SIX (B)

UNIQUE DIGITAL EDITION VISITORS (WEB): 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 (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 VISITORS (MOBILE): Unique visitors 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, 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 (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

Media Type	Database Recipients
Magazine Subscriber Text Database	«Mag_Sub_Text_DB»
Advertiser Text Database	«Advertiser_Text_DB»
Non-Subscriber Text Opt-In Database	«NonSub_OptIn_Text_DB»

Explanatory – Text Media

PARAGRAPH SIX (C)

MAGAZINE SUBSCRIBER TEXT DATABASE: Subscribers of the publication who have provided mobile or text contact data to receive special offers, coupons or redemption codes for use within a specified period of time.

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

NON-SUBSCRIBER TEXT OPT-IN DATABASE: Subscribers who have provided mobile or text contact data to receive 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.

6D. Social Media

Social Media Source	Media Usage
Facebook - www.facebook.com/	999 Likes
Twitter - (@cvcaudit)	2,804 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

Media Type	Database Recipients
Subscriber Email Database	14,028
Advertiser Email Database	Not Applicable
Non-Subscriber Email Opt-In Database	Not Applicable

Explanatory – Email Media

PARAGRAPH SIX (E)

MAGAZINE SUBSCRIBER EMAIL DATABASE: Subscribers of the publication 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.

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

Media Type	Database Recipients / Views
RSS Feed	
Vine	
Other	

Explanatory – Video & Podcast Media

PARAGRAPH SIX (F)

RSS FEED: Feeds from videos, audio, news headlines or blogs and accessed by viewers who have visited the publications website.

VINE: Video feeds viewed by guests or followers of the publications social media accounts.

7. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/14-12/31/14		7,477	-	-	-
01/01/13-12/31/13	CVC	7,574	7,601	7,579	7,934
01/01/12-12/31/12	CVC	-	7,714	7,718	7,114

8. Distribution by Zip Code (00/00/2014 Edition) Wednesday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
00000	St. Louis	St. Louis County	0	0	0	0	0
00000	St. Louis	St. Louis County	0	0	0	0	0
00000	St. Louis	St. Louis County	0	0	0	0	0
00000	St. Louis	St. Louis County	0	0	0	0	0
00000	St. Louis	St. Louis County	0	0	0	0	0
00000	St. Louis	St. Louis County	0	0	0	0	0
00000	St. Louis	St. Louis County	0	0	0	0	0
00000	St. Louis	St. Louis County	0	0	0	0	0
00000	St. Louis	St. Louis County	0	0	0	0	0
00000	St. Louis	St. Louis County	0	0	0	0	0
00000	St. Louis	St. Louis County	0	0	0	0	0
00000	St. Louis	St. Louis County	0	0	0	0	0
00000	St. Louis	St. Louis County	0	0	0	0	0
00000	St. Louis	St. Louis County	0	0	0	0	0
TOTAL			0	0	0	0	0

9. Distribution by County (00/00/2014 Edition) Wednesday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
St. Louis	St. Louis Kirkwood Webster Groves Des Peres Sunset Hills	0	0	0	0	0
TOTAL		0	0	0	0	0

10. Verification of Distribution – Carrier Delivery and Mail Distribution

«Organization» reported an average carrier delivery distribution of «Total_Home_Delivery» during the audit period. Carrier delivery is verified through the review of carrier statements and additional publisher support documents. «Organization» reported an average mail distribution of «Total_Mail_Delivery» during the audit period. Mail distribution is verified through the review of mail statements and additional publisher support documents. The Circulation Verification Council performed a delivery & readership verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, residential and cell phone surveys, online surveys, email surveys, and/or social media surveys. Delivery verification source data can include, but is not limited to, residential phone listings, cell phone exchanges, publisher delivery lists, opt-in email databases, online, and/or social media databases. The purpose of the verification is to verify individuals who receive the publication, and further identify individuals who read or look through the publication. The delivery verification takes place throughout the audit period between the hours of 5:30 PM-8:30 PM and 10:00 AM-2:00 PM.

1. «Organization» is distributed regularly in your area. Do you receive «Organization» on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through «Organization»?

CVC review indicates that a sufficient number of individuals reported that they receive «Organization» on a regular basis to substantiate the publisher’s distribution claims. CVC verification confirms that X of X individuals or X% report they receive «Organization» on a regular basis.

CVC verification confirms that X of X or X% report they regularly read or look through «Organization».

*Households reporting stop delivery requests were excluded from the survey.

11. Verification of Distribution – Controlled Bulk / Demand Distribution / Single Copy

The Circulation Verification Council performed delivery verification in the primary market areas indicated in paragraph nine. Delivery verification can include, but is not limited to, on-site verification, business and cell phone interviews, online, email, and/or social media contact. Delivery verification source data can include, but is not limited to, business and cell phone listings, publisher delivery lists, opt-in email, online and/or social media databases. Circulation Verification Council performed the delivery verification from locations chosen randomly from the publication’s delivery list(s). The purpose was to verify whether the distribution and return quantities reported by the publisher are reasonable and accurate.

CVC verification substantiates «Organization»’s claim of «Return_Unclaimed» returnable source distributed editions returned to the publisher unclaimed after the edition cycle. CVC verification confirms that X% of reported controlled bulk drop locations indicated they received «Organization» on a regular basis.

CVC verification substantiates X’s claim of X returnable source distributed editions returned to the publisher unclaimed after the edition cycle.

CVC verification indicates that less than X% of «Organization»’s returnable source distributed editions are returned to the publisher unclaimed after the edition cycle.

12. Paid Reporting Analysis

CARRIER DELIVERY	Basic Rates: N/A
MAIL	Basic Rates: \$79.00
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	903
Over 75% of basic rate	0
Over 50% of basic rate	0
Over 25% of basic rate	0
1%-24% of basic rate	0
Less than 1% of basic rate*	0
SPONSORED	Basic Rates: \$79.00
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	962
Over 75% of basic rate	0
Over 50% of basic rate	0
Over 25% of basic rate	0
1%-24% of basic rate	0
Less than 1% of basic rate*	0
SINGLE COPY	COVER PRICE: \$1.25
	AVERAGE WHOLESALE RATE: \$0.625



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13. Optional Publisher Reporting – Subscriber Business Title Reporting

TITLE	AVERAGE PRINT	AVERAGE DIGITAL	TERM: 1 YEAR	TERM: 2 YEAR	TERM: 3 YEAR	AVERAGE CONTROLLED	AVERAGE PAID	AVERAGE SPONSORED
Owner/ Partner								
CEO								
CFO								
CIO								
COO								
President								
SR VP								
VP								
Director/Manager								

14. Optional Publisher Reporting – Subscriber Industry Type Reporting

INDUSTRY	AVERAGE PRINT	AVERAGE DIGITAL	TERM: 1 YEAR	TERM: 2 YEAR	TERM: 3 YEAR	AVERAGE CONTROLLED	AVERAGE PAID	AVERAGE SPONSORED
Agriculture/ Landscaping								
Automotive								
Banking								
Beauty / Health								
Construction								
Entertainment/ Sports								
Education								
Food / Rest.								
Government								
Hospitality								
Industrial								
Insurance								
Legal								
Medical & Health								
Media								
Finance								
Marketing								
Non-Profit								
Property / R.E.								
Professional Services								
Retail								
Retired								
Trucking								
Technology								
Other								

